
IMPACT OF SOCIAL MEDIA USAGE IN ART AND CULTURE

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Abstract

Different brands use social media to create communities for engagement and to spread awareness of their services. The task of Indian society is to bridge the gap between tradition and modernity. The whole social structure is shifting, and Indian society, which was less open or closed, has now moved to an open society. Indians are practically becoming more social and communicative. While not everybody in Indian society has access to the Internet and computers, the fact that it is spreading very rapidly cannot be undermined. We can precisely call social media a tool that needs the utmost careful handling with a deep study of the topic. This can be highly beneficial if used appropriately. Undoubtedly, social media can have a very good impact on our culture and can help to spread our days old tradition with immense pleasure and prestige.

Keywords: *Culture, Communities, India, Network, Social media.*

I. INTRODUCTION

New communication technologies have had a considerable influence on culture throughout human history. The influence and the effect of such developments were undoubtedly poorly understood in the early stages of their implementation. To raise the alarm about the dangers raised by the invention of writing and reading, Plato used the voice of Socrates. Plato condemned writing as inhuman in his conversation with Phaedrus, warning that writing weakened the mind and that it threatened to ruin the memory of people[1]. At the time, the invention of the printing press was often seen as a challenge to European culture, social order and morality. The church has been significantly weakened since they started practicing this perverse excess of printing books," lamented Francisco Penna, a Dominican defender of the Spanish Inquisition." In particular, similar issues were also posed in the aftermath of the emergence of electronic media television, which was frequently depicted as a corrosive force on public life[2].

Social media is the social networking between people in which images, thoughts; views in virtual communities and networks are formed, posted or exchanged. It is the use of web-based media to have a conversation that is interactive. The civic engagement of social media is growing and helps people to keep in contact with friends, families and communities. Around the same time, social media changes the way people communicate with others through social networking sites, leaving people more disconnected and creating a new sub-culture, while people are more related to each other through social networking sites[3].

A. Role and Significance of Social Media in Indian Society

Indian culture is one of the world's most dynamic cultures. The effect of every new invention is worth researching and examining because it consists of numerous and varied religions, castes, languages and cultures, and arts. The reservation of Plato on the influence of new media on society continues to influence the current deliberation on the influence of the Internet and social media. Basically, Indians are not really sensitive to fresh ideas or technology. The acceptance of any change in their lifestyle or something that becomes part of their culture takes longer. It is important for even the most trained and modern Indian to be persuaded of the use of any new technology. Quite recently, social media has reached India and its influence is being felt quite strongly. "Rather than technology, social media is more about sociology and psychology." The way people interact and socialize on the web has been revolutionized by social media. Company, politics, socialization and some detrimental effects, such as cyber bullying, privacy and fake news, have a positive impact[4].

B. Indian Art and Culture

India is the oldest civilization on planet Earth to exist as a society. Indians are very proud of the art and culture they have transferred from one generation to another. Two strong complementary entities are art and culture. There are a range of art types in Indian art, including painting, sculpture, pottery, and textile arts, such as woven silk. It encompasses the whole Indian subcontinent geographically, including what are now India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan and eastern Afghanistan. Indian art is characterized by a clear sense of design and can be seen in its modern and traditional forms[5]. In the 3rd millennium BC, the roots of Indian art can be traced to prehistoric settlements. Indian art has had cultural influences on its way to modern times, as well as religious influences, such as Hinduism, Buddhism, Jainism, Sikhism and Islam. Despite this dynamic blend of religious practices, the dominant artistic style has traditionally been shared by the major religious groups at every time and place. Sculpture in stone and metal, predominantly religious, has survived the Indian environment better than other media in historical art and offers much of the best remains. Historically, Indian art styles adopted Indian religions from the sub-continent[6].

India's community collectively refers to the thousands of distinct and distinctive cultures of all faiths and communities present in India. The languages, religions, dance, music,

architecture, food, languages and customs of India differ from location to location within the country. Indian culture extends throughout the Indian subcontinent, sometimes labeled as an amalgamation of many civilizations, and has been influenced by a history that is several millennia long. Many elements of various Indian cultures have a profound influence on the Ionospheres, Greater India and the globe, such as Indian religions, philosophy, cuisine, languages, martial arts, dance, music and movies[7].

C. Social Media- Impact on Art and Culture

Things that were almost impossible in Indian culture, with the advent of social media, now sound simpler. In the everyday life of millions of Indian users, social networking sites have incorporated. India's present and future are held in its possession by the post-independence generation. The decision taken by the trends laid down by this 'Generation of Social Media' will shape the future. The task of Indian society is to bridge the gap between tradition and modernity. In the execution of its duties and services, the Indian government and the administration process have also brought tremendous improvements in terms of embracing social media and web page use. These technology reforms have introduced numerous improvements to the public's use of these web platforms and social media. These important web portals have been collected and launched by people to promote and conserve art and culture[8].

D. Ministry of Culture

The department's mission is to conserve, encourage and disseminate all forms of art and culture. The Department carries out the following activities in order to accomplish this: protection and restoration of heritage, historical sites and ancient ruins, administration of libraries, promotion of literary, visual and performing arts, observation of centenaries and anniversaries of significant national personalities and events, promotion of Buddhist and Tibetan institutions and organizations Promotion of non-official institutional and individual projects in the arts and culture sectors, entering into cultural agreements with foreign countries. The Department's functional scope extends from the grass-root level to the international level of cultural exchange to build cultural understanding. In the preservation and promotion of art and culture, the Ministry of Culture plays a critical role. Its goal is to establish ways and means by which fundamental cultural and aesthetic values and perceptions among individuals remain active and dynamic. It also carries out programmers to encourage different forms of modern art. The Department is a nodal body to remember global events and mark centenaries of great artists.

E. Facebook as an Important Social Media

It is one of the most important collaborative social media channels where individuals with a shared interest communicate with each other. It is a popular free website for social networks that allows registered users to create profiles, upload photos and videos, send messages, and



keep in contact with friends, family, and peers. As of December 2018, Facebook had more than 2.3 billion monthly active users. Prominent media attention is received. It is a fantastic forum where billions are immediately linked and there is a massive boost to traditional art and culture. Many artists, such as musicians, singers, painters, designers, open their accounts and post their work in the form of images, videos, and interested individuals contact them either to learn or pursue their respective art, or to inspire artists through appreciation, or through the purchasing or sharing of their work.

II. CONCLUSION & DISCUSSION

As the above study concludes, the key finding is the omnipresence of all, regardless of age, gender, caste, faith, educated or uneducated, of social media in life. It is the networking age. Technology is never good or bad in itself; it is the way it is treated. Many technology critics bluntly blame technology for being anti-social, allowing false news to overcome the reality, making relationships bitter, increasing crime, paving the way for increasing stress and deteriorating human beings' lifestyles, but it's not like that. There are often two sides of any invention that takes place, positive as well as negative. It is up to the user of the technology in question to use it safely and effectively. The things that were almost impossible in our culture, with the advent of social media, feel simpler now. In the everyday life of millions of Indian users, social networking sites have incorporated. The position of social media cannot be undermined in India's business and consumer market.

III. REFERENCES

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