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Social media as a game changer

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Abstract

Social media is a platform where 95% of all internets using people surf online either on Facebook, WhatsApp, Instagram, share chat, YouTube and so on. Social media is connecting to two hearts living in Different cities, places, countries. Due to social media people are talking, connecting to their parents, children, relatives, friends and so on. Here we are going too talked about the role of social media in covid-19 curbing. It is very good performing. People are sharing real time news with no filtration and attracting the government, police authority's attention to those particular incidents. as for example if there is no facility of basic sanitation, mask, medicine, cleanliness then people are coming live through social media and sharing their problems to Mass people and this sharing people to people is going viral and this viral is awakening the corrupt officer, lazy

systems and forcing them to do whatever better can be done . Due to fear of losing job officer, government authorities, local self-Government, etc. are coming forward and solving the issues. Social media has been doing a vital role in any incidents as for example me too campaign on social media went viral and many countries people started raising their voices against their physical mental harassment. Social media has both consequences positive and negative. Real time information with original text and context without filtration: Sustainable, flexible, understandable, and interesting: Digital marketing. Digital and technical knowledge improvement. Skill development among peoples and children. Social media is influencing main media. The bad impact of social media is like Communal violence and conflicts. Cybercrime and fraud. Gender abuses.

Keywords: Social media, digital, skill, fraud, gender consciousness

Introduction

The whole world is facing Global pandemic covid-19 outbreak. More than one crore people are under covid-19 positive net. More than six lakh people have died. More than 77 lakh people have been recovered. Crores of people have lost employment. Daily wages workers are in use distress. Many poor families are hungry. They are sleeping without taking bread. Many children and parents have suicided themselves due to non-availability of basic facilities like bread, rice, pulse. There is malnutrition among the children. In this situation main media and social media are playing key role to motivate people. Make people aware about covid-19, responsibility of citizens, rules, procedures, government's announcements, and government policies to public in different way. Print media to electronic media are also doing their job in this regard but I am going to talk about social media role in contemporary time. Social media is a platform where 95% people surf online either on Facebook, WhatsApp asp, Instagram, share chat, YouTube and so on. Social media is connecting to two hearts living in Different cities, places, countries. Due to social media people are talking, connecting to their parents, children, relatives, friends and so on. We talked about the role of social media in covid-19 curbing. It is very good performing. People are sharing real time news with no filtration and attracting the government, police authority's attention to those particular incidents. as for example if there is no facility of basic sanitation, mask, medicine, cleanliness then people are coming live through social media and sharing their problems to Mass people and this sharing people to people is going viral and this viral is awakening the corrupt officer, lazy systems and forcing them to do whatever better can be done . Due to fear of losing job officer, government authorities, local self-Government, etc. are coming forward and solving the issues. Social media has been doing a vital role in any incidents as for example me too campaign on social media went viral and many countries people started raising their voices against their physical mental harassment.

Real time information with original text and context without filtration: social media has become such a platform where people are sharing real time information from real incident place. They provide genuine information by watching the incident. T this news is not paid nor hindered by any external authority, political, criminal or any other influencers is not there. Social media is free from any influencers of big corporate house, politicians, bureaucrats, cropped officer and so on.

Sustainable, flexible, understandable, and interesting: social media is a nonprofit organization. The media by the people for the people. This is assessable, flexible, understand stable, the people we sharing the information is understood by mass community in their own languages. Their language is 100% matching to their communities that's the reason people are understanding hundred percent the news. Main media is a professional media that uses various type of voice filters that is not understood by many old age people

No money required ads free news: social media is a platform where there is no money required. No one demands for money. It's the people who take interest of sharing the real time incidents like Murder, rape, flood, materials quality, corrupt officer taking bribe at the spot and many more.

Digital marketing: digital marketing is a type of marketing that is being held online through digital platforms. Digital marketing is booming now days. Due to covid-19, Physical marketing has stopped and digital marketing is spreading its leg.

Digital and technical knowledge improvement: it has been noted that the person who visits one or two social platforms like Facebook, WhatsApp, Instagram etc. increasing their digital literacy. People are becoming awakening, their knowledge and interest in digital is improved. This is a better and positive aspect of social media. People are coming live, sharing their views and visions, getting feedback through comment. People are happy with their social media. Partner giving positive feedback encouraging them.

Real-time job recruiting findings: social media is today interaction of locks and current people of all the categories. Farmer to officer, common man to prime minister, everyone is connected through any social platform. Those who need some people for assisting them in official work or private work they post their requirement through social platforms and people replied them in real time. Thus they are taking mutual benefit to each other. Earlier it was seen that people bear advertising in any print media and after long time they got suitable candidates for their office. It was totally lengthy and costly process but social media has made it simple. This is the good quality of social media.

Skill development among peoples and children: social media is a platform where singers, actor, authors, dancers, academicians, scientists, journalists, bureaucrats, ministers, corporates all type of people are available and sharing their views and visions over any contemporary issues. This is improving the common man standard of posting particular views through their wallpaper. They are awakening about various terms and conditions, rules and regulation, policies. It is day by day due to this there is skill is developing day by day.

Social media is influencing main media: social media has become popular than main media. People have more believe in social media rather than main media. Due to political interventions, bribery people is losing their believe in men media content an advertisement. People have more believe in social media because they are not paid, influence by any political parties and Corporates. People share the original views, visions, criticism about a particular event, things, and

policies. It is that's the reason people are running after social media.

But there are some negative points of social media. These negative coins of the social media are **mass killings**. Sometime some social Anti-Social elements, orthodoxy type of people post angry, fiery any false information by editing. It goes viral. People catch the one who is under conspiracy a killed by mob. India has tested bittery. In India since 2014 people have more believe in social media and due to these flip Anti-Social elements are taking the benefit of people and targeting innocent people due to personal hatred and enmity. This is bad and threat for society.

Communal violence and conflicts taking place: sometimes it has been reported that some political inspired people post communal sensitive post through their wall. It goes viral and two or more communities quarrelling Each Other. This lead to death of many people. Religious sentiments are very dangerous for country like India and social media has created so many havoc amongst communities. Due to its false spread up, edited news, fiery speech, hatred post, people are targeted and being g killed.

Gender abuses moment of both male and female transgender. People harassing female. Some are insulting, lowering their social status. This lead to female feticide. Societies attacking on conspiracy women. This is very bad for social consciousness perspective.

Cybercrime and fraud is taking place day by day. New types of Malware are being spread through link. People losing their bank balance. It is creating Mental illness among people. Tensions frustrations are being given. This is the bad effect of social media.

Literature review

The Art of Social Media written by Peg Fitzpatrick has talked about the miniature use of social media that has potential of more than anything.

Social Media Marketing Work Book written by Jason M.C. Donald has talked about the marketing way of social media and he has claimed that social media is going to cross all the physical stores of marketing in coming years. Social media is becoming day to day phenomena of every Businessman and citizens of almost all the countries. Working professionals have no time to visit physical markets. They are availing the goods and services through online more so social media marketing can be a feasible, cost effective way of reaching our products to the peoples of large gatherings.

Socialnomics written by Erik Qualman has highlighted about the economics can be boosted by social media platform. We can save lakh rupees investing on physical way of marketing. Social media advertisement is visible. So he has written the socialnomics. It means the Economics of social media. People can generate large economy using social media at a larger point.

Objectives

1. To find out whether social media is playing a role of game changer or not in contemporary time?
2. To analyze the impact and scope of social media in ongoing pandemic situation worldwide.

Methodology

Fundamental and qualitative research methodology has been utilized. Data has been collected through various online mode and offline books like socialnomics, social media marketing

network, the art of social media. Secondary data has been utilized to collect and analyses the data.

Conclusion

Social media has been playing a vital role since a long time. It is also playing a vital role to highlight the situations in ongoing pandemic. Many peoples from the world are surfing the social media platform. Social media has ability to keep our voices listened to larger public in cost effective mode. Social media has become a platform to connect two souls, Two Cities, old and new friends. When the people highlight the corruption going on in private, government institutions, bureaucracy or in any areas, it goes viral. When it goes viral authority eyes are connected and the problem got solved immediately. So this is the potential of social media. People are sharing real time news with no filtration and attracting the government, police authority's attention to those particular incidents. as for example if there is no facility of basic sanitation, mask, medicine, cleanliness then people are coming live through social media and sharing their problems to Mass people and this sharing people to people is going viral and this viral is awakening the corrupt officer, lazy systems and forcing them to do whatever better can be done . Due to fear of losing job officer, government authorities, local self-Government, etc. are coming forward and solving the issues. Social media has been doing a vital role in any incidents as for example me too campaign on social media went viral and many countries people started raising their voices against their physical mental harassment. Social media has both consequences positive and negative. Real time information with original text and context without filtration: Sustainable, flexible, understandable, and interesting:

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