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# SOCIAL MEDIA ROLE AND IMPACT ON SOCIETY

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## ***Abstract***

*Media is the reflection of our society and it depicts what and how society works. Media, either it is printed, electronic or the web is the only medium, which helps in making people informed. It also helps to entertain the public, inform people and make them aware of current affairs. The media has become our society's voice today. There are a host of media outlets that have, more eloquently, inspired the thoughts of the younger generation and other parts of our society. The purpose of the study is to examine the function and effectiveness of the media at the time of demonetization. The main objective of the paper is to research the role of the media in awarding demonetization and its consequences to individuals. The research would help to study the nature of the media in disseminating knowledge on critical topics and how people are educated about current events.*

**Keywords:** *Demonetization, Impact on society, Media, Sociological Approach, Generation gap.*

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## **I. INTRODUCTION**

Media and society are closely related to each other. The extensive impact of media on society can easily be seen these days. Media reflects our society, how it works and what it constitutes. With the advancement in technological area, our society has also observed the expansion in the thoughts and ideas of people. Every single invention starting from the printing press to the latest smartphones our society has accepted it. Earlier people used to communicate things with the help of sketch and print forms but as time passes the medium became more advanced [1].

Individuals today are only a click away from any and all information available on the internet. There are different types of media that enable our society to inform, educate and entertain. The media may be printed in the form of newspapers, books, magazines, etc. Media includes an electronic form that is one of the most used mass communication media for the distribution of data. Not only can listeners and viewers get informed with the aid of radio and TV, but it also provides an awareness of current occurrences. Being an audio medium, radio helps to distribute

data to every nook and corner of our world. In providing a forum for creativity, radio has also played a critical role. The reach of this audio medium is not only limited to urban areas but it has covered a wide range even to the remote areas of our country [2].

The audio medium of mass communication is having more benefits for people living in rural parts of the country. The radio programmers cater to the needs of the rural sector, which consists of small-scale manufacturing, agriculture, forestry, fisheries, etc., which have supported rural people in their daily lives. TV, on the other hand, is, in terms of coverage, the second most used medium. When put together, graphics and audio help to better understand and provide up-to-date details. Via this means of mass media, news from all parts of the world is investigated and presented [3]. Television in our country was originally implemented for educational purposes. But the purpose of educating people turned into providing information and entertaining masses later as time passed. Television has been an integral part of our everyday lives today [4]. This includes a wide variety of programmers, such as daily soaps, news, movies, reality shows, sports, weather reports, religious programmers, music, etc.

These days, social media is becoming one of the most influential and most accessed communication media. Social media has placed one platform on various individuals from different geographical areas on which they can share their feelings, ideas, emotions, data and much more. The manifold social networking platforms such as Facebook, WhatsApp, Instagram, Twitter and others open the door on the same platform to share ideas, viewpoints and thoughts. The planet has come close to one another with the advancement of science and technology. Individuals do not have to wait for the distribution process today, but the situation is such that any user of social media has become a source of data on their own. A broad variety of subjects are covered by the daily news and viewpoints that the social media consumer comes across [5]. The activities in our world are linked to these topics or subjects. Through the list of emoticons, people can like, display emotions or even comment accordingly. Social media serves as an umbrella that reflects a number of fascinating features that make our lives much simpler. Apps of tagging friends, exchanging places, posting images and videos, chatting messages, video calling, searching for friends, etc. have made our lives more engaging [6].

In the Indian economy, demonetization has a negative effect on various sectors of the economy. Many of the detrimental consequences of running. As the new currency notes are widely distributed throughout the economy, all these consequences are solved. In the exchange of currency notes, on the other hand, individuals face several difficulties. Even though people face such a challenge, people are prepared to bear these problems because of their positive effects on the economy. If all the problems and disadvantages associated with demonetization are effectively resolved by the government, this demonetization will become India's successful economic revolution and we can expect a better tomorrow with India free of corruption [7].

There were several regulations made by the government, which were transmitted to us via the different media. Information related to many changes to the issue has frequently been published on various media outlets. The media with the help of which the public was aware of the Note

Ban issue were panel discussions, talk shows, interviews, Vox-pops. The first tool to trend note ban news among the people of India was electronic media. Through this electronic means of mass communication, people are updated every minute. Opinions were also illustrated very well in the media, not just by renowned leaders but also by the topic of common citizens. The news related to Note Ban was bombed in front of the public by various news channels. There were various views on the Note Ban issue from different news outlets. Thus, the news was served according to their point of view [8].

#### **A. Media using behavior: -**

The conduct of media use before and after the topic of demonetization was different. To monitor the frequent changes that were being made by the government, citizens from every part of the world kept an eye on their media outlets. People from every class of society were keen to learn about the development of the issue of the note ban. The key explanation for their eagerness was that the topic of notice prohibition was directly related to the life of each person. When respondents were questioned about their media actions before and after the demonetization problem, the researchers discovered that 51.35 percent of people's behavior was not affected. While the remaining 48.64% have raised the level of media use [9].

#### **B. Media effectiveness: -**

Any means of mass communication is only effective if it meets the audience's desires and interests. Informing everyday life is the primary role of the mass media. The effectiveness of the media depends on the source of the message used, the type of message, the language used, the type of information dissemination medium and the type of audience research analysis, showing that 88.28 percent of respondents considering the media as an effective means of gathering information about the demonetization problem and the idea of the cashless economy. Although 11.7 percent of the remaining time in raising awareness of the demonetization problem. Function of media on social issues such as demonetization is linked to form (radio), audio-visual (television) or online media. Any means of mass communication is only effective if it meets the audience's desires and interests. The main role of the mass media is to inform the public about current events which affect their daily lives directly or indirectly. The efficacy of the media depends on the source of the message used, the type of message, the language used, the type of information delivery medium and the type of audience to which the information is exposed. The findings of research study show that 88.28% of the respondents find media as an effective medium for getting information about the demonetization issue and the cashless economy concept [10].

## **II. CONCLUSION & DISCUSSION**

The media has become a critical part of our everyday lives. It has shaped the public in such a way that people need their morning tea in the newspaper. The primary source of information has been the media, whether it is print, electronic or social media. Every type of media played

its best role at the time of demonetization to educate ordinary people about the problem. In their point of view, television channels projected stuff that made individuals conscious of every minute of news relevant to the topic of note ban. Details related to new online payment-related applications were also communicated via different media forms. Cashless India's slogan was at its height. Some came out with optimistic opinions, while others protested because of everyday issues. During the demonetization time, the level of cashless transactions also grew. Common people were told through different means. Communication media is considered as the fourth pillar of democracy. One can easily observe the trend in news with the set priorities by the media. There are a plethora of mass communication mediums with the help of which one can get information related to daily life and current happenings. Even on social media platforms news related to demonetization was trending at a high rate.

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