

IMPACT OF SOCIAL MEDIA ON INDIAN CULTURE

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Abstract

Regardless of the generation gap, a significant population in the urban world today uses social media as a means of networking to generate ideas, share information, photographs and videos. It is an undeniable reality that social media systems and facilities generate a kind of transcendence in a faster way that is otherwise not possible in the physical world. Instagram itself has become the social picture site for art promotion with 800 million users and increasing, and research shows that the negative aspects are far outweighed by the positive. The way we view and share our visits to galleries and how we interpret art is evolving on Instagram. In recent days, other social media have also played a major role in introducing diverse types of music, dance, folk art, etc., to a popular forum that is more available to the public. As these media have a deep penetrating presence among young people, they may also have the opportunity to reintroduce our art and cultural forms in a more creative way to the modern generation.

Keywords: Art, Culture, Facebook, India, Social media.

I. INTRODUCTION

The Internet has added 41.7% per year to the national economy and will continue to grow over the next three years (Get Malaysian Online, 2015). 12000 companies are online in Malaysia. In collaboration with the Commission, the Registry of Domain Names (MYNIC) and iTrain, the government has set up a Get Malaysian Business Online programmer to improve online business. It aims to help small businesses create websites and succeed in the market (Berita Harian Online, 2014)[1]. Utusan Sarawak (2013) said, "PayPal, the market leader in e-commerce, has released data showing Malaysia's success and potential to trade online around the world." In addition to identifying export lines as an effective channel for local SMEs closer to millions of consumers abroad and sell to a global market". Blogs, Micro blogs, Social Networks, Media-Sharing Sites, Social Bookmarking and Selection Sites, Review Sites, Platform and Successful Worlds are the eight most common social media in

many forms. Marketing contact for luxury fashion brands using social media such as Twitter, Facebook, and YouTube has already been tested as business take-off tools. On their websites, traditional designer houses such as Louis Vuitton offer live streaming fashion shows. To build iPhone apps, Ralph Lauren, Chanel, Donna Karan, and Gucci have partnered with Apple.

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. 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 subcontinent. India's community collectively refers to the thousands of distinct and distinctive cultures of all faiths and communities present in India[2]. 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[3].

A. Instagram in art and culture

Instagram is a social networking site operated by Facebook, Inc. for photo and video sharing. Kevin Systrom and Mike Krieger developed it and released it in October 2010. Instagram is an app made for posting images and videos from a smartphone on a social network. Everybody who creates an Instagram account has a profile and news feed, similar to Facebook or Twitter. When people upload a picture or video to Instagram, the profile will show it. In their own feeds, other users who follow them will see their messages. Similarly, one can see posts that they want to follow from other users. Posts from an account may be publicly shared or with pre-approved followers. Users can search tags and locations for other users' content, and monitor trending content. Users can "like" images to add their content to a feed, and follow other users[4].

ISupportIndianWeavers is a page created to provide a platform to revive the art of weaving which is a backbone of many households earning. India is the only nation still making textiles

that come from the genius of its master weavers. The handloom industry in India is not the basket case it's made out to be. The market for both saris and woven fabrics on the Indian subcontinent is largely popular. There is no country that still has an indigenous fashion like India. One of the wonders of India is that it still has distinctive fashion handwriting, produced by craftspeople and designed by Indians[5]. The availability of organic textiles and their craft accounts for a significant part of this miracle. The fashion company is not stagnant. Handloom textiles need constant creativity, design feedback and facilitation, along with mill-made fabrics. Textiles are, after agriculture, the largest employment generator in India. Although the share of handloom in production is only 11 percent and the industry's revenue is only Rs 2,812 crore, it provides 4.4 million weaver families with jobs. The industry also provides women in poorer regions with employment. Women who used only spin yarn at first have taken up weaving and developed a unique, potentially rich, environmentally-friendly cottage industry. One such small step on Instagram is #NationalHandloomDay, which helps save the dying art that was also very similar to Mahatma Gandhi[6].

B. YouTube as a powerful social media

YouTube is an American website for video-sharing. Users can upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users via YouTube. It provides a broad range of videos from user-generated and corporate media. Content available includes video clips, TV show clips, music videos, short and documentary movies, audio recordings, movie trailers, live streams, and other content such as video blogging, original short videos, and instructional videos. According to Alexa Internet, the website is ranked as the second most popular site in the world as of August 2018. YouTube has been used by both private individuals and major production firms to expand audiences. Independent content creators have created grassroots follow-ups with very little expense or effort, numbering in the thousands. Many Indian art and cultural forms have been uploaded to YouTube and the young generation is showing more interest in following it as it is easily accessible[7].

C. Social Media and Indian Food and popular culture

Social Media is the latest, highly efficient and strong instrument to build awareness of the launch of goods, menus or food brands in the Indian food market. It is an obvious choice for fast food joints, food and beverage (F&B) companies and connoisseurs to turn to this popular platform to spread the word and generate buzz about their services, goods, events and new things on the menu, with everyone being hooked on social media these days. In order to help them attract more clients on the online channel, the dynamic landscape has made businesses think of out-of-the-box tactics and social marketing. It has been three years since Prime Minister Narendra Modi started Digital India, an initiative to increase internet connectivity across the country, especially in rural areas[8].

The Facebook-owned WhatsApp has become the medium of choice, is secure, needs only an internet connection and is often enabled on new phones. As a result, India now has more application users than 200 million or one out of six Indians, a WhatsApp spokeswoman says, than any other country. Anil Bandawane, a farmer living outside Pune, India, was fed up with

the bad advice he got for agricultural queries from the government's national hotline. Life in India as a farmer can be isolated, and he felt cut off from his colleagues. So he started a community on WhatsApp named Baliraja. The group gained so much momentum that Bandawane created more than a dozen different subgroups for different districts, enabling his fellow farmers across the country to share knowledge and support on the messaging platform. To the south, in the state of Kerala, Bharathy Gopalakrishnan, a stay-at-home mother, wanted some leftover red-velvet cupcakes to make a little money. The idea developed into PB Kitchen, a WhatsApp community she created to allow women to buy and sell each other's homemade dishes in her apartment complex, from sambars and vadas to burgers and cakes[9].

II. CONCLUSION & DISCUSSION

It is not possible to undermine the role of social media in India's business and consumer market. 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. If used properly, this can be extremely advantageous. Undoubtedly, social media will have a very positive influence on our society and, with great pleasure and prestige, can continue to spread our day-old tradition. All it takes is a firm mind, strong intelligence and a respectable approach to the social media source that is open.

III. REFERENCES

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