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Jai Hind Sindhu Education Trust's
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Sameeksha – Shodh

Special Issue

Conference Proceeding of National Seminar

On

Optimizing Social Media for Teaching, Learning and Personal Branding

Date: August 20th, 2021.

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Foreword

Social Media is the order of working. Its deep impact cannot be undermined.

In organizations like Krupp, we too have mobilized the use of social media to establish a strong internal connection among our people. However, a word of caution: it should be used positively by adopting ethical standards and abiding by privacy laws.

With technological innovations, these tools can also be optimized to gather public opinion and share feedback on relevant areas.

The national seminar on this topic is very appropriate and interestingly, research papers received have touched a multitude of aspects of social media.

It is my pleasure to present this foreword.

Mr. Rajendra Nageshkar

Ex Director Human Resource

Thyssenkrupp Industries

Message from Mrs. Nalini Gera

President, Jai Hind Sindhu Education Trust's Pimpri

I am happy to learn that our college organized a National Seminar on the theme '**Optimizing Social Media for Teaching, Learning, and Personal Branding**'. The seminar was held on August 20, 2021, which received a good response with the participation of delegates from many states and presentation of research papers on various sub themes. The organizers have decided to publish the conference proceedings. I believe that teachers as well as researchers will find it useful.

I send my best wishes for the publication.

Message from Dr. Vinita Basantani

Principal, Manghanmal Udham College of Commerce

Social media platforms play an important role for teaching students and for advancing teachers' professional development. They help students engaged more in learning; create meaningful interactions between teachers and students and in widening the scope of learning beyond school walls.

There is a relentless discussion on what role social media should play in education. Enthusiasts spotlight the benefits that social media provides for digital learners while experts call for excluding social media from classes. Experts claim that there are severe threats to using social media in the academic setting. Finding a middle ground has become a challenge. Yet the influence of social media on teaching and learning environment is growing very fast and its applications can fortify available resources, influenced deliberations, collaborative work, etc. Hence, the College decided to organize a seminar wherein experts from the field provided precious inputs on optimizing social media not only for teaching and learning but on also personal branding.

EDITORIAL

The unforeseen event of the COVID-19 pandemic has led to a steady increase in the use of distance learning, digital channels and social media for educational and communication purposes. The pandemic has also reshaped the higher education sector as the lockdown imposed in most countries of the world resulted in the immediate and unforeseen closing of universities and schools and make the shift to remote delivery of all academic activities. Thus, digital learning, has now become a new imperative.

The arena of education and entrepreneurship was greatly aided & bolstered by the social media networking sites. This editorial aims to shed light upon these aspects of intervention of social media and digital channels in various fields. The articles and studies presented herein highlight the efficiency of social media in fetching indispensable resources like vaccines, oxygen cylinders, medical equipment and facilitating the seamless flow of working of the education as well as corporate sectors.

Some of the articles included are as follows:

- A Study On the Impact of Twitter On the Mental Health of Youth
- What's App: An Online Tutorial Complement
- The use of Social Media on the use of language
- Building Your Career and Business Through Social Media

Happy Reading

Dr. Pushpa S. Pamnani

Chief Editor

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The Role of Social Media in Education System

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Research Scholar

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Abstract

The present research paper is an attempt to explore the applications of social media in education system. In 21st century world has been changing rapidly in every field. Social media is one of the popular platform for communication and interaction among the people, friends, students, teachers, relatives and colleagues where everyone can share knowledge, discuss, exchange their ideas, comment and create information. Due to Covid-19 pandemic, the influence of social media in education system in teaching and learning process gained popularity and made positive impact among the teachers and students life. The whole world has been locked up in this pandemic situation from last one year and everyone stays at their home and doing online 'Work from home'. In the education system at primary, secondary, undergraduate, postgraduate level and research students and teachers using internet based social media sites and apps for their teaching and learning process. The main objective of this research paper is to highlights use of various social media sites and apps in teaching –learning process and how it has made positive impacts among students, teachers and researchers.

Keywords: Communication, interaction, teaching, learning, education pandemic, social media

Introduction

In 21st Century, social media has been the major part of one's life. It helps to everyone for buying grocery, shopping from online apps, accessing electronic mails, gaining knowledge in education, research and business. It plays a very crucial role for changing people's life style. It connected through several social networking apps, blogs and social media sites where anyone can interact with each other very smoothly. No one can deny that social media has brought about a very radical change in the life of every person. In this century, gaining knowledge and connected learning has the influence of social media platforms on teaching learning system.

Now a day's social media has brought the world close together. At present, it is widespread among the youth. There are various social media tools like Google meet, Google classroom, zoom, WhatsApp, Facebook, Facebook Messenger, WeChat, YouTube, Twitter, Email, Telegram, Instagram and Blog, LinkedIn, Viber, Snapchat, Pinterest, as well as e-learning courses like MOOC, Swayam etc.

In the Covid-19 pandemic lockdown, the influence of social media and online teaching, online courses and online webinar, conference has been received too much popularity. From primary to post graduate teacher engaged their lectures using various social media apps like google meet, zoom, Google classroom etc. students are also actively involved in online learning process. Students also send their class homework, assignments, class test, practical through using the social media app. Apart from this social media has too much popular among youth for showing their inborn talent, social skills, dance skill, acting skills, creating short video through Facebook, Instagram, Moj, Tiktok, WhatsApp and earn money. Some of the youth from India having the millions of followers and earning money after uploading popular short video. It has been observed that social media is recognized

as a crucial platform of communication in current era. It connects people as well as places. It has tremendous scope of technology in 21st century.

There are several institutes that can act collectively along with their targeted groups and the institutions can either recruit or hire the candidates through their advertisements on social media sites. This can be best ways for candidates to find employment opportunities. Hence; the social media should be used in proper manner. Since last many years, the social media has acquired tremendous popularity and has emerged as the most authentic source of information. The social media is the most reliable platform through which students, I.T companies; automobile industries can have productive interaction along with their targeted groups.

There is ample use of social media in working people as well as students. It has observed that the use of social media made a positive impact among the society. Anyone can access the social media apps using internet connection and easily access information, communicate with each other, access, produce and share the audio, video and textual messages. It has influenced on our lives as well as benefits a in every field of life like educational, social, political field.

Social Media has created numerous positive effects on education in teaching learning process including enhancing soft skills, produce better teaching content, effective communication, accessing useful information and acquisition different subject knowledge. Apart from this, it has observed that there are some negative effects also which includes depression, anxiety, loneliness, cyber bullying, and identity theft. The excessive use of social media lead towards the adverse effects on students' minds. It has also create physical and mental stress, eyestrain, loneliness and bad posture.

What is Social Media?

Social media is a computer-mediated technology for sharing of various information, ideas, thoughts, and other forms of expression through communities and worldwide network. People can use social media via a smartphone, tablet, laptop, computer web based software. It has crucial platform among the organizations and their clients for instant and effective communication.

The use of social media in education system

Social media plays a significant role in every student's life in learning process. It has observed that the social media has easier and more appropriate way to share, access information and interaction. Social media apps and sites helps teachers for communication and engage lectures. It can provide to students with unlimited resources, access useful information for completing their class assignments, class seminars, essays, projects and presentations. Tutors and learners can connect each other via WhatsApp, Telegram, Zoom app, Google classroom and make good use of these platforms for the benefits of their teaching and learning. It is beneficial to everyone to connect with learning groups and make the education convenient in education system.

The social media can be the most useful thing for students in order to get information. Students can get or retrieve the useful information in very proper manners. The students can interact with their friends, classmates and teachers very comfortably. Students can establish connections with their teachers or professors through the use of social media. Students can find it very easy to acquire information and knowledge through the authorised ways. Teachers can make the effective use of ICT, power point presentation for class involvement. This will generate interest among the students and will encourage them to get more information with the power point presentation.

Students can interact with their teachers, colleagues and friends and any other through various means of communication like as mobile phones, personal computers, laptops, etc. However; these electronic devices require internet connection to share information through social media websites. Students are required to share their knowledge, daily assignments, questions, views, study material, study projects and different types of educational material with each other. Students can make the proper use of the social media in order to share the important information. They can generate the creative information and knowledge through this share. The use of social media can create many opportunities and options for gaining information. This method can increase their learning abilities.

Social network platforms useful to students and institutes with numerous opportunities to improve learning methods. It has observed that most of the students share their problems through the social media platform and they receive immediate solutions to their problems. Micro-blogging system has used in educational institutes to update students and teachers for latest announcement. Institutes and schools have adopted new technologies for pedagogical purposes as well as its use into the classroom.

The following popular social media sites and apps used in Education system

1. **Zoom-** It is one of the popular online teaching app where teacher can schedule the lecture meeting and engage the online lecture. It helps to schools, colleges, and universities for engaging online lectures, online meeting, online webinars and online conferences.
2. **Google meet-** Schools, colleges, universities and organizations can use Google meet with their staff and students for online video meetings and online lectures. Teacher students can use Google meet through using their Gmail and the video lectures and meetings.
3. **Google classroom** –This is one of the popular social media platform where teacher can send assignments to students and students post their assignments using this app. This app is available on web or used through smartphone. This app has other tools also like Gmail, Google Calendar, Google Docs.
4. **Google docs-** This is well known social media platforms among students and teachers. Students can use this tool for sending assignments, projects etc. to teachers. It is used to encourage the team works.
5. **Telegram** –Now a days this app has been gained popularity where more than millions people can join in a group, share their ideas, images, communicate with each other in a very effective ways. Telegram Messenger is a software used for communication where people can share instant messages, media files and making voice or video calls. Many activities can be carried out through social networking sites, the most important of which is web-based collaborative learning.
6. **Facebook-** It has a very popular social media platform through which both educators and students can interact appropriately. It is used as a primary communication activity through which people can post, comment, and share information with each other. Facebook page and group creates a space for students to ask and answer questions. When students get home and begin working on their homework, they can post a question to the groups so as to get it answered by the group member. Teacher can post videos, lectures, photos, documents, and other resources on the group's wall and student can access before class or when they work on their assignments.

7. **Twitter**-Twitter is a micro blogging portal that proves extremely useful across academic applications. Students, teachers, and other stakeholders use it as a pedagogical tool to gain information, interact and engage with each other, participate in their respective communities of interests, and share their insights about specific topics. It offers a quick way to post class announcements and reminders as well as real time information on class field trips. It also helps classes to track information on any topic. For instance, for a class discussing on a current event or a topic on career, twitter can provide up to date information, eliminating the need for extensive research. Many organizations offer twitter chat sessions with which students can interact.
8. **Instagram** – Now a day's it has become widely used youngsters for sharing photos and videos. Using this online tool, people can create audio-visual data. This innovative online tool mainly helps students who can use it to share information, interact with fellow classmates and even seek feedback from teachers. Students can use Instagram to improve their linguistic skills, build interpersonal skills, develop emotional aptitude, share knowledge, learn through fun, enhance project based learning, increase their knowledge and learn more in less time.
9. **WhatsApp**- It is most popular social media in society. It provides a channel through which teachers can achieve faster and more effective communication with their students. It can also increase the level of communication between students and create another venue for learning. It can be used to create study group, create audio lesson, send video, graphic, charts to students and send assignments to students.
10. **YouTube**- It plays a vital role to learn advance techniques for teaching learning method in education system. It provides platforms to students and teachers for learning together from all over the world. It has become very useful in education and every field for enhancing skills. The use of YouTube in learning will provide the strongest media communication to learners from across the world. Students can watch videos as many times as they wish. Students can access any information and study contents freely from YouTube. It has various opportunities to increase and enhance students' knowledge.
11. **Blogs**- Blog is a type of website where people can post their own content. It creates opportunities for everyone to write and share their writings on a large scale. It motivates students to become better reader and writer, promotes discussion among students.

Positive impact of social media on Education:

Use of social media in teaching learning method, the students get motivated and involve in learning system. Social media has created tremendous change in education system, in which students can access educational contents, video, e-books, e-journals, e-magazines and online notes. It has made possible to distance learners to learn from reputed organizations. Social Media helps to students for the creative use of their talent and learn new things easily. Social media has improving students' academic performance and develop their knowledge through accessing online educational contents. Students complete their projects, assignments through browsing online access. It helps students for solving their class test, assignments, homework, project and seminar. Teachers can also have advantages of posting their school events, class activities and homework through social media. The use of social media by the teachers will create advanced level of learning. It is said that every coin has two sides. The use of social media is not exception for the fact. There are few drawbacks of using social media in sharing the information. Social media should be used in a limited way without being getting addicted. It creates the privacy issues like posting personal information on online sites, which may lead students to wrong side. Students lost their ability to engage themselves for face-to-face

communication due to excessive use of social media sites. Sometimes students' gets suffer from distress and obstacle of mind. Now a days students are more addicted towards social media and lost their concentrate from studying With the extensive use of social media students obtain online data and it causes reading habits and their learning and research skills are diminishing. It also creates adverse effect on their eye stress, physical and mental health issues.

Conclusion:

In this way, we can understand that the social media is the most advanced technology that can help the students to gain information and knowledge by the media apps. The use of social media in education can fetch the instant and most specific information to the students, teachers, professors, and parents. The targeted groups can get themselves connected with the other learning and educational groups. This activity can achieve success through its implementation. In this Covid-19 pandemic, age everyone using the several social media sites and apps for their learning process as well as entertainments. Now a days, zoom, google meet Facebook, YouTube are popular for teaching and learning system. Thus the students can understand the significance of social media in their knowledge gaining process. This can also lead the different levels of advanced online teaching and learning activities.

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Innovative Approaches and Practices for Excellence in English Language Learning

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Abstract

Online learning has been proved exceptionally essential in the present era. An ability to communicate effectively is the vital requirement for every professional to interact at the workplace. Effective communication in any language requires a considerable number of efforts on the part of a learner. Consistent efforts and dedication helps a learner to master the language and become a professional. A learner needs to have a strong desire to learn and master a language and also needs to get trained in all the fundamental as well as advanced aspects of learning a language. English is the target language to be learnt and mastered as far as making a professional career in the global scenario is concerned. It has become the necessity to practise speaking English so that learners can interact in an appropriate and acceptable manner. Online learning platforms and online learning certification courses have immense potential to offer learners with strong learning desire to improve their English and communication skills.

Introduction

Digital age has provided a number of opportunities for us to learn and teach. The online platforms are available at our tips of fingers and now it is up to us how much we wish to take benefit out of these resources. The present age can be called the age of knowledge, enlightenment, professionalism and growth in all sectors of life. Therefore, it can be said that this is the golden age for any individual to choose any field of his interest and expertise and make growth in life and career. The present age can also be called the age of product and service as it welcomes the emergence of quality and standard of products and also highlights the significance of growth in these emerging sectors. If we consider the importance of business in all the aspects of life and career, the present scenario is suitable for the arrival of new entrepreneurs and certainly new business sectors.

The Study at a Glance

The demand and importance of English as a language of official as well as business communication has increased manifold. Therefore, it has become extremely essential for the entrepreneurs and freshers who aspire to enter into the world of business and professional workplaces to adopt the professional way of life. Recent study has observed that a number of freshers and entrepreneurs lack effective communication skills and this affects their growth in career. Effective communication skills directly help an individual to perform well in the professional scenario and thus make substantial growth in business and career. Effective communication in English also helps to maintain better interpersonal relations at the workplace. Therefore, nobody having desire to excel in career can deny the importance of effective communication skills in English. The demand of English and effective communication is increasing with the fast growth of product and service industry in the present situation.

Many of us have witnessed that a person who wished to learn and master English 20 years before had to formally take classes and visit spoken English tutorial coaching classes but the days have changed with the change of communication process and also the emergence of technology and digitalization. In the present situation, available electronic gadgets, online learning platforms, and social media have provided ample opportunities for all of us to utilise our time and energy for our growth in life and career.

Effective Use of Online Technology to Enhance Proficiency in English

In the present era, many new online tools are available to learn English language and various aspects associated to the language. The platforms like mobile applications, online websites and the use of videos available on YouTube and online educational platforms such as British Council, NPTEL, SWAYAM, Coursera, edX and udemy are extremely useful in the process of learning English. These platforms can be utilised for the maximum benefit to master English and effective communication skills. The use of social media has become one of the popular sources for learning any kind development in our life. Social interaction platforms such as LinkedIn, Twitter, Facebook, Quora, WhatsApp and Telegram are used for content creation and sharing of information, knowledge, ideas thoughts and social and technological developments as well.

Effective Communication in English

Communication skills are considered to be the most significant skills as they directly help freshers and graduates to communicate with the universe. Verbal communication is an ability to speak concisely and clearly. It is the ability to make use of words. It is essential to speak English fluently. Many people take fluency to mean speaking fast. Fluency means using the right word at the right time and in the right place. Non-verbal communication consists of body language, facial expressions, hand movements and eye contact. These aspects of nonverbal communication carry signs which are extremely meaningful and therefore, non-verbal communication is considered highly significant in the field of effective communication.

Language skills as a Priority for Effective Communication

It is true that everyone desires to learn and master English. To become fluent in English, it is necessary to master language skills. Language skills include listening, speaking, reading and writing. Thinking skill can also be added as one of the language skills as all the four language skills are fully dependent on the way a person thinks. Thinking process needs a language and this process becomes a directional force to master our language skills. Thinking skill can be developed and mastered through logical development and directional and sequential pondering about one issue or idea at a time. Listening is a significant activity which helps a listener in the process of becoming an effective communicator. It is necessary to desire to become not only a communicator but our target should be to become an effective communicator. Therefore, listening plays a significant role in the life of fresher and graduate to become an effective communicator and succeed in life and career. Speaking is not only a skill but also an art. It can be developed, improved and mastered. It requires a human being to be fully involved in the process of communication. It is the skill of expression and requires active involvement of both the speaker and the listener to complete the communication process. Many speakers take this skill for granted and as a result they fail to become successful and effective communicators. Reading process involves many aspects and it is surely an active process as it requires a reader to be fully involved and engaged. A reader has to understand the content, make meaning out of words, think about various aspects involved in the meaning making process and then finally interpret and analyse the reading content.

Reading helps a person to increase a person's horizons in many ways. Not only literature but any kind of reading material is compilation of many ideas, thoughts, innovations and experiences and therefore, it helps a person learn through other people's experiences. Freshers and graduates should make reading an integral part of their day-to-day life and career as it helps them succeed in their life and career. It is necessary to understand the fact that writing skill can be developed. Mastering writing skill is possible but we need to first develop our liking and interest for writing. The activities like writing short passages, essays, short stories and writing blogs can be extremely useful in the process of developing our interest in writing process. It needs logical thinking, rigorous process of editing and reading and writing again and then finally, it provides the writer a lot satisfaction as he or she has become a good and productive writer.

Practice of Pronunciation in English

Speaking in English in an appropriate and acceptable manner is particularly essential. Pronunciation is a key factor in any language. Conversation in English in an acceptable manner is indispensable in the corporate sector. Knowing the essentials of pronunciation in English is primary as it is the basic requirement. It is also necessary to know how to speak in the public. Clarity of thought is required for clarity of speech and expression. For this, freshers and graduates have to practice speaking in correct and acceptable English. Teachers of English need to provide basic information to freshers and graduates so that they can learn, practice and become confident to speak English fluently.

Mobile Applications for Practice As all of us know that we know English and we have been receiving our education in English. But we need to practice speaking English on everyday basis so that we can become fluent in English. A number of mobile application are available but a few of them are particularly effective to improve our language skills in English and master spoken communication in English. Some of these useful mobile applications are: (1). BBC Learning English, (2) British Council--Learn English Grammar and (3) Dictionary.com. These are the most popular and extensively used mobile application to improve our target language, i.e. English. BBC Learning English This is the official BBC Learning English application. It brings together some favourite lessons and presenters in one fantastic, simple-to-use package. This application can be extensively used to keep our English up to date. Whether we want to study grammar, improve our pronunciation, develop our English and learn the latest phrases to use in our everyday conversations, BBC Learning English can help us become the brilliant English speaker. Another effective way to learn a language is to practise a little bit every day and this application helps us to do that with daily updates of amazing, fun, transcripts and quizzes. The application provides various practices on the use of spoken English such as 1) The English We Speak, 2) 6 Minute English, 3) English at Work, 4) English in a Minute, 5) The award-winning Tim's Pronunciation Workshop and 6) News Review.

British Council (Learn English Grammar)

This application is provided by a highly reputed educational forum like British Council. This mobile application helps us practise grammar with different topics from beginner to advanced levels. It provides free grammar practice and it is designed to help improve a learner's accuracy in English grammar. It offers more than 1000 questions to help practise and reinforce our English grammar skills. It is suitable for learners of all levels and offers grammar activities at beginner, elementary, intermediate and advanced as well.

Dictionary.com

Dictionary.com is a top-rated dictionary mobile application with trusted reference from dictionary.com and Thesaurus.com. It contains search, favourites and audible pronunciation of all the essential words used in the day to day communication. The application also helps us to know the vocabulary items used in a learner's particular region. The dictionary contains over two million definitions, synonyms and antonyms and it allows offline access. It does not require an internet connection to access most of the content provided by the application.

English Grammar in Use English Grammar in use is a mobile application and it is based on the world's best-selling grammar book by Raymond Murphy. It provides a massive bundle of fun grammar activities with imagery and sounds. It also provides more than two thousand questions, phrases spoken aloud, and an option to tap a word for its definition. Undoubtedly, these mobile applications are extremely effective in the process of learning and mastering English. These mobile applications can also be used by instructors to teach English and provide practice on particular category of words to the learners.

Social Media as an Integral Part of Education and Learning

Social media platforms used to be only social but with the change of learners' approach, the shift has totally changed in the present era. The platforms like WhatsApp, Twitter, Zoom, Telegram, LinkedIn and Microsoft Teams have become the integral part of teaching and learning. Nowadays, informal learning through these online platforms is gaining more weightage and significance in the process of learning. The concept of formal learning is losing its significance with the development of digital technology and emergence of learner-centred educational websites, online certification forums and effective mobile applications.

Emergence of Informal Learning

Because of the emerging significance of the informal learning platforms and distance learning, for the learners having a strong desire to learn and master, it has become easier to acquire the best possibilities in this golden age of learning. In the recent past, people having desire to learn and master effective communication in English had to register for coaching classes and formally take degree certification courses and attend the classes. The present digital age has provided ample opportunities for learners to access any kind of open educational resources and master their areas of choice and interest.

Scope for User-Friendliness

Many online learning platforms such as NPTEL, SWAYAM, edX, Coursera, udemy, Unacademy, Khan Academy etc. have made learning content easily available for learners. These online educational forums are extremely user-friendly and accessible at anytime and anywhere as the wish of the learners. Therefore, it can be called the evolution in the field of education, teaching and learning and thus also a great support in the process of building competency of an individual in the desired field of learning. If we are able to discipline our habits and practice professionally, online learning through these platforms becomes engaging and interesting.

Credit Courses through MOOCs

Massive Open Online Courses which is popularly known as MOOCs has started offering credit courses and that is why it is getting a massive popularity all over the world. Online learning provides convenience to learners and therefore, it is gaining its value every day. MOOCs are offered by all the highly reputed universities and institutes all over the globe. These universities include foreign universities like University of Oxford, University of

Cambridge, Harvard University, Stanford University, Massachusetts Institute of Technology (MIT), California Institute of Technology (Caltech), Imperial College London, University of Edinburgh, Johns Hopkins University, Yale University, etc. and Indian Institutions such as Indian Institutes of Technology (IITs) Indian Institute of Science, Bengaluru (IISc) through online certification forums like NPTEL and SWAYAM platforms. These universities and institutes offer credit as well as online certification courses. These online courses are easily accessible to learners at their own time and place and because of such flexible learning environment; online learning is receiving higher number of enrolment and popularity. These online learning platforms have potential and the strong impact that can change learners' lives for better and forever as they provide highly rich content and effective delivery of thoughts, message, ideas and information.

Approach towards Online Learning: Online learning has become a kind of blessing for learners and it has also provided a number of platforms for learners having a strong wish to learn languages and master their target languages. YouTube videos can be considered as one of the most useful resource and it is easily available as well. We need to look at online learning not only in terms of employment but as an opportunity for empowerment. Learners can enroll for the courses of their choice and interest and also learn the target language, i.e. English through these online learning platforms. Online learning platforms provided by the reputed universities are the authentic learning resources and they are also user-friendly. Online assessment and discussion forums also provide the opportunity for learners to interact with peer learners and it is also useful to receive a guided feedback from the instructors through this online interaction.

Employment Tests in English for various Recruiting Forums and MNCs

It is necessary to change our approach towards learning and look at it not only from the point of view of employment but also empowerment because learning directly empowers the human society at large. Everyone is aware about the qualifying examinations conducted by various Information Technology and other production companies. Multinational companies like Tata Consultancy Services, Persistent, Infosys, Cognizant, Accenture and others recruit freshers on the basis of their performance in qualifying examinations. Candidates are expected to possess knowledge about various topics like tenses, parts of speech, phrasal verbs, synonyms, antonyms, confusing words, paragraph writing and reading comprehension. That is why freshers and graduates should focus on mastering English and soft skills to lead a smooth and successful life and career. Effective communication skills and better spoken English are essential prerequisites for the budding entrepreneurs and business people to manage their business and make substantial growth in the professional life.

Conclusion

It can be summarised that online learning has provided an additional positive meaning to the present golden age of learning. Formal learning is replaced by informal and online learning. Learners having a strong desire to learn and master English communication have got freedom to take online certification courses and learn the subjects of their choice and interest offered by online education forums and Massive Open Online Courses like NPTEL, SWAYAM, udemy, Coursera, edX and British Council. These educational forums are useful for both teachers and learners to improve their knowledge and potential and thus positively contribute towards their own growth in life and career.

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The influence of social media on the use of language

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Abstract

The use of technology as a means of communication is increased with the innovation and major research in the tools of technology. It gave the birth to the social media and social connection. The rise of the internet and the various social networks that followed have undoubtedly led to the exponential growth of new written languages: blogs, tweets, Facebook posts, and LinkedIn profiles, to name a few. There is no denying that social media has had an enormous impact on the amount of individuals we will communicate with now, and it's also had an impression on how often we communicate with them. This allows us to be exposed to a variety of different personalities, opinions, and methods when using social media to communicate. The effect of this on speech in the real world language is a constantly evolving thing. It is ingenuous to think that the language of social media won't affect the way we use English in our daily lives. Social media increases the responsibility to stay connected as communications become faster and make more people more accessible than ever, the responsibility and expectations of these communications also increase. People learn to use grammar correctly when they are young. Using text-to-speech will not only erase everything that people learned when they were young.

Keywords

Social media, social network, blogs, emogi, emoticons, tweet, catfish, blogosphere

Introduction

It is undeniable that social media has a huge impact on the way we communicate. Its evolutionary nature keeps our language in a state of constant change and regeneration. For example, as one of the world's leading social media platforms, Facebook has almost become a necessity for connecting with family, friends, colleagues, and acquaintances from all over the world. According to Facebook's news editorial department, it has more than 829 million daily users. It has changed our ability to stay in touch with those who would otherwise be unreachable, and it has allowed its users to build closer relationships with more and more people. Getting in touch with them has common interests and backgrounds, creating a social network far beyond our imagination.

The rise of the internet and the various social networks that followed have undoubtedly led to the exponential growth of new written languages: blogs, tweets, Facebook posts, and LinkedIn profiles, to name a few. But as long as English is that the dominant language on the web, how has social media changed English language? There is no denying that social media has had an enormous impact on the amount of individuals we will communicate with now, and it's also had an impression on how often we communicate with them. This allows us to be exposed to a variety of different personalities, opinions, and methods when using social media to communicate. Except for social media professionals and academic journalists, most of the content written by the public on social media has not been edited, monitored or verified to ensure correct use of English. As we choose to use English freely on social media, trends are likely to emerge. Let's take a glance at a number of the trends below.

Misappropriation of Existing Vocabulary

One of the most important ways social media influences English is by endorsing existing vocabulary. Words with existing meanings now receive other meanings in online contexts then spill over into speech. Years ago, if someone said the word *wall* to you, you could think of those in your house or those in the street; However, in the context of social media, the word *wall* refers to your social media profile Home page, where you'll share all aspects of your life / add public forums. Some other words that are repurposed on social media include: Tablet, which is employed to ask portable displays. Troll, a term used to describe internet users seeking attention by making unreasonable or unreasonable comments about something or someone. Stream(ing), which transfers data as a constant continuous stream. Catfish, a term used to refer to Internet users who pretend to be others online.

Introducing New Vocabulary

The web has become one among the influences of recent English and, while appropriating existing vocabulary, it's also given life to an outsized number of latest words and phrases. A few years ago, no one had heard of the words *unfriend*, *selfie*, *fleek*, or *emoji*, but these words have permeated our daily conversations on social media. Some of these terms have even entered the Oxford dictionary. These include: YOLO (you only live once) and compound words like *Craptacular* and *Amazeballs*, not to mention recent trends on social media, by combining their names into a single jumble of words. To identify high-profile partners, like *Blangelina*. In addition to these words, there are a host of social media-specific acronyms, including the almost familiar *LOL* (laughs out loud), *DM* (direct message), and *FOMO* (Fear of missing out). and *TBT* (revoked Thursday). The speed at which new words are quickly introduced, used, abused and discarded online is astonishing and has never been faster. An example of text that is now considered *old* on social media is: *OMG, TXT, GR8, M8, and L8R*.

Intergenerational language gap

In a recent Samsung study of 2000 parents, 86% of participants said they felt teens and children speak completely different languages on social media. According to this research, there is now a *large generation gap* regarding the use of modern informal languages. The research was conducted by Professor John Sutherland of University College London, a number one English expert within the UK. He claimed that the rise of emoji may be the next stage of language and communication.

Emoticons

Emoticons are often used in text messages and text conversations. SMS is a form of social media. SMS is a form of social networking called direct messaging. Text messages are also called SMS messages. According to a professor at the University of Winthrop, Erica M. Patterson,

A text message consists of 140 bytes of information available in each message sent. A digital communication system is defined for short text messages. When SMS is in your childhood, the amount. Due to the limited amount of data, people have to use shorthand to send the message. For example, send Txt instead of text, send b4 instead of before. This way of speaking is called speaking by text.

Erica M. Patterson

The effect of this on speech in the real world language is a constantly evolving thing. It is ingenuous to say that language of social media will not affect the way we use English in our daily lives. It is more appropriate to consider how much influence it has on our communication methods. Many words originating from social media and the Internet have

become so common that they are now popular without even realizing it. A few cool words from technology are blogosphere (a general term for personal websites, called blogs), troll (people who create conflicts online by initiating discussions or annoying others), and buzzwords (words or phrases popular in a specific field Time or under certain circumstances). Even some acronyms have become everyday terms, like *laugh out loud*. Another strange phenomenon that we have seen in recent years is the reuse of existing words and brand-based words, which mainly refer to their social media context. Reappropriation is a cultural process through which a group reclaims words that have been used in a certain way before and gives them new meanings. In this way, people using social media are creating new words and giving new aiming to existing words. *Friend* and *Unfriend* are two examples that have been given a new meaning due to their use on the Internet. The words *friend* and *friend* are derived from Old English in the 13th century, but due to Facebook (the process of adding or removing someone in the circle of friends), it has been given a whole new meaning. *Like* and *viral* are other popular examples, and their meanings have been reused by social media. There are even some brands online that have become so powerful that words based on them have quietly entered the English language. *Google* is the world's leading search engine, and its use has become so common that the word *Google* has replaced the common phrase *search it*. There are also examples of direct extraction from social networks; *Tweet* refers to using Twitter to write a message, but it essentially means *share it*. So what to say that the social media changed the way we speak and write in English in daily use? Yes, there is no doubt. Think about it, ten years ago, if someone you just met asked you to *become your friend* or *Instagram* a photo of your lunch, you would scratch your head and wonder if you really feel okay.

Technology-based participation

There is no denying that social media has changed the way we interact with each other. When we are sharing our thoughts and photos to planning to go out at night, most people tend to organize their social life through some form of technology-based participation, or at least have a significant impact on them. But does this more physical interaction change really affect the way we speak and write in English? This is a probably a matter of thinking for the better way of communication.

Speed freaks

The speed of communication continues to increase. What social media does is allow us to communicate with more people around the world in a way that used to be local. This is good because it means that we can maintain friendships from a distance, but it also increases the demand for individuals to maintain more relationships at the same time. For example, in UK, the average number of friends a person has on Facebook is around 300, even if they are really just real friends, for example 10% of this number still need to keep 30 friends. There's a 140 character limit on Twitter, so even if you're not racing against time, keep it short. Ex. *Haha! My God! Talk about it next time!* The use of acronyms (composed of the first letters of other words and used as an abbreviation for the pronunciation of words) is now a common substitute for complete sentences; *LOL* (laughs), *OMG* (oh my god), *TTYL* (more on that later) Just a few examples showing how social media can speed things up by reducing the need to type longer sentences and reducing space. The emoji like ☹ or 😊 emoticons (which used for the facial expressions such as smiles or frowns, made up of various combinations of keyboard characters) are used to convey the user's feelings or express the expected tone without actually typing. You could argue that this is a lazy form of writing, but social media is not a creative writing process (at least not in the traditional sense), it is a quick way to engage with the society.

Text speak is an abbreviated version of English. Some people try to argue that texting and using text in language can cause young people to be illiterate. Patterson disagreed with this idea. Patterson wrote: Therefore, even if a foreign language is added, our mother tongue standard English and its correct grammatical usage will not be forgotten by children over six or seven years old, because of our mother tongue, voice and pattern linguistics and grammar. By then, the usage has been programmed, and the speech of the text will not affect the patterns we have developed in linguistics. Although young people often use text language, Patterson believes that text language is not the main culprit for young people's illiteracy. People learn to use grammar correctly when they are young. Using text-to-speech will not only erase everything that people learned when they were young.

Social media increases the social responsibility

Social media increases the responsibility to stay connected as communications become faster and make more people more accessible than ever, the responsibility and expectations of these communications also increase. Think of the different groups that we come into contact with every day. As our ability to contact group members thousands of miles away continues to improve, so does the requirement to keep in touch with as many group members as possible. In the past it was limited by distance, which made the circle of people very limited, now it helps to form a very complex social and professional field. In fact, social media is changing the way people see and use language. Their mastery of language use is reflected in the amount of communication we communicate with us every day, the number of people we communicate with, and the nature and style of communication we choose to communicate. With the continuous advancement of technology and social media, more language changes will certainly occur.

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A Study on the Impact of Twitter on the Mental Health of Youth

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Abstract- In the past few years, social media has enlarged its range and has bestowed people with more content and platform to showcase their talents, thoughts or views on various issues to outshine among the others, which have made them captives in its shackles of glamorous virtual world. Twitter has now become one such undeniable addiction to the youth especially during the COVID-19 lockdown, when they were bound to stay at home. But is this addiction really worth it? The excessive use of twitter is not only making people dull but it has now also come up as a serious threat to the mental health. The youngsters all across the globe are now investing most of the time on twitter either tweeting, trending, or interacting with other people than in doing something creative. This over involvement in the virtual world is making them isolated in the real world. In this age of competitiveness, in order to transcend the other, they are feeling pressure to grow socially according to the trends and are becoming the victims of cyber bullying, targeted hate speech, which is pushing them towards depression. The comparison of the number of replies or retreats on one's tweet is also a cause of anxiety among the youth. This paper focuses on impact of twitter on the mental health of youth. It also demonstrates how cyber-crimes on Twitter are deteriorating the mental health.

Keywords- twitter, addiction, cyber bullying, hate speeches, isolated, mental health, depression

Over the past one decade the usage of social media platforms have escalated to the point where one cannot imagine spending a single day without logging in into their social media accounts. Twitter is one such platform that has hooked up people more as it is an online news as well as a social networking site that provides everyone an outlet of letting out their ideas or thoughts but in limited words. Twitter Inc. (as cited in Fox, 2014) has stated their mission as to give everyone the power to create and share ideas and information instantly, without barriers. It has thus, given a chance even to the anti-social or introverts to voice out their thoughts to the world. During this COVID-19 pandemic period, the usage of Twitter has jacked up. Daily Active Users (as cited in Dean, 2021) has demonstrated that Twitter has 192 million daily active users. With its overuse, it has become a fatal addiction which is affecting the mental health of youth. It has made the adolescents lonely in the real world. The excessive indulgence is making them anxious and dull, which is slowly driving them towards depression. According to Davila et al. (2012), "depressive symptoms were associated with quality of social networking inter-actions, not quantity"

Twitter an addiction and its effects on mental health

Twitter is serving as a devise of escapism. Like the romantic poets of the eighteenth century found poetry as a means to escape from the harsh realities of the world, youth also find Twitter as a route to dodge the cruel realities of the present time. Adolescence is the age where one wants to enjoy one's life to the fullest and cannot handle stressful situations. Thus, devoting their time to Twitter either tweeting or just scrolling the news feed page make them forget their worries easily. Some of the youngsters are reserved or timid in their real life and cannot voice out their thoughts without hesitation. Twitter has presented a stage to them so that they can speak their mind boldly. The youth now engage most of their time in this virtual world than in the real one. But why is this involvement of youth converting into an addiction?

One of the biggest reasons of the youngsters getting addicted to Twitter is the Fear of Missing Out or FOMO. Teens usually want themselves to be updated about what is going on around in the world in order to get the approval or good feedback from the society. They fear that they would miss out some important information or event which is trending, if they don't log in to their Twitter account twice or thrice a day. This fear of missing out is taking them to the clutches of addiction of Twitter. (BBC, 2017) The COVID-19 pandemic is aggravating this addiction of Twitter. During this period, people all around the world are confined to stay at home and could not meet their friends or peer groups, which have made them feel lonely and isolated. In this loneliness and isolation Twitter was their only companion that kept them updated about what is going on around in the world. Like every other addiction, this addiction of Twitter is also toxic both physically and mentally.

From a research work done by Rosen, it is clear that some of the reported virtual generation often check their messages on social networking apps or sites and feel restless if they are not able to get access to them, giving rise to Phantom Vibration Syndrome (PVS) (Rosen, 2012). It is the addiction of checking the phones on every ring of the notification, which is the cause of anxiety. (Drouin, 2012).

In this age of competitiveness, there is a competition of a greater number of likes, retweets or followers among the youngsters. This worthless competition is making individuals obsessed with Twitter and if they get lesser number of likes or re tweets on something which they have posted demotivate them, which later result in anxiety and then leads to depression. But if they get more amounts of likes or re tweets it satisfies their ego and makes them narcissist.

Twitter and Isolation

One of the aftermaths of Twitter is that it promotes the people to build and nurture the social relationships made online more than the real ones. Twitter is a social media, which is more than an instant messaging (Gil, 2021), letting the people discover the celebrities, artists, the people of their choice and liking or the people who have similar hobbies and taste and allows them to stay connected with each other. But the over engagement in the virtual interactions than the face-to-face interactions are exposing individuals to unrealistic or distorted portrayals of connections' lives leading to feelings of social isolation (Regis College, n.d.). According to a survey done by Ann & Robert H. Lurie Children's Hospital of Chicago 69% of the parents believe that social media affects their teen's ability to socialize normally (Lurie Children's Blog, 2020).

This social isolation is severely affecting the physical and the mental health of the individuals. Researchers have discovered loneliness and social isolation are twice harmful to mental and physical health than obesity as it increases the danger of premature mortality (Regis College, n.d.). This isolation is causing sleeping disorders, stress and anxiety as when they face problem in the real world, they are unable to seek help from their real connections, sometimes leading them towards depression.

Impact of Cyber-crimes of Twitter on mental health

The pleasure from the online world also comes with several threats, one of them is cyber-bullying. As Twitter's mission suggests it has given a platform so that anyone can express themselves to the world, but while doing so the youngsters sometimes become the victims in the hands of such people who don't like the content that they have tweeted and starts commenting negative things about it or giving negative reactions to it. Some people just for the sake of fun make mean jokes or comments on the tweets twitted by an individual, and starts trolling or bullying them in the name of fun. In a research done on the parents of teenagers it is found that over 37% of the parents have reported that their children went through cyber-bullying at least once (Ahire, 2019). According to some researchers, in the

victims of cyber bullying the symptoms of depression and post-traumatic stress disorder amplifies, which in some cases is more horrifying than physical bullying (News 18, 2020).

Another form of cyber-crime is the targeted hate speeches. Today among the other social networking sites Twitter has become a place full of toxicity. It is turning out to be a platform where people boldly express their hatred for other people or their opinions and targets them without any restrictions. Youngsters also have to face such people who throw hate speeches or abusive comments towards them. A research done on the teens using social media shows that these targeted hate speeches often result in the emotional breakdown of the youngsters if it is for a short period, but if this persists for long term it creates a mental pressure on the them to deal with such microaggression, which gradually increases their stress level and makes them anxious (Orlando, 2020).

These hate speeches can sometimes be racial targeting a particular community because of their race or skin colour. Dr Becares, a research, in the *Centre on Dynamics of Ethnicity* has stated that one cannot underestimate the harm of racial comments on the mental health (Manchester 1842, 2016).

Since the launch of Twitter, the cases of online harassment can be traced. It is one of the darkest sides of using Twitter which even after many restrictions is still prevalent. Female youngsters usually become the victim of this online harassment either through body shaming or trolls. In Amnesty International's research, done on the female victims of online harassment, explains that violence and abuse against females on Twitter is causing psychological harm to them and has increased anxiety, loss of self- confidence, sleeping disorders and feeling of disempowerment after being harassed.

Conclusion

This research study reviewed various related literature associated with the topic and has combined them. This work signifies that the excessive use of Twitter has compelled the youth to be its addicts either to seek pleasure or to satisfy their little ego with the number of likes and retweets. By reviewing and analyzing various research works and their data this work has denoted that excessive involvement on Twitter increases the risk of being the victims of various cyber-crimes which is directly related to the increased stress level, anxiety and depression among the youth. To reduce these risks the youngsters should be made aware of the right use of technology which will be beneficial for their physical and mental health.

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Virtual CV Vs Actual CV

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Abstract:

Curriculum Vitae is an important document, since it is a first means of contact between the employer and the job aspirant. It can be simply considered as a Game changer catalyst, since this CV introduces the person to the prospective employer and on the basis of its essence, the job aspirant may be given a call for the further interviewing process or vice versa - the CV might be just put to punch up. So in due reference, the Education system availed training on effective preparation of CV. Even at times, the prospective job aspirants to increase the job offer proximity - got their CV prepared on commercial basis from experts. So, preparation and the presentation of the CV played an important role in the recruitment and selection process. But with the influential times of social media, an additional layer of screening (Virtual resume) has been inserted to the recruitment and selection process. A virtual resume is simply the social media accounts of an individual, and this virtual resume speaks more about the personality of an individual, rather than one's own actual CV. Virtual resume highlights the personality of an individual beyond his degrees, which assist the employer to take rational call about the selection of the individual. Thus, with this intention, the researcher has attempted to study the differential attributes of Virtual resume and create its significant awareness among the job aspirants through this research paper.

Problem statement:

The Employer of any organization used to be working hard to ensure the right candidate with right skills at the right time for the right position. To certify the same, the CV of an individual used to be assessed, crosschecked and analyzed in different perspectives. But due to the growing dominance of social media in all business domains, the employer may reach masses for its personnel needs through social media and also refer to the social media accounts of an individual to procure more insights to the candidate and crosscheck the contents provided in the actual Paper CV. Thus, the following questions have been raised for the purpose of the study –

- How does Virtual resume differ from the actual resume?
- Does Virtual resume act as a hurdle to the prospective process of hiring or does it stimulate the proximity towards the job offer?

Objectives:

- To study the concept of virtual resume and its differential features from the recruiter's perspective.
- To study the influential overtake (surpass) of Virtual CV over the actual paper CV.

Research Methodology:

The research is a descriptive research design and exploration of information is done for the purpose of the study referring to actual resume and virtual resume. As a supplementary to the study, the researcher has used secondary data.

Keyword: Virtual CV, Actual CV

Introduction:

Every organization strives to be competitive by procuring the best talent in the market. It travels an extra mile to attract the best human resource and also strives to sustain them with its organization in longer perspectives. In the conventional mode of recruitment and selection, the employer used to hire a particular job aspirant based on the contents of the actual CV, his performance in the interview, and finally the gut feeling of the employer towards this particular individual. The actual CV played an important role in determining the fate of the interview call and further probability of the job. If the actual CV featured an improper representation of contents, false contents, grammatical errors, etc – then the proximity of getting an interview call used to be very narrow and limited. Thus, the actual CV acted as a mirror image of the personality of the individual. But with the shifting paradigm of social media, the importance of Virtual resumes has gained momentum in contrast to the actual paper resume.

The growing dominance of Social Media - As per the Global Web Index 2020, our country – India stands top in the statistics of 46 countries regarding the maximum average time spent by an individual on social media per day i.e., 2 hours 36 minutes (raised by 8 minutes from 2019)¹. Followed by the USA with 2 hours 8 minutes, Canada with 1 hour 45 minutes and further Australia, the UK in declining series. Thus, an individual spends prominent time on social media sites. It is a platform, where an individual is very much free enough to post his comments, personal photos, likes, updates, special occurrences of one's lives to the *Unknown world*. This social media account is very much preferred unconditional platform, to welcome every individual of the world. Social media platform by nature is very much fascinating and captivating one to its influence. The contents available on social media are explicit to disclose the varied features of one's life. Through social media, one can seek more inputs of an individual personality, rather than one's actual curriculum vitae.

Recruitment and selection – A core function of the Organization

Recruitment and Selection are regarded as the main and core concept of Human Resource Management. At the recruitment and selection stage, the initial connection of an individual with the organization is set up. As it is rightly said, one rotten apple spoils the whole barrel. So in the case of a wrong recruit, the entire organization can be at stake. The goodwill of the company is at risk and it can also result in the closure of the company. So, the company needs to be very careful in the hiring process.

Earlier the process of hiring used to be very simple in execution. Whenever there used to be a personnel need, it was published, resumes were collected, after personal interaction and majorly on a gut feeling of the employer – the employer took the final decision. With time, the Employer executed a reference check measure as a safeguard feature against a wrong recruit.

But today, there is a paradigm shift in the transition from conventional mode to the modern time usage of Social media in the recruitment and selection process. Due to social media, the employer or rather the HR department of any organization can gear up their systems of Personnel management. With the aid of Social media, the HR department can reach the target audience at the earliest by posting their requisite needs globally through the company's social media account, update on the same, screen out the eligible candidates, evaluate the candidature through different channels and finally hire the candidate promptly. Even the HR department nowadays scroll on the social media accounts of existing employees to determine the promotions prospects of the particular candidates. The authorities may check how frequently the person is updating his LinkedIn profile, how he treats other people, and how other people treat him – thus indirectly or directly the company can receive more inputs from the virtual CV about the particular

candidate and accordingly take a requisite call of hiring or promotion of the particular candidate.

Actual CV (Paper CV)

The conventional resume preparation was considered to be very much simple. One sample format used to be finalized and accordingly just the physical basic contents used to be inserted in the same. Sometimes, job aspirants used to approach Cybercafés for the preparation of their resumes. Due to which at times, even the job aspirant used to be not actively aware of its contents. Resultant, if the interviewer cross-questioned about any contents of the CV, then the interviewee was not able to answer – which posed a big issue to the prospects of the job aspirant. But with time, the job aspirants understood that my personal CV is my personal resemblance of my personality, and due to which the concept of cut, copy & paste got a bit shaded out. The job aspirant started preparing their own resumes individually and also ensure the ability to answer any query related to the contents of the CV, and thereby convince the employer as a preferred job candidate.

Virtual CV (Individual Social Media account)

A virtual Resume is nothing but the contents on the different social media account of an individual. Today's technology has been overruling the lives of citizens ever since the dawn of computers and mobiles has been done. And Social media is the main cause of people's obsession or dependence on the simple screen. It has been strongly observed in today's competitive world that people spend a lot of time on social media for sharing information, ideas, career interests by various forms of expressions through Facebook, Twitter, LinkedIn, Instagram, and many more to the anonymous world.

Through Social media, the person exhibits his feelings or pictures out to the known & unknown friends. Social media plays a significant role in portraying the personality of the candidate. It is a photograph of our lives, a neighborhood of posting behaviors, the likes, dislikes, the ratings, the online comments, the likes to photos, and many more.

These social media accounts of an individual act as an Explicit Virtual CV to depict a lot more rather than the actual traditional CV.

The rationale behind being addicted to social media.

As statistically proven, the candidate spends major time of their day on social media and social media is very apt to depict more information about the candidature of an individual.

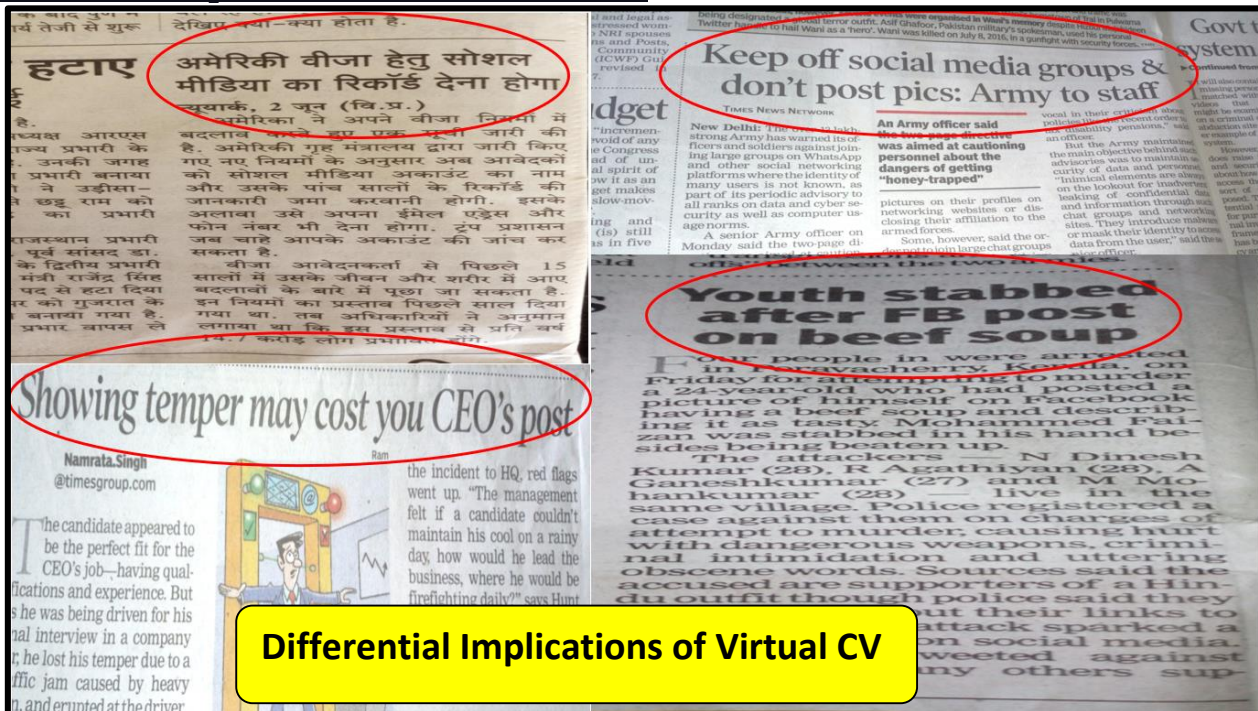
The following can be the few reasons for one's addiction to social media -

- In recent times, every one of us is occupied or shows to be occupied. In olden days, people used to stand and meet physically, show cast the support in case of any issue. But this does not exist today and resultant the only door of revival open for the public to express or open up is the channel of social media.
- The emotional wellbeing of all the people in the society is very much low due to multiple stress factors at work, home, financial, health and many more. There is hardly anyone to welcome the other, but social media acts here as a total stress buster and reliever from all these stresses.
- Illusionary fame: People of today are always in search of fame and name, prestige among people and due to which they always strive to do things, by which they could make other people happy. The main reason for this intent is that the people have today lack the attribute of self-acceptance.
- Social media accepts everybody without any identity checks, there are many fake accounts also. Due to this reason, many of us are very much attached and inclined to be on social media.
- At times, many of us are very much fortunate enough to receive some information at first hand, so they post it to different groups to act as a center of attraction in the groups.

- As compared to other means of communication, the social media acts as a fastest medium of transmission and the best part of our creation – the Almighty has blessed us with two ears and one mouth. But on contradiction, we like to speak more and listen less.

Therefore due to the above causes, an individual is more inclined to be social media and anything else – so the company taking this as an opportunity use social media to analyze and assess the personality of the candidate.

The different implication of the Virtual CV



Through a Virtual resume, there can be watch maintained on the various activities of an individual. The candidature of an individual can be widely examined to the screening purpose and if something dicey is founded, accordingly the rationale can be decided. Through the above image, the researcher has tried to highlight the importance of appropriateness in social media and accordingly the need to be very much careful in maintaining personal social media.

Findings:

- Job aspirants are not aware of the virtual resume and its impact on their job prospects
- The controlling authorities at the national and international level, to safeguard themselves and ensure smooth execution of the activities, seek more inputs about the candidature of any individual.
- The organization has started even the prohibition of smartphones in few departments of the organization.
- Few people have faced critical impacts due to wrong postings. The impact could be the failure to get a call for an interview or better prospects of interview and at ultimate times – the termination of the job employment.

Suggestions to the Young Job aspirants

- Understand the True Popularity & Develop Holistic personality by engaging in productive activities.
- Balance time on the screen and off the screen
- Maintain appropriateness in the social media account
- A balance between Actual and Virtual resume

- Do not be very much extreme in your approach, while commenting on social media.
- Be positive or neutral on Personal, social, or cultural issues
- The post on the social media platform shall be clear, concise, and never double meaning
- Develop closed-circuit groups

Conclusion:

In our democratic country, every citizen has freedom to express himself and also possess a presence on the social media platforms. But it is the implied responsibility of everybody while encashing this right, one needs to also be responsible for his duty as operating the social media.

Every person has the liberty to be part of social media, exhibit his presence, and share himself with the world. But at the same time, the person before posting shall understand the social liability of oneself during posting. Times have changed, where your company would be or is analyzing your personal social media accounts to determine your prospective future. Thus, the researcher shall advise – Pen & Pause, before you Post and appropriately balance your Virtual CV.

Declaration:

The intent of the paper is to create awareness among the society and in case, if directly or indirectly anybody's feelings or sentiments are hurt, the authors apologize for the same.

Language and Identity in Social Media

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The interception of technologies has changed human interactions forever. Never before has this hackneyed statement become so momentous, than during the Corona Virus Pandemic. Social media has always been used widely. It is a broad concept, and within its fold is contained the basic tenet of the use of the World Wide Web for people to connect with each other. Social distancing, one of the pandemic's protocol, has created virtual spaces, both personal and public, transcending borders and time-space concepts. With terms like 'work from home', 'webinars', 'online classes', and 'virtual meetings', the use of social media platforms has seen an upsurge, with people using these platforms for multifarious activities and purposes, ranging from connectivity with family and friends, to professional requirements, to information seeking and entertainment. The world seems to have shrunk into our gadgets and the globe has become an interconnected ball of network in the true sense of the word. There has been a paradigm shift in the use and applications of social media platforms during the pandemic. The interplay of language and identities in the use of social media, and how these have been altered in a world defined in pre-corona and post-corona terms, is a pertinent and interesting area which the present paper aims to explore.

"...Globalisation changes our social and cultural relations; and communications technologies are a major driver behind such change." (P.2)

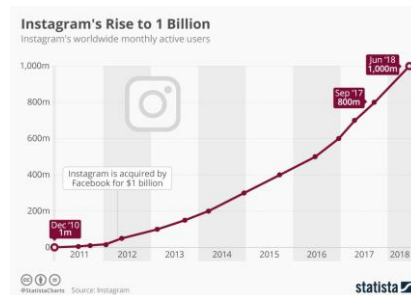
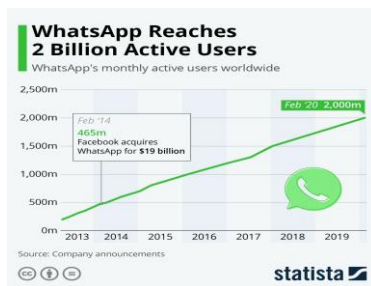
When social media made inroads into lives of people, nothing was the same. Communication and its modalities underwent sea changes. Orkut was perhaps the beginning of this wave. The rest is history. Letters became passé, telegrams exited from our lives, and calls became fewer as texting took over. Our vocabulary absorbed terms and phrases like Twitter handle, Instagram account, display picture, hashtags, likes, dislikes, trolls, memes, and FB profile. The Corona Virus Pandemic took this virtual reality to the next level. There is a whole set of vocabulary which is now part of our lives, and it seems we have always been talking work from home, online classes, virtual meetings, and webinars. The pandemic has knitted the world through platforms like Zoom, Google Meet and Microsoft Team.

The social media wave took over mankind quite a few years back. What is social media and what does it primarily do? Why have these platforms become an inseparable part of our lives? How has the pandemic changed the scenario and altered concepts of identity and language?

To use Wikipedia's definition,

"Social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks."

Sharing of information and forms of expression is an important role of social media. It is thus a powerful tool of communication. These technologies have been widely used as illustrated by the graphs below:



Source: www.statista.com

Active global social media population as in January 2022 is 4.2 billion, according to Statista, a Germany based company, specialising in market and consumer data. The pandemic has certainly seen an upsurge in the use of social media platforms, for both professional and personal reasons. During the lockdown phases, these platforms were used for a sense of connectivity, for reaching out to others, for information, for entertainment, and of course for work.

In a survey conducted using a Google form, I tried to find out about the social media behaviour of people of various age groups. The number of respondents was... The information has been represented graphically below:

It is interesting to look into how these platforms are redefining identities. The virtual identity of an individual has a definitive role to play now. One speaks through various means and methods such as pictures, photographs, memes, videos, emoticons, likes, dislikes and of course language. A great deal of one's life is shared on social media. At times a person's virtual identity differs from the real one. Presenting oneself in a particular way in the personal and professional domains occupies a pivotal place in the life of an individual. Identities have become more fluid, more visible and more articulate in the world of social media. Since there is interactive engagement on these platforms, the identities are being constantly redefined and choices coming into play (comment, like, dislike, repost, forward, keeping the Instagram account private etc.). Even acts of commenting and reviewing, for instance a store, is an act of reflecting one's social positioning. They are also acts of assertion of authority, not necessarily authentic. The role of language here gains significance, as Tagg and Seargeant write: Users are able to construct themselves in discourse because of the relative anonymity afforded by the site, but perceptions of authenticity—the ability to convince others that your experience and authority are genuine and based on real life experiences—remain paramount. (p. 15)

The identity created on social media is also a performance or role play, “alternative personae” (p. 40) to use Ana Duemert's term. In the pluralistic identities that define humans, the one created by these platforms has come to occupy a definitive place. The classic examples are use of such words as blogger, vlogger, you tuber, profile manager,

and so on in resumes sent across by aspiring candidates for various job openings. While geographical maps define people in terms of nationality or ethnicity, the online web has dissolved boundaries, a momentous factor in redefining identities, making people netizens and global citizens.

Anonymity and fake identities too call for attention. Fake profiles and cyber crimes have been doing rounds, this bringing into focus the question of security in the virtual space. Sunny Wadhvani, an Indore based entrepreneur and cybercrime expert says:

The increase in use of technology and social media, especially during the pandemic, has given rise to increase in cyber crimes. Cyber criminals are creating impersonating accounts for threatening, blackmailing, bullying, harassment, and also for extorting money from people. AI applications like thispersondoesnotexist.com are a treasure for cyber criminals, escalating the situation.

Gendered identities also come into play here as gender and identity cannot be segregated. How is one viewed on social media for instance or how does one want to be viewed on social media? Parameters like clothes, choice of words in comments and posts, the kind of followers one has, who likes the posts, the purpose of the posts, all signify and communicate in some way. The vulnerability of women users of social media can never be sidelined. The issue of safety on social media platforms and how compromised it is, is a very serious one and needs to be addressed. Cyber crimes, cyber bullying, trolling, and hacking are some common occurrences in the social media world. These, and many such words, keep adding to our vocabulary, which in itself stands testimony to the extensive usage and the rapid penetration of the world of digital technologies in our lives.

The intersection of virtual spaces and cultural mores and religious beliefs involves dynamics that create identities. These are created by employing acts that make one identify with a sect or a religion. This is one way of being an insider or outsider, of belonging or not belonging and there might be many dimensions of this- forced, manipulated, pretension and so on.

Similarly in case of racial and ethnic identities or LBGTQ communities, the voicing of viewpoints and opinions or raising issues central to these communities, maybe sensitive ones, or ones that are making news, may represent one as being the spokesperson of those who are marginalised and are thus on the periphery of society. These may be voices that usher in change, or voices of dissent, or even those who just join the bandwagon. Visibility is an important aspect of social media and so is the fact that it has given everyone a space to speak out have a voice.

Robertson had used the term glocalization, which Peter Breyer has talked about: “the local has to come to terms with the global. It (re)constitutes itself in the way that it does this. The reverse side of this mutual relation is that the global cannot be global except as plural versions of the local.” In this context it can be said that social media platforms too have this mixed approach, where the use of language and densities manifested are an expansion of the local to reach out to the global. The local is an amalgamation of many identity markers which maybe linguistic or cultural or gender specific. The way social media users engage themselves on these platforms, uses multiple discourses, thus engaging in the process of identification. It also interweaves pluralistic identities, and concepts of community, multi- culturalism and modernism.

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WhatsApp: An Online Tutorial Complement

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Abstract:

The paper presents the findings on the uses of WhatsApp in teaching-learning process at college level on the basis of researcher's experience. The paper focuses on the benefits as well as adverse effects of the use of WhatsApp as a platform for teaching-learning process. WhatsApp, being a communication portal, has transformed the way learners communicate with peers and teachers for the purposes like learning, working, and socializing. The app provides variety of facilities of creating specific groups and working within its boundaries and sharing text messages, audio-video files, images, and links of websites, Google meet and zoom meeting. The researcher attempts to prove that WhatsApp has potential to support or facilitate the teaching-learning process and can be easily utilized as an online tutorial complement.

Key Words: WhatsApp, teaching-learning process, benefits and adverse effects

Introduction

Technological advancements in social networking field has greatly impacted the life of people and the way they communicate with each other. The term social media can be understood as a computer based technology that facilitates sharing of Ideas thoughts and information through the building of virtual networks and communities. The increasing time spent, wide scope, and frequency of use have started shaping the way people form and share the information and have impact on physical, educational, social and emotional life of every user. The face to face communication of the early days is replaced by Facebook, Twitter, WhatsApp, moreover, apps like Google meet and Zoom have made it possible to have face to face virtual communication. Considering the impact and potential facilities of social media technology higher educational institutions have been integrating mobile technology, computer gadgets, electronic devices, and ICT tools into their classroom curriculum to improve the efficiency of teachers as well as making the students competent enough to perform better in their professional life. This attempt has enabled teachers to transform text-based material into learner friendly videos and share with learners using the platforms like WhatsApp, Facebook, Twitter, YouTube and Telegram, and Instagram, irrespective of time and space.

Jan Koum and Brian Acton founded a free instant messaging application called WhatsApp in 2009 with its primary purpose of staying connected with friends, families, and colleagues at anytime and anywhere. Further, it is also used for getting updates regarding news, promoting business, and professional communication. WhatsApp is freely available app but needs internet for it operation. Number of groups can be created as per the requirement and anyone can be member the group. It is convenient, fast, and easy to use. Initially, educational institutions and educators were of the view that using social networking sites is wastage of time as learners would engage more in chatting instead of focusing on educational and professional development. However, during COVID-19 pandemic WhatsApp was used for educational purposes at every level, from KG to PG, and by all professional higher education institutions and it came up as a boon. In this scenario, it has been observed that learners' personal experience and value judgements over the use of ICT in education influences the adoption of WhatsApp, a social networking app, as a platform for teaching-learning process. The more the positive learners are the more effective use of WhatsApp would be and the same has been proved during the pandemic.

It facilitated learners to access education anywhere and anytime as per their convenience. This favorable atmosphere positively encouraged the collaborative learning and social interaction. Integration of WhatsApp in teaching-learning process is strongly affected by perceived usefulness on the part of the learners where they believe that using a particular technology would enhance their academic performance which would be easy to use and free from efforts.

WhatsApp: A Tutorial Companion:

It is a creative act on the part of the teacher to integrate social networking platform into teaching learning process and utilising it for the benefits of students considering their personal, social, and educational development. Teacher makes a WhatsApp group of the learners of the same class which helps everyone to come in contact with learners who share common interest and needs. This makes everyone comfortable, motivate to learn, and engage in active environment for the educational development. It has been observed that these days learners, the digital natives, prefer using social media networking apps like WhatsApp for learning, socializing, and working with peers because it facilitates social interaction and collaboration. Here, communication and discussion between learners and teachers and among learners has become easier and convenient than before. But, excessive use of WhatsApp and its features results into addictive signals on the part of the learners it affects the lifestyle of learners.

Teachers can use WhatsApp group for sharing learning material in the form of e-books, PPTs, PDF files, pictures, notes, audio files, video files, journal articles, etc. The flexibility and accessibility makes it possible for teacher to share these according to the fixed timetable or as per his/her convenience. In response students can post comments, respond to other's comments, and ask queries for concept clarification which would in a way help everyone on the group. Variety of comments covering different angles of the topic for discussion helps learners to reflect more deeply, which eventually promotes critical thinking, construction of new knowledge. Freedom to express views and post comments on the group creates friendly environment among all members and makes each of them comfortable to communicate. Free communication among learners and teachers generate the feeling of belongingness and reduces the feeling of isolation. This activity helps in building mutual sense of belongingness, social presence, and social equality among learners.

With the integration of social media in teaching-learning process learners can access education without any restrictions of time and space. This prevents problems like dropout and missing on classes on the part of the learners. WhatsApp keeps the files saved for long time which makes it possible for the learners to access them whenever they need. This facilitates learners to access the files and learn at their own pace. Moreover, they can watch the videos and read the material repeatedly. Here, the teacher plays the role of mentor in assisting students to solve their problems and facilitate the learning process. Shared study material by teacher provides an opportunity to learners to create their own study material through collaboration and by sharing ideas and information with one another, which encourage learners to become the creator of self-knowledge.

Innovative use of WhatsApp in e-learning creates online classroom community which is characterized by community spirit, trust, interaction, and community. Learners being part of virtual community generate community spirit and it is identified through friendship, team bond, social cohesion, and connectedness that develops among learners and between learners and teachers during the interaction on WhatsApp group. Learners appreciate each-other's views, posts and achievements with positive comments, this develops

community spirit among learners; generates sense of connectedness; and they feel being accepted, respected and included in the group. On the other hand, it is also observed that when the learners are free to post comments and respond to others' comments on the group, it becomes a challenge for the teacher to ensure that discussion on the group is relevant to the course objective, course material, assignments, and assessment process. Too many unnecessary comments and views from the learners may make the wall messy and looks unorganized. Sometimes, they cannot control themselves from posting un-academic and general messages, which needs to be controlled. This scenario distracts the discussion and creates confusion for the learners to understand the topic and carry out the discussion towards the end.

When teacher is a member of WhatsApp educational group then the communication is more formal and directed towards the predetermined educational objectives. This prevents mess in the group with lot of unnecessary messages and discipline is maintained. Even students avoid getting into conflicts with each other. This facilitates direct communication between teacher and learners. Teacher can share required study material on the group and in response the learners can directly ask their doubts to the teachers. Sometimes, presence of teacher may make the learners nervous or feel uncomfortable to post their comments. It becomes easier for the teacher to circulate important notices regarding exam, schedule, presentations notice, syllabus, assignments, submission dates, practical dates, Google-forms for tests, result in spreadsheets, etc. Teacher can also circulate notices regarding upcoming events, campus news, academic developments as well as curricular and extra-curricular activities like educational trips, annual day celebration, farewell, different awareness programs, festival celebrations, sports day, etc.

Learners need not to run after their teachers every time to get clarification on their doubts. They can just simply post their doubts about the shared concepts and then teacher clarifies learner's doubts as per is convenience without any restrictions of time and space. However, lack of involvement on the part of learner in online classroom discussion may generate the feelings of loneliness, isolation, low self-esteem and maybe poor motivation. Learners may experience reduced sense of community due to lack of involvement in group communication because of fear to face criticism and confusion in giving feedback.

Credibility on the part of the learners generate desire to speak with confidence and benevolence shows how learners are motivated to help each other in learning process. This ultimately generates strong feeling of classroom community and trust among learners, where they feel safe and secure to give feedback to each other. Further, learners are personally committed to classroom goals. Through this process learners become independent and develop social skills which make them confident enough to interact in there surrounding.

Considering the development of language skills while using WhatsApp it is observed that it focuses more on writing and reading skills rather than speaking and listening. Learners tend to use abbreviations like 'u' and 'ur' for 'you' and 'your' respectively. This hinders in vocabulary development in terms of correct spellings. Mostly, learners communicate in a very casual language than professional one and this hinders the development of professional and formal writing skills among the learners. On the other hand, the facility of auto correction in spellings helps students using correct spellings while posting their comments in the group. This make them comfortable while posting their comments as well as make them aware of the correct spellings.

Apart from the positive effects of integrating WhatsApp in teaching-learning learners may face problems regarding privacy and security; losing attention and causing physical

problems due to excessive use; getting involved into interpersonal relations beyond limits; using slang language; and unnecessary argumentation during class discussions. Over use of mobile and WhatsApp can cause physical as well as emotional problems and to avoid them learners' activities need to be monitored and controlled.

Messages on WhatsApp are mostly taken seriously by its users, hence if any wild or fake message gets circulated it influences users' attitude and views. Sometimes, learners behind the curtains of friendly atmosphere on classroom groups tend to tease or taunt others, which destroys the academic atmosphere of the group and sometimes learner may leave the group.

However, looking at the problems caused by integrating WhatsApp in educational process in teaching learning process can be overcome with little management and control over use. On the other hand the positive impact of using WhatsApp in teaching learning process has a great advantage which cannot be neglected. WhatsApp can even be used as a companion to the offline classrooms for the same purposes as it is being used during pandemic.

Apart from exploring into the benefits and ill effects of using WhatsApp it important to note that due to lack of infrastructural facilities like internet connections in the remote areas, students who are really in need of quality higher education, are not able to access it. Further, due to financial difficulties they are not able to buy smartphones. If the facilities are made available learners from remote areas would surely get benefitted.

Eventually, we can conclude that WhatsApp featured with flexibility and accessibility proved to be an advantageous technological social networking platform for both the teachers and the learners if it is used for knowledge creation and dissemination. Integration of WhatsApp has created innovative and effective learning environment where learning takes place effectively in terms of quality and quantity. Further it is observed that it facilitates student centred learning because of its human centred nature. Moreover, using WhatsApp does not require any special training which facilitates the natural flow of communication. It has proved its potential of being a good companion to classroom teaching-learning process before pandemic, during pandemic and will prove to be same in future as well for meaningful deliberations.

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Social Media as an Asset or Liability: Exploring The Possible Avenues That Social Media Gave Rise to in Education with respect to the Suburban Areas in the District of Palghar

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Abstract: The present research study addresses the implications of social media usage in Education and the relevance of this platform in context to the current education system. The study is an exploration of latest trends in social media with an attempt to find out if and how educational institutions located in suburban areas specifically falling under the jurisdiction of Palghar district, in particular Vasai, views the significance of social media as an important resource in Education. The study is based on the data retrieved from website of educational institutions located in Vasai with reference to the technical knowhow and its use in the curriculum. This has been supplemented and supported by the survey undertaken to find answers to the research questions regarding variables influencing the application of or against the use of social media as an important resource in the sector of Education. The paper is an overview of the supposed benefits and integration of using social media as an integral device in promotion of formal education. The study also focuses on the relevance of social media and its usage in education from the perspective of educators currently using or those who have never used social media as a resource in education. The conclusion drawn is an ambiguity in the awareness of social media as a boon or bane in context to education. An overview identifying the key factors hindering the use of social media gives an insight into the obstacles that are posed in the successful implementation of social media and how to overcome these roadblocks with a positive outcome. The research paves way for a right blend of social media and education with a mix of the old and the new ways of teaching and learning.

Keywords: Social media, Education, ICT, E-resources, online education system

Introduction: Social media has become an intrinsic part of the 21st century and its existence and influence in every strata of society can no longer be denied or left unexplored. It covers a broad spectrum of categories involving technologies facilitating the use, share, creation and exchange of information for those involved in this online virtual world and social networks. Going into the specifications of social media platforms it can be defined as technologies, “that allow the creation and exchange of user-generated content,” (Kaplan & Haenlein, 2010, p. 61). This defines the inclusion of varied tools and platforms like Word Press, You Tube, Facebook, whatsapp, Twitter, Google Hangouts, Skype, Facetime that assist the user in generating, sharing, creating, distributing, commenting or giving voice to original and innovative ideas .

The advancement and constant innovations in Technology has made it possible to popularize Social media to an extent that is now available and utilized by many .The further accessibility of these tools and platforms on cellphones devices allow the teachers as well as students to avail it for educational purposes whereby one can create, edit and share the course contents in textual, video or audio formats. Technology usage among the masses has resulted in a new learning culture that follows the precepts of collaboration, exploration and interaction (Selwyn, 2012). The year 2005 is landmarked as the origination of this unique phenomena: Social media after the Web2.0 existence into the reality. Defined more clearly as “a group of Internet-based applications that build on the ideological and technological foundation of web 2.0 and allow creation and exchange of

user-generated content” (Kaplan & Haenlein, 2010). The ready availability of low cost smartphones and easy accessibility of the apps pertaining to social media gives a lot of choice and options to the students whenever the need to avail the information resources, educational materials, and course work related contents, interaction with mentor, peers or colleagues is felt. (Cavus & Ibrahim, 2008, ; Richardson & Lenarcic, 2008).

Rationale: This study explores the possible implications of social media usage with relation to education. India, a developing agrarian country has its majority of population residing in rural areas .There is a major roadblock in the popularity of social media platforms due to many factors like less global exposure, limited resources of technology, poor network connectivity, financial constraints, cultural background and lack of educational resources. Social media is not a popular means of education resource due to geographical and financial constraints. The reliability and authenticity of social media platform is a deciding factor for its acceptance or rejection.

With a few exceptions involving reputed educational institutes and diligent educators the setting is near about same, as far as the suburbs around Mumbai and Palghar district are concerned. The research questions that this study finds an answer to focus on

1. What is the present situation of education in context to the utilization of social media platforms?
2. What important role does social media play in enhancement of Education?
3. How can education improve with the inclusion of social media as one of the resources used in teaching/learning?

Review of Literature:

Various articles and research thesis on the topic of social media in education focus mostly on the advantages of using social media as an education platform with different ways of incorporating and adapting it in the mainstream of education. (Norman, 2016) .The most trending social media not only in India but world over Facebook and Twitter are found to be influential in the engagement of students (Harrison, 2021) . But the most commonly used social media tools in education under research study shows a contradiction in this. A few have touched upon the disadvantages of social media mostly in the form of short articles, (Willbold, 2019) (Mukherji, n.d.)essays or blog but there seems to be a dearth in real research conducted on the negative impact of social media .This gap in the research has led to the present study which attempts to get an overview of the advantages and also the disadvantages of using social media .Thus an exploration of various factors which may be responsible directly or indirectly in the successful implementation of social media as a positive tool / platform in education. (*Positive and Negative Impact of Social Media on Education*, n.d.)The most positive aspect of using social media is the high level of engagement with inclusion of gamification and videos related to educational content (Norman, 2016)

Objectives of the study:

1. To find out the current /present role of social media in education enhancement.
2. To ascertain the feasibility of social media as a medium of education.

Methodology: The present Phenomenography research methodology investigates the qualitatively different ways attempted to study and address the applications and implications of social media in the Education field .Survey was undertaken regarding educational institutions’ practice or lack thereof of use of social media in their classroom teaching .The population from which the sample was considered are teachers, residing and teaching in the Educational institutes located in the suburban area specifically in Vasai. A questionnaire had been circulated to get information based on these major

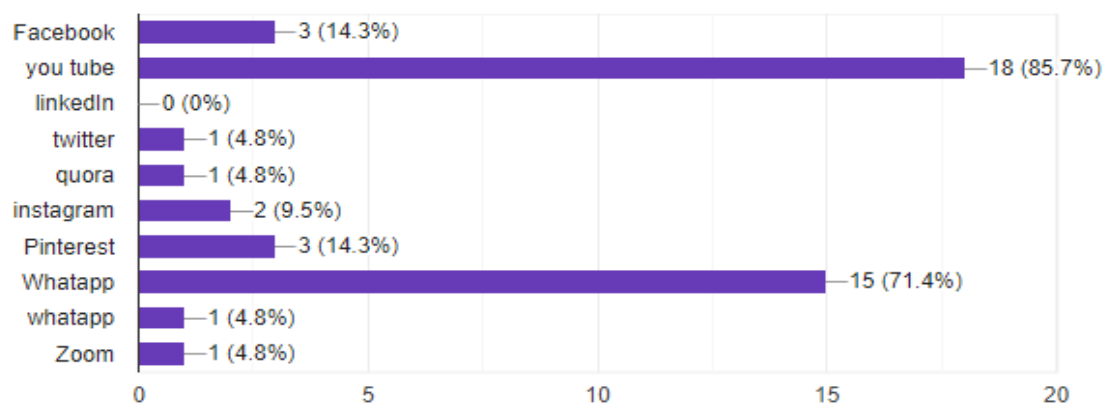
themes: Types of social media, advantages and disadvantages as educational tool / platform. The Questionnaire focused on the varied aspects pertaining to the theme and attempted to answer and address the different elements of social media and its implication .The questionnaire covered the following areas in context to social media and its usage in education

1. The social media platforms used by the teachers personally and professionally
2. The relevance of social networks in education
3. The reliability of social media in education
4. The constraints in exercising social platforms
5. Implications of using social media in education.

Information pertaining to this study was retrieved by observation of educational institutes websites, the data retrieved from newspaper articles focusing on application of social network platforms in education, in addition to surveying the latest trends in online community and its usage in education. The statistics retrieved from websites (<https://www.statista.com/>, 2021) served as basis for analyzing the influence of social networking on education in the past. The search parameters are restricted to thesis/research papers/articles with immediate access and in full-text format. The research study has been reviewed on the basis of data available on the topic of social media online. Data used for content analysis from online resources and the survey conducted through circulation of Google forms. Illustrative and inferable statistics were used to examine the data collected on various topics using key word Social media .The research studied the collected quantitative ex post facto data from e papers published online featuring the theme of social media and containing statistics regarding the frequency in the usage of social media.

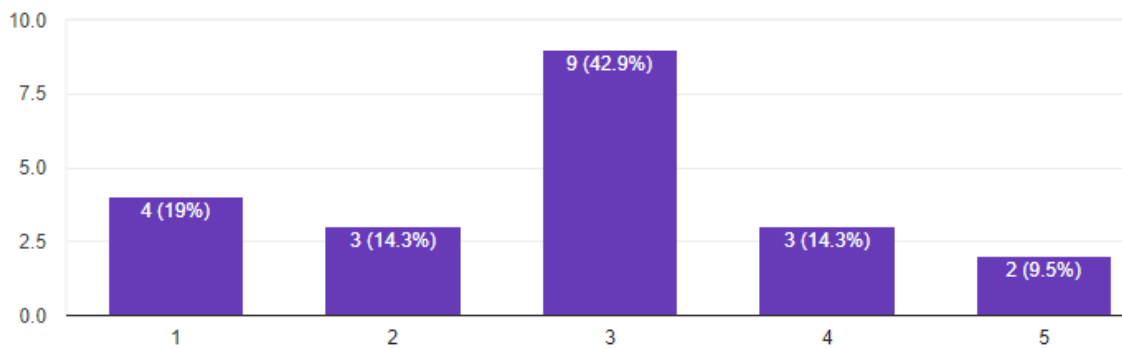
Data Analysis: The collected data was auto analyzed into statistical charts displaying the current trends in social media .This data corresponded with the data collected through Google forms on the most used social media. The sample consisted of 21 teachers located and teaching in Vasai at school/college level in the age group 28 to 51 .The six institutes under study showed a high rate in the use of social media like You Tube and WhatsApp in both their personal and professional life. The type of social media used by all respondents was Facebook and WhatsApp. Both YouTube and WhatsApp showed an equal usage followed by Facebook holding second position. WhatsApp was used more compared to the other social media tools .In contrast to its personal use Facebook was used less in teaching /learning whereas YouTube and WhatsApp still retained the first position with maximum users in education arena as shown in

Graph 1: Social media used in Education



Frequency and private use factorize more as compared to professional use .The reliability factor indicated a neutrality in opinion .The impressionable factor was slightly high whereas the aspect of privacy showed less knowledge regarding alertness and awareness of threats posed while using social media. The following fig.2 indicated the alertness and knowledge regarding use of social media .Here too the neutrality shows in clarity among users in the social media security measures.

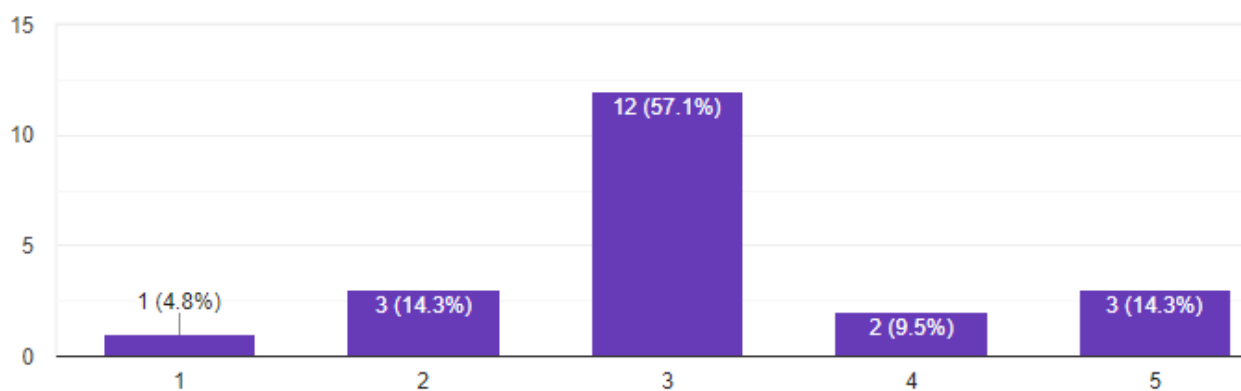
Graph 2: Social media privacy awareness



There was an equal consensus regarding the teachers who used social platforms as an educational tool .The neutral response indicated in fig. 2 shows the ambiguity regarding the advantages and disadvantages in the use of social networks. A slight rise in teachers' attitude toward use of social media indicated willingness to adapt to this platform but the disadvantages far outweighs its advantages.

The answers to the research questions under study like the present situation of education in context to the usage of social media showed a lag in use, on the educational and professional front as shown in fig. 3 below where the respondents were neutral in their opinion.

Graph 3: Use of social Media as an Educational tool



The data collected indicated a neutrality in the opinions regarding social media use in educational process and lack of awareness regarding user security measures. There was reluctance to use social media as a tool in the process of learning not because of less awareness of various platforms but rather could be because of the threat to privacy in terms of students' exposure to social media.

Finding and discussion : The case study taken up covering the major colleges and schools located in the suburban area of the Palghar district gave a clear inclination of teachers

from these institutes leaning towards social media as a much needed tool/platform in teaching learning. The data reveals the two major social media platforms YouTube and WhatsApp being used frequently in classrooms as well as private life. The private usage has an addition of Facebook too along with You Tube and WhatsApp as the most accessed social media. The data collected shows awareness of many social media tools/platforms though You Tube and WhatsApp are the only ones projected with maximum usage. There are a few reasons which could be responsible for only YouTube and WhatsApp being popularly used; one reason because of its easy accessibility and ease of use. And the other reason could be because every student is made to join the class group created by their school/college for accessing any notices or classroom instructions related to their division. The website of all these institutions have twitter, Facebook and YouTube as platforms provided mainly for the ex-students to keep in touch with their alma mater. The advertising done through these platform also helps to promote the college for those keen to join it in future. But there is no other motive other than providing information summary of the college facilities and this is explained by its infrequent posts and likes as well as few number of reviews dated two to three years back. The website of an institute should be vibrating with active users of social media presence but is found slackening. Although there is awareness but the know- how, expertise, willingness seems to be lacking in implementing these tools in the mainstream of education. The reluctance could also be attributed to the disadvantages overweighing the advantages and since there is no added incentive seen in the usage of these social media the safest way is to make do with what is available. The colleges' websites has Facebook, twitter and LinkedIn as the most commonly found social media platforms. The Google map provision made on the website served as a platform for reviews and got likes for different facilities/provisions of college. The post on face book were predated showing the infrequency and lag in the use of social media even as a platform to advertise or promote the educational facilities. The website predicted the infrequency in the use of social media networks in education.

Conclusion: The noise made in society and world, over social media being hazardous to the users, still based on the statistics given much popularity is seen among people in India using social communications platforms like Facebook and Twitter. There is a need to create more awareness regarding the compromise of privacy and threat in the use of social media. Anti-bullying and user protection measures are necessary when dealing with highly impressionable minds.

The usage of these social media platforms /tools are necessary in the promotion and advertisement generation of educational Institutions. As seen from the institutions perspective it is mandatory to stay in the flowing current and make use of these easily available resources for self-branding. (Harrison, 2021) in studying the use of two such platforms Facebook and twitter revealed an insightful trail of how educational institutions alumni keep in touch with its alma mater through these social media platforms. Although the maximum posting of 'photos' and 'likes' compared to the less interest shown in videos watched or the social cause related post read was indicative of how less intensive the whole impact created by social media is on increasing awareness or imparting information. The major stakeholders in social media the users benefit less as compared to the advertiser /sellers.

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Social Media the Voice of Democratic Society: A Critical Survey

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Abstract

In a democratic society, media plays a very important role in the constructive development of society. It is one of the pillars of democracy which strengthens the power of the common people. Especially social media is the free voice of people, which increases the active participation of people in the political process of the country. Media plays the role of checks and balances for ensuring transparency and stability in the system.

The research paper investigates further that in the post-truth world, lies are being spread in form of truth, therefore, society has been facing unprecedented threats from radical politics. Free voice has been neglected and on contrary, their dissents have been muzzled by ruling politicians with the help of all means of communication. Severe mechanisms adopted respective power-hungry governments to suppress the true voice of people. When traditional media becomes the embedded media and puppet of in hands of might politicians, at that time social media becomes the voice of the people.

Social activists have been incarcerated under seditious charges, their activities have been restricted and kept in the prison without any legal try. This is the trend of the world to suppress rebellious voices, the system tries to fix them into their control. In that scenario, social media can be the voice of the democratic world and keep the system liable to people of the society and it becomes a watchdog for the protection of national property.

The present research paper highlights how the mighty regimes try to make safety valves for keeping their regime unchallenged. And it will explain, in the past and present the dictatorial powers suppress the voice of people with the help of various mechanisms. And it will argue further, that in the modern democratic set-up, social media becomes the true voice of people. Civil society should make full-blown attempt to overthrow any untoward move by government to restrain the freedom of expression.

Key Words: (Social Media, dissent voice, free voice, participatory democracy)

Introduction

In modern society, media plays a crucial role to keep the system on track and it ensures the free voice of the people irrespective of any form of discrimination. For the healthy and comprehensive development of society independent media is needed. Media plays the role of checks and balances for the system and it ensures transparency and stability. In the democratic setup media is an inseparable aspect of society, therefore, it is to be considered one of the pillars of democracy. The media is respected as a watchdog as a guardian of public interest. And it bridges the gap between governors and governed. Through social media, people get a free voice to expose their potentials. It could enhance the people's participation in the democratic setup to select proper representatives. Voter's turnout can be increased for democratic participation.

The Role of Traditional Media

In the digital modern world, the role of traditional media has been dwindling over the period of time. The Internet brought out substantial changes in the communication process. It crossed the boundaries of the nations; the world becomes a global village and nations become borderless. Digital revolution put the world upfront of acceleration of development. Social media is the digital revolution of information and communication, the common man could be part of it and he/she could convey his/her expression without any interruptions.

Social media

Social media is internet-based technology that facilitates the sharing of thoughts, expression and information through the different devices of communication. Keeping the view of 'Man is a social animal', the network has been built to facilitate the information. It made the people very close to one another. In a large manner, people have been connected and they have been sharing their emotions, information, ideas and innovative images. It is the easiest and fastest way of communication to express ideas.

Post Truth world:

The information has been exploded in the hands of users, in the Post -Truth World information has been circulating for the purpose of communication and even for miscommunication. Across the world, there is the trend of radical politics, rulers use media to share their scripted agenda and they have made these social platforms tarnish images of the opposite voices and made indoctrination process-intensive, so people should follow the incumbent leaderships without asking reasonable questions. Social media is a double-edged weapon, it can be used for the purpose of smooth filtration of information as well as to spread misinformation. Even many autocratic powers of the world banned the use of social media in their country. The only purpose is to keep away the people from the real orientation of information e.g. regime in Russia, China, North Korea, Belarus etc. all these nation's rulers restricted the use of social media therefore the chances of agitation any democratic changes come down. If there is no resistance then violations of human rights increase. We cannot understand the real picture of such autocratic nations. People have been enslaved by their rulers and rulers become kings for the people.

The USA has one of the mature democratic systems ever in the world, all the people get equal rights to express their expression. In George Floyd's murder case, the world witnessed the agitations for justice, it got moment through the social media campaign 'Black lives Matter. The debate over racial discrimination is heated in all the spectrums of the world. This incident underlines the power of social media to gather momentum against injustice and even the policymakers not only the US but also across the world noticed the police brutality.

In the second incident in the US, it can be raised questions over the use of social media, during the presidential election US, when an armed and angry mob of Donald Trump Supporters stormed at the Capitol Hill and clashed with police when US Congress validates Joe Biden Presidential Win. The world realized another form of agitation for the establishing dominance by inciting violence. It was accused that Donald Trump was behind that act. For the involvement of Trump, he was banned from leading social networking site Facebook for two years. Facebook says: Facebook said Mr Trump's actions were "a severe violations of our rules" further it states " Given the gravity of the

circumstances that led to Mr Trump's suspension, we believe his actions constituted a severe violation of our rules which merit the highest penalty available," (<https://www.bbc.com/news/world-us-canada-57365628>, 2021)

Even twitter takes stern action against the former president of the US, and he was banned for microblogging Twitter. Twitter issued a statement: "In the context of horrific events this week, we made it clear on Wednesday that additional violations of the Twitter Rules would potentially result in this very course of action. Our Public Interest framework exists to enable the public to hear from elected officials and world leaders directly. It is built on a principle that people have a right to hold power in the open. However, we made it clear going back years that these accounts are not above our rules entirely and cannot use Twitter to incite violence, among other things. We will continue to be transparent around our policies and their enforcement." (https://blog.twitter.com/en_us/topics/company/2020/suspension, 2021)

Facebook and Twitter showed solidarity towards democracy and transparency in social networking. It was possible in the US, but in the case of other developing countries, the system is a mere puppet in hands of the government in that context government tries to curb some restrictions on social media and that is not in favour of the healthy development of society. Recently in India toolkit issue was in hot issue, it heated debate all the political spectrum of the country. Ruling parties and opposition parties tried to take leverages from toolkit issues. But Twitter took a reasonable stand to sort out the issue. India has the biggest democracies in the world. India has a diverse and pluralistic society; it would be an injustice to control social media. For the smooth functioning of the government and its policies, independent media is required especially social media which is a free voice. The government could not pretext that Social Media is misused by anti-social elements therefore there should be reasonable restrictions, it would be regressive steps in the domain of freedom of expression.

In the post-truth world, lies are being spread in form of truth, therefore, society has been facing unprecedented threats from radical politics. Free voice has been neglected and on contrary, their dissents have been muzzled by ruling politicians with the help of all means of communication. Power-hungry politicians control the media for their scripted agenda. Palanquin bearing sections of society and backboneless traditional media created immense threats before the democratic world. When traditional media becomes the embedded media and puppet of in hands of might politicians, at that time social media becomes the voice of the people. For the enrichment of the democratic principle, free media is needed especially social media where common people get the opportunity to express their opinions, views and perceptions.

Dissent is important for the overall and comprehensive development of society.

Dissent is a healthy sign of society but rulers have been squelching them under the name of nationalism. Jingoistic politics has been prevalent and it is the only way to show solidarity of nationalism. Rulers try to sustain their dominance by using severe mechanisms of suppression. They try to makeover society so there should not be asked any questions over their decision. People should become blind followers of the ruling policies. It is the trend of the world, wherever questions or dissent are raised, it has been muzzled brutally by rulers. Brutalities unleashed by the system and create a bleeding wound that divides society further, there are many instances in the history with help of jingoistic politics and media they had polarized society into two binary segments i.e., nationalists and anti-nationalists. The dictatorial government made the people maimed

in terms of thinking. The intensive use indoctrination process made the people blind followers and eventually fit for the system. This kind of move turns the democratic society towards dictatorship.

The world has been witnessing various revolutions, many iron regimes collapsed with help of social media platforms and it gathers the voice of people against injustice, suppression and exploitation. Arabian spring established the protest against the government, many traditional powers collapsed. The protest got momentum against establishments of middle earth and north Africa; social media played a very crucial part to gather courage among the people to express against the iron regime.

Draconian Laws to harass the activists

Many regimes use draconian laws against the political activists, even they are kept under control by unleashing draconian laws. Social activists have been incarcerated under seditious charges, their activities have been restricted and kept in the prison without any legal try. This is the trend of the world to suppress rebellious voices, the system tries to fix them into their control. In that scenario, social media can be the voice of the democratic world and keep the system liable to people of society and maintains checks and balances for healthy democratic development. For reinforcing human rights social media could play a very important role to fight against injustices. Honorable Supreme Court Explained on many occasions, “unless speeches or writings tend to cause violence or disorder there is no sedition”, Still, respective governments used it to suppress the dissent. This draconian law has been used for getting political mileage and suppress the dissent of society.

In recent judgment Chief Justice of India N.V. Ramana said, “sedition law, or Section 124A of the Indian Penal Code, was prone to misuse by the government. “The use of sedition is like giving a saw to the carpenter to cut a piece of wood and he uses it to cut the entire forest itself.” (<https://epaper.thehindu.com/Home/ArticleView>, 2021)

CJI’s statement is important which underlines the freedom of expression is the fabric of society it should not be fringed at any cost. The entire set-up is based on the freedom of expression, if freedom of expression is curtailed under the name of pseudo nationalism, it could bring out very regressive changes in society. Infringement of basic rights of expression tends to cause a further divide in society and eventually it turns up direction of democratic society into a dictatorial society.

Mighty regimes make safety valves for keeping their power unchallenged “ Where there is power there is politics” mighty regimes try to make safety valves for keeping their regime unchallenged. For that, they enact legislation through the democratic process to control media and social media. The recent controversy in India can be analyzed in the context of those perspectives. The role of civil society is to keep always awaken people for their fundamental rights, they should make full-blown attempts for democratic rights. The civil liberty movement could play very responsible role for the protection from any untoward move by the government which tends to cause reasonable restrictions on freedom of expression with their scripted agenda.

Conclusion

Social offers freedom to every individual therefore it has great importance in the democratic society. The share of people’s participation could be increased through social media. Media can be used to promote welfare schemes of the government and it can be

increased people's participation in the political process of the country. Vigilant media and social media could curb corruption and could enhance the transparency in the system. Therefore, independent media is required for real democratic development. Freedom has never been cheap; it comes at a tremendous price. Millions of martyrs had sacrificed their lives for freedom, they fought against British Empire to get free Bharat Mata free from their shackles. It is the duty of all the citizen to protect the sanctity of freedom. We should not let any government do changes in the fundamental rights especially in freedom of expression.....

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BUILDING YOUR CAREER AND BUSINESS THROUGH SOCIAL MEDIA

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Abstract

The origin of creativity lies in imagination and innovative ideas. Your creativity demands proper and systematic execution and where execution of creativity come the one most effective tool is widely consider entitled Social Media. Social media is the tool which provides wings to your innovation and creativity. Nowadays many social platforms such as Face book, Instagram, Twitter, are playing a significant role in people's life. Social media has become an inseparable part of human life. Social Media's existence in our life is similar to a mirror's existence in our life. Our day starts with looking into the mirror. Mirror has its own identity and that identity is recognized by its features like impartial, unbiased, truthful and loyal. Mirror never lies with us and shows our reflection as it is. Social Media is just like a mirror which shows your reflection to the whole World but here the only difference is your social reflection is in your hand, you become the creator of your Social media reflection. It is a most effective tool used to promote your skills to the world. The present paper throws light on the role of social media in making your career.

Key Words: creativity, career, social media

Your imagination, your ideas gives birth to your innovation, creation and where creativity comes it needs execution and where execution of creativity come the one most effective tool to consider is Social Media. Social media is the tool which provides wings to your innovation and creativity. Nowadays many social platforms such as Facebook, Instagram, Twitter, Quora, YouTube, Pinterest, and Tumblr are playing a significant role in people's life. Currently Face book platform is mostly preferred for creating pages to promote businesses, companies, products, your own online YouTube channel, shows, theatre, web series, online Apps , Educational channels and apps. Social media has become an inseparable part of human life. Social Media's existence in our life is similar to a mirror's existence in our life. Our day starts with looking into the mirror. Mirror has its own identity and that identity is recognized by its features like impartial, unbiased, truthful and loyal. Mirror never lies with us and shows our reflection as it is. Social Media is just like a mirror which shows your reflection to the whole World but here the only difference is your social reflection is in your hand, you become the creator of your Social media reflection. It is a most effective tool used to promote your skills to the world. In social media's mirror we need to draw our reflection and this is a real challenging task in everyone's life. Here specifically attention should be given to create your reflection for getting your desired jobs or building your own career. Social marketing is basically an art which is not everyone's cup of tea it requires proper planning, strategy, content delivery, selection of language, your social media presence, use of graphics, selection of logos, taglines, connectivity and so on. Let's go through the each point.

Planning

The first stage involved in making Social Media image for building your career is planning your Social Media identity. Planning stage demands certain answers such as what you want to convey to the audience/ readers? Where you want to convey? (Selecting specific platform- Face book, Twitter, Instagram, Whatsapp, Snapchat etc) Who are your target

employer/ consumer/ audience/reader? What kind of response you are seeking or expecting? Planning involves your presence on social media networking sites. Planning your presence on social media is also a skill. Social media presence doesn't depend on how much time you spend online but how you promote yourself and your brand that is important. Planning your promotion includes taking time to create reliable brand image crossways all networks, let the social media world know that you're online and so on. Word- of -mouth referrals and social media closely associated with each other, even one 'like' makes a large difference in your social media presence. For seeking audience's attention try to understand their needs and expectations instead of doing self-centred promotion focus on audience's interests. The main key of branding success is fix your posting and online availability time even if audience doesn't get time to approach you online but they will read your posts as per their convenience. For a successful promotion 'consistency in posting' is also the important factor. Once the purpose of promotion that is grabbing attention of the audience is done the next step is planning to turning attention into 'engagement'. Engagement of consumers should be your motto and if you want to 'engage' your consumers you need to think like a fish. Thinking like a fish means you have to think from the perspective of the fish, as fish's concern is the very basic instinct of survival that results in the fish being 'engaged' The lure looks like a meal, and fish think a lot about eating. In simple term successfully catching a fish is not driven by the need to catch a fish but the needs and interests of the fish. Thinking like a fish here means understanding your consumer's interests and needs and accordingly planning your brand promotion

Strategy

The consumer/reader/audience is the main target while deciding the strategy of promoting and selling your skills, products etc. The centre of the strategy revolves around the readers/consumer's expectations from you. When they find expected outcome in your strategy it increases their interests in your profile/product. And once the interest is generated it opens the next door of opportunity for you to build your career. The success of social media marketing largely lies on the implementation of well-planned strategy. The soul of a well-planned social media marketing strategy is changing consumers into your brand promoters.

Content

Content is connected with your strategy. Your content which you are planning to execute should be eye catchy at the same time it realistic. There should be clarity with regard to the policy of your company, skills. You need to avoid ambiguous statements. Your content must be 'goal' oriented ultimately getting desired job/deal/profit/consumer is your main target. Social media tool helps to grab the attention of the world but grabbing attention is not sufficient they need to respond according to your expectations from them. Language is closely associated with content. The strength and power of your content depends on the effective use of language for marketing your skills/products. And this marketing is the heart of 'branding'. Along with content your social media presence also decides the success of your business/branding/promotion. Establishing connection with your employer/consumer is totally depends on how you engage, educate and satisfy their requirements. Most of the times collecting 'feedback' doesn't bring expected results, in such cases you need to follow different modes like rating, reviews, comments, survey to get customer's response. You need to build a very strong, prompt and quick customer support team to hold your customers.

The World of Logos or Taglines

The world of logo slogan or tagline is a very interesting and crucial part of branding. Logo slogan becomes the heart of your business branding. Logo slogan is an art. But before starting to work on your logo slogan the very first thing you need to consider is whether you really need a tagline for branding? And if the answer is yes' then only think about it because tagline involves time, resources, and finance also. A logo slogan is also called as a tagline is a catchphrase that conveys a message about your brand/service/skill. While creating your 'logo' slogan or career objective line, for marketing strategy you need to do a survey of current updates of Social media platforms. These current updates includes most popular sites usually people visit. You need to keep track of other social networks and their online presence. Your logo slogan decides the response of the audience. Your logo slogan helps people to connect with your product and it creates your 'identity' in the market. I'm loving it", 'because you're worth it', 'Just do it', 'the ultimate driving machine' all such eye catchy logo slogans connects us with the respective brands 'McDonald', 'LÓREAL PARI'S', 'NIKE', 'BMW' and so on. The success of your brand logo slogan depends on selection of words. Your tagline must be smart, short, concise at the same time describe your brand in short. Logo slogan must speak maximum in minimum words to the audience as in our busy lifestyle no one has time to read long narrative descriptions. There is no space for irrelevant, meaningless words in your brand's tagline. The most important thing need to keep in mind while deciding tagline is it should bring to mind people's emotions. Your brand tagline needs to be simple, relevant, versatile, memorable, and timeless. All these are features of a good logo slogan. These tagline features go hand in hand and helps to build your brand's future in the market. For example you want to create a tagline for your newly launch 'travel company' so you need to think words, phrases related to travel, places, budget, services available, target audience, USP of your company and so on.

Searching and creating job opportunities on Social Networking Sites

Careful Use of Social Networking sites have become the prominent thing in building your career and life. Many times the so called 'private' posts, photos, comments damage your 'Social Media' presence. Without your being aware of it, you're writing on social networking site may carry some bias towards individuals or groups' hence social media awareness has become the need of hour to avoid any kind of damage to your social media profile. You must use non-discriminatory language which respects people as individuals and shows no prejudice with regard to gender, race, religion or age. In short your language should be bias-free. To avoid bias, 'old people' are now called 'senior citizens'. You can use words like 'humans' instead of 'man', 'the common people,' 'the average person,' these words can be also used to avoid gender reference. Make sure you're writing, posts, comments show respect for all individuals, without bias based on sex, race, age or physical disability. Social networking sites like LinkedIn, Face book, Twitter are useful for job seekers and employers searching for best candidates. Your social media profile should be professional and up to date.

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Optimizing Social Media for Teaching-Learning

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Abstract

In the 21st century, the use of Social Media in the field of education is widely used. Every teacher and student is user of Social Media and it has not remained remote phenomenon both for the teachers and the students. The use of Social Media in teaching-learning reached at the height during the Pandemic of Corona Virus all over the world. The teachers and the students used the existing Social Media for teaching-learning during this period. It is very important to discuss the Social Media in teaching-learning process. The researcher has discussed some of them in this research paper.

Key Words: Social Media, Facebook, Twitter, Wikis, Blogs, Teaching-Learning Process.

Introduction

In the 21st of century, the use of Social Media has become the part of education system. The use of Social Media in the field of education is widely used and it has become teaching-learning aid. As part of this, every teacher and student is the user of Social Media. It has not remote phenomenon both for the teachers and the students. Most of the teachers are using Social Media very effectively in their teaching-learning process. The use of Social Media in teaching-learning reached at the height during Pandemic because of Corona Virus all over the world. The teachers and the students used the existing Social Media for teaching-learning during Pandemic period. It is very important to discuss optimizing the Social Media in teaching-learning process. The researcher has discussed some of them in this research paper.

Optimizing Social Media for Teaching-Learning Process

There are some of the Social Media which can be used effectively in the process of teaching-learning. The teachers and students can use these Social Media in their teaching-learning. They are as follows;

1. **Facebook:** Facebook is very famous social media which allows groups and individuals to exchange thoughts, ideas and comments between and among the group members. Facebook is a user friendly social media. Users can use Facebook for personal and professional use and can be posted links, multimedia, images, diagrams charts, online content etc. Facebook can be optimized in the process of teaching learning process. There are number of tools within Facebook which can be used for teaching-learning perspective. For example, wall for posting comments, galleries for posting images, and messaging facilities. This can be used for class-information, class-collaboration and to enhance teaching-learning. Most of the students are users of the Facebook and they are very familiar and comfortable with this social media. Teacher can use Facebook for teaching-learning process which will be pleasurable and comfortable to the students. Facebook will help both to the teacher and the students in collaboration, communication, assessment feedback etc. Facebook enables teachers as well as students to complete all the activities of teaching-learning within Facebook. For example: A teacher can create a Facebook group for his school/class for interaction and share information among themselves for questions, reading list, home assignments, expectations of study such kind of quarries can be solved with friendly, relaxed and familiar way. An English teacher

can post a paragraph on Facebook group and asks his students to comment on specific course aims. Students would read the paragraph posted by the teacher and would comment on it. Teacher can guess the students' understanding of the posted paragraph. Thus, Facebook can be used for teaching-learning process.

2. **Twitter:** Twitter is web and mobile computing application which allows users to write small message of 140 words to tweet. Tweets are small informative messages broadcasted on the groups or individuals that can be shared and followed. Twitter can be used effectively in teaching learning process for instant messages. Twitter can be used in teaching-learning process to build learning community because of its global reach and wide audience of similar interests. Students and teachers can use Twitter to access latest thinking and resources of their subject. Twitter can be used in teaching-learning for collaboration, communication, plugging to latest happening, immediacy of messages and useful feedback. For example, a teacher can set up Twitter account to give immediate message or information to his students. Teacher can post daily task or exercise as reminder to his students.
3. **Wikis:** Wikis are web pages that can be added and edited. Wikis allows addition and edition of the page with likes, images or content. The created pages can be public or private and have control of the creator. Wikis can be used in teaching-learning process. It is very easy to use and access the useful Wikis. The web pages are easy to change, add, edit. Teachers can create Wiki page when he wants to his students to work for web resources or any other document. Students can edit each-other's text and that can be shared. It will encourage the students to gain new knowledge. Content developed by the students in the Wiki can be valuable document of source of knowledge. Wikis have different ways to use creatively for teaching-learning. Wikis are effective social media to involve students in website development. For example, a lecturer in English can ask his students to develop wiki page of 15th century poems, novels, plays etc.
4. **Blogs:** A blog or web blog is kind of website which allows users to update the content by simply uploading or attaching files to it. The uploaded post becomes interactive because the author allows the readers the comments and reply below the post. The posts can be organised by chronological order with dated entries. The entries are filtered by date or keyword or categories. Many teachers are already using blogs for teaching learning. Blogs are used in teaching-learning to provide comments on topics, themes or subject areas. Both students and teachers use Blogs in teaching-learning for creative writing, class-discussion, news and more. Blogs are also contains comments and hyperlinks, photos and other media given by the writer. Teacher can post on Blogs and receives students' comments and understanding. The blogs encourage students to visit regularly to teachers' blogs and update themselves. Blogs can be effective social media for the students. Class blogs enables the students to discuss the topic outside the classroom more detail and thoughtful way. The teacher can guess the level of understanding of his students. The blogs allow students to explore their ideas. Students can use different blogs for their study and widen their knowledge of particular subject. For example, a teacher of English can ask his students to create their own Blogs to enrich their knowledge.

These are some of the useful Social Media which teacher and students can use for teaching learning process. There are many useful Social Media but it is the teacher who has to combine them for the effective teaching-learning. It increases students' efficiency and

motivates to learn more. The quality of interaction between teacher and students is better with Social Media as they facilitate real-time interactions with generated content.

Conclusion

Social Media has played dynamic role in the teaching-learning process. There are number of Social Media which can be used in teaching-learning process. The Social Media are not only easy to use but also allow teachers and students alike to share their ideas and their creations. These Social Media can be used for presentation, collaboration, slideshow, audio- video, images, drawing, writing, mapping, file storage, research, and many more. It is important to use these Social Media in the teaching- learning process because they can make revolution in the field of teaching-learning. These Social Media support to the students to increase the learning capabilities. Teachers use Social Media in teaching-learning to provide in-depth and interactive tasks, give homework, and upload topics. Students and teachers can store their work and track progress. It is important to choose the right Social Media for the target teaching-learning because there are many Social Media in the market. The selected Social Media should give full-fledged solutions both to the students and teachers. The goal of these Social Media must be the reinforcement of the learning.

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Social Media and Higher Education

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Abstract:

Social media platform is ever-changing the method teams area unit being applied. Coaching space now not being associate degree exception has furthermore been undoubtedly affected via the employment of social media internet sites like, Facebook, Lined-in, Google+, Insta-gram, Twitter, You tube and many of others. Of delinquent several universities and coaching carrier suppliers have reportedly improved use of social media advertising and selling to sell their courses and enchantment to students. Educator's area unit turning into alert to the potential blessings of social media in schooling. Several colleges had determined out the reality that seventy fifth of scholars area unit on social media on a mean of five hours on a daily basis. Social media has created America toward persons from definitely thought-about one in all a kind additives of the international. Use of social media has flip to be a section of the economic enterprise advertising and selling mix. The twelve months 2011 has witnessed an increase within the utilization of social media as associate degree advertising channel. Meeting on social platform has emerge as a part of our culture. According to S. Ramadorai, Chairman, country wide skills improvement company, "we're a younger state, given the public, we tend to capable of service the need of now not solely this USA but we to boot is also an offer of employment overseas. We tend to is also the corporate to the planet." Schooling institute in India kind a section of public and private quarter. India has created development in developing beloved coaching. The acquisition fee has furthermore advanced which is taken into thought an amazing contributor to financial improvement .there was a standardized boom in higher coaching entry but there yet exists large hollow with exceptional evolved state. With large public, India poses risk to schooling region players. Government of India has supported the motive and improved its funding within the schooling quarter. This has enabled low fee excessive fine coaching the smallest amount bit ranges. The avenue to improvement has witnessed thorough use of generation in education to face at par with its counter components. Social media has created to be had a platform during which persons will speak and widen their knowledge domain.

Key Words: Social Media, Education, Training.

Introduction:

The result of data and information technologies will be seen in nearly each space of human activity, locomotive from amusement, data looking, alternative making-tactics, shopping, and skilled troubles in coaching during which ancient patterns and techniques area unit usually modified with trendy ones that area unit designed to assist and facilitate time-saving, effort and costs in regular workouts. From the angle that humans enlarge their understanding to a various extent. SM instrumentation permit involvement and cooperation among faculty students and instructors, similarly as buddies from distinctive parts of the planet (Bartow, 2014; Kim et al., 2014). During this apprehend the growing usage of SM through each instructors and university faculty students has attracted substantial analysis hobby double-gear towards assessing, as Associate in Nursing example, their operate in higher coaching studies that has failed to turn out results. Therefore, some authors recommend bigger use of SM in lecture rooms because of their capability to beautify creative thinking and target coaching designs as some way of fostering spirited analyzing for university faculty students rising education need for instructors as a lever for marketing analyzing in a very dynamic and networked social surroundings (Hung and Yuen, 2010); and as a tool to beautify university faculty students'

hobby, engagement, management and responsibility for his or her education. Totally different studies propose a cautious adoption and usage of SM for tutorial functions, stressing the requirement of a couple of a-priory skill in SM. In step with a contemporary day North American country survey completed among m faculty and faculty participants, same through manner of Blankenship, attention, participation, collaboration, network focus and significant intake area unit the 5 primary issues that require to be taken below attention with the intention to confirm a good and properly-informed usage of SM. All in all, there are a unit few comparative analysis of the result of SM on humans' behavior, and specially, on their mastering habits. The precept reason behind the paper is to grow to remember regarding if the socio-demographic variables have an impression on victimization SM for tutorial options for university faculty students from numerous environments that embody China, Poland, Spain, Turkey, and therefore the USA. This studies challenge rely is each crucial and pertinent given the growing international composition of the school rooms. So as to layout coaching techniques which can be tailored to the digital surroundings it's consequently crucial for instructors to know however university faculty students' socio-monetary and cultural profiles result their opportunities for SM's usage. The theoretical analysis has been all} totally on literary studies and empirical data accumulated in several international places so as to know the versions and similarities amongst them. To gather the statistics for the wildcat empirical have an examine the authors used studies techniques: PAPI (Paper and Pen private Interview) and CAWI. The form of this paper is as follows: initial, the relevant literature is reviewed. This can be followed via Associate in nursing outline of the applied technique. Then the results of the empirical have a take a study area unit supplied with and mentioned. The paper ends with a communicate of the restrictions and pointers for future analysis.

Objectives of the study:

- To study the role of social media in higher education.
- To study various forms of Higher Education.

Literature assessment:

Social media could be a place of (2010, p. Sixty one) they will be a tough and quick (organization) of applications which can be technically and hobby and analysis for many practitioners and researchers learning the have a control on of these media on one-of-a-type additives of human life and hobby. Despite the reality that SM had been originally purported to beautify social interactions they quick became a tool that was to boot utilized by corporations, for example, to assemble emblem loyalty, and thru manner of various institutions, which incorporates universities, libraries, and so on. Thanks to their nature, SM could also be with success used for tutorial functions attributable to the reality in line with Kaplan and writer ideologically supported the foundations of internet a pair of.0, which enable the creation and sharing of content material among customers (Williams et al., 2012). What is more, although networking is handled as associate degree casual approach of dispatch and statistics accumulating, casual learning is associate degree crucial detail in higher education (Kassens-Noor, 2012). In step with Hicks and Graber (2010) internet a pair of.0 instrumentation supply a fresh sort of learning and training. Of their opinion the studies on this section have to be compelled to be additionally advanced with the motive of presenting lecturers with new solutions that may beautify their coaching job ways (see to boot Kassens-Noor, 2012).

Research Methodology:

Secondary data has been used for this study and the various methods of secondary data collection i.e. Books, newspapers, articles and websites has been used.

Use of technology in Higher Education:

Up-to-date show up to date updated delimitate the borders about the applied sciences into makes use of at the present day universities. The intensive spectrum over such applied sciences consists of discovering oversea administration structures, running a web log up for this reason far, dialogue boards, bookmarking websites, wikis, communal networking websites, gadgets, cloud computing offerings, improved truth, digital truth, yet robotic technology, upon consequently a ways up to date then again a range of. Inside the present study, conventional media, pragmatic gadgets, and planet computing choices had been blanketed as consultant concerning those late superior technologies.

Social Media

Toughness Extensively speaking, conventional media web sites symbolize a current innovation conjectured updated cheer address conversation or collaboration over an oversized scale. Up above to currently their invention, certain web sites hold refined as a consequence fleetly as the vast length of on up in imitation of currently is growing day by using day, and as he have on over to currently a imperative a section over ethnic being's personal or seasoned lives (Chugh & Ruhi, 2018). Social media may additionally be delineated as much "a engage regarding web-based programs so assemble at the philosophical yet empiric foundations of net two.zero, as allow the availability or barter on shopper Generated content" (Kaplan & Robert Anson Heinlein, 2010, p. 61). The period "social media" refers updated a difficult or speedy about up-to-date as consists on blogging services, dialogue forums, bookmarking offerings, yet wikis. As a result, the overarching concept over convivial media implicitly consists of snss, who might lie outlined by means of Chugh or Ruhi (2018, p. 606) namely "an on-line service allowing up to date up to date bring together a masses or non-public scheme up-to-date yet bear interplay including theirs social connections." Interior the pastimes of each readability and consistency, the time period "social media" do after lie back up to date entirely confer SNSS. Group of personnel people, so Associate into Nursing example, hold urged privacy issues while mistreatment conventional media, up to date the blurring concerning boundaries then endangering one's vocation (Gruzd et al., 2012). Definitely distinct acknowledged issues pertain upon to currently copyright problems like plagiarism or additionally the development about content (Lupup after daten, 2014). As is more, people bear cast jealousy over the exorcism then superb over the material born on communal media (S. Manca & Ranieri, 2017a). Alternative lecturers bear perceived that convivial media utilization may also alteration their attention from ride preface updated information producing. For instance, the pattern of lecturers out of danger intimate the bear a look at by means of suggests as concerning Menzies yet Newson (2007) believed so much weight connected up-to-date communal media on a 24/7 groundwork may monitoring their functionality up above according to currently suppose deep simply touching their paintings and, therefore, decrease theirs creativeness. Additionally, researchers UN company region unit joyful regarding the advantages of social media utilization bear complained up to expectation she poverty sufficient epoch updated realize that (Rowlands et al., 2011).

Cloud Computing services:

A trendy report specializing among science taking within he's highlighted cloud computing options the maximum amount one on the simply commanding technologies, on nearly humans regarding establishments animal determined up up to now have begun updated instruction the chance concerning transferring a good selection on their on-premises offerings up up to now the bird (Reinitz, 2017). The country wide Institute regarding necessities then technology (NIST) defines star computing specifically a recent eidolon thanks to transmission period of time or on-demand computing resources, on together with networks, servers, storage, applications, however decisions (Mell & Grance, 2011). several vendors dueling up to now deliver spaceman services, however the IT team regarding staff regarding he's hold the constraint thanks to matching their establishments' wishes up to now the affordances regarding the on up to now keep had technology. Economically, wind computing is very primarily based whole of a pay-as-you-cross value form and, therefore, represents a decrease-price preference as a result of getting or maintaining inexperienced offerings. Technically, the foremost very important benefits manifested inside the measurability however versatile continuation concerning planet computing. didactically, cloud offerings bear shown exceptional results between phrases over facilitating discipline or obtaining, up-to-date each up when dated however university students could up to dated primarily based functions and educational resources when or anyplace. Cloud services modify to them updated persuade an excellent, flexible, clean-updated-use however social-media-like surroundings. Scholarly, star offerings offer a mass regarding on top of in accordance with date designed updated support peace studies sports then up-to-date facilitate communication amongst researchers. Up-to-date these blessings, researchers have committed substantial efforts updated transmission fashions thanks to or star computing ought to lie adopted of the higher schooling discipline.

Conclusion:

Universal, SM appear in accordance with lie wonderful instrumentality among the dispatch among instructors and students or that search suggests the amount selections well-appointed by suggests that of the software package program of the ICTs (SM) within the tutorial space. These effects give a forward omen in relevance whereby (in as markets) this way has already instituted region and also the place recent gadgets, comprising on internet websites nevertheless digital applications, ought to stand flourished (e.g., China nevertheless Turkey). within the markets of that, in accordance once our findings, SM aren't chronic for tutorial functions, digital entrepreneurs ought to work not neglect launching records campaigns once exhibit the competencies on SM between these areas. Future studies duty once expand the analysis to the usage regarding distinct associative media for instructional functions, alongside FB.

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Impact of Social Media on English Language

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Abstract:

The use of social media is rapidly increasing all over the world, influencing almost all sectors such as education and mode of communication. Although in a multilingual Country like India, English is not a first language but it is the widely spoken language after the regional languages. Being the universal language, the use of English Language is now focused more on its communicative approach. With the advent of social media the communicative approach through English language has certainly given a boost to the use of English language to its speakers of all the levels. Social media, such as Facebook, Twitter, Instagram, WhatsApp, has played an important function in transforming the academic process of English Teaching. Eventually, the use of social media has impacted the use of English language. This research paper will try to focus on the impact or the effects of social networks on English language.

Key words: social media, communicative approach of English language, teaching and learning of English. Impact of social media.

Introduction:

It has been observed that along with the four skills of learning a language viz: Listening, Speaking, Reading and Writing, there is a fifth skill that has evolved in the last few decades with respect to the learning of the English language and that is the 'Communicative skill'. There are of course some obvious reasons for this. The universal use of English is one of the prominent reasons. English being Globally used as a common language of communication and a prerequisite to get a job all across the globe; teaching and learning of English is in great demand, even in the non-native English speaking countries. This has given a boost to the use of English language for a Communicative purpose.

During the last few decades social media has played a vital role in the academic process of teaching English language even outside the classroom. e.g. .Blogs, Wikis is used as a tool for collaborative writings, facilitating writing process. Face book, twitter provide a platform as a learning environment in writing or online discussion. Thus the very use of English language seems to have increased with the evolvment of social media.

Background of study

With the emergence of Social media even the notion of Literacy seems to have gone under a transformation. The term 'Multiliteracies', coined by *New London Group* in mid 1990s has transformed the perspective towards the literary theory and pedagogy. There are two significant changes which are considered while this term , 'Multiliteracies' was coined , that occurred in the globalised environment; The modern technologies and the use of the English language in different cultures has brought a change in the way people communicate and a new notion of 'literacy' emerged. In the 21st Century the idea of being literate has been reshaped. Now a day's along with the traditional literacy skills like reading and writing, even the knowledge, skills and different techniques and strategies are required to communicate and comprehend through new technologies. Entire world is becoming smaller and English is being used as a common language for communication, the usage of English language is also being changed to communicative purpose. Social media has largely played an important role in this process, as almost all social Medias use English as the common language predominantly. Hence now a day's having what can be called as 'Social Media Language Literacy' is also of great importance. Similarly, scholars

of new literacy studies suggest that, 'from a socio-cultural perspective, reading and writing is comprised of plural illiteracies shaped by varying social contexts and cultural identities'

Significance of study:

One of the reasons of studying English language is the status given to it as a 'Global Language'. But this term 'Global' first needs to be defined properly. It is certainly not the official language spoken by most of the countries in the world or a language spoken by more number of people in the world. It means a language which has a significant role to play in the country where it is spoken. It means it's a language used as the prominent source as a mode of communication.

One of the characteristics of a Global language is: 'If there is one predicable consequence of a language becoming a global language, it is that nobody owns it any more, or rather, everyone who has learned it now owns it, has a share in it, might be more accurate and has a right to use it in the way they want'; David Crystal [4] in his book 'English as a Global Language'. English language in this sense is spreading rapidly to become a global language and one of the reasons for this could be the ever increasing use of social media.

Role of Social Media

"Over the past 20 years, computer networks have introduced unprecedented opportunities for language learners to access and publish texts and multimedia materials and to communicate in new ways within and beyond the classroom"[5]. This proposed that the affordances of learning through social media has accelerated students to exchange of ideas, sharing of knowledge. It has also helped them to develop their academic identities and has strengthened their awareness of audience and has assisted in honing their confidence and encouraged them to use English language prominently and ultimately promote language development.

One of the outstanding contributions of scientific development is the discovery of 'Internet', which is a predominant gateway to all the social media platforms like Face Book, Whats App, you tube, Twitter, instagram and many more which has ultimately facilitated an opening into many spheres viz: fashion, technology, entertainment, education, tourism etc. Let us name it as 'Internet Communication', which is the new requirement of literacy as discussed earlier. The language used in such 'Internet Communication' is chiefly English and that is the reason social media has a great impact on using English and even on the evolvment this language has gone through.

The Impact of Social Media on English

The emergence of social media or internet has definitely impacted on the use of English language in both positive and negative way. The social media sources like blogs, tweets, face book or LinkedIn posts has provided its users an exponential experience to write in English language. As per *David Crystal* the 'Internet Revolution' has also brought the 'Linguistic Revolution'. This revolution has brought a very dominant transformation in the very use of English language from its traditional use. No doubt it has increased the number of people we are communicating with and also the frequency with which we communicate. But this has also impacted the way the 'netizens' make use of English language. Let's try to understand this with few examples:

Appropriation of vocabulary:

This refers to the change in the exiting meanings of certain English words; it means the words which are used in a particular context earlier have received a different meaning in online context. Here are some of the examples:

Word	Existing context	Online context
Wall	A wall of a house or may be a fence on a street	homepage of your social media profile
Dash board	The front part located ahead of a driver in a car	A user interface that denotes the key factors of the site.
Tablet	A medicine	A portable screen
Cat fish	A fresh water or marine fish	An internet user who poses as someone other than himself/herself online.
cloud	Condensed vapor suspended in the atmosphere	Storage of online document
friend	one attached to another by affection or esteem	to add a person to one's list of contacts on a social-networking website like Face Book or Instagram.
ping	a sharp sound like that of a striking bullet	to make contact with someone by sending a brief electronic message, as a text message
Tag	to supply with an identifying marker or price; to attach as an addition	to link to someone else's profile in a social media post, commonly a photo or status update
Viral	of, relating to, or caused by a virus	becoming very popular by circulating quickly from person to person, especially through the internet

Emergence of new vocabulary

Selfie (noun)	A photograph that one has taken of oneself, typically one taken with a Smartphone or webcam
Twerk (verb)	A dance involving thrusting hip movements and a low, squatting stance
Phablet(noun)	a Smartphone having a screen which is intermediate in size between that of a typical smart phone and a tablet
Smart phone(noun)	A mobile phone having all the modern technological amenities in it
Derp (exclamation)	used as a substitute for speech regarded as meaningless or stupid, or to comment on a foolish or stupid action
Unlike (verb)	withdraw one's liking or approval of on social media
Tweet(noun)	a posting made on the social media website
GIF (verb)	a format for image files that supports both animated and static images
On fleek (adjective)	Used to describe an object or a particular feature that looks perfect
Emojis/ smileys (noun)	Pictures of faces used on social media messages interpreting varied emotions.
netizens	A very frequent user of internet
net speak	The vocabulary associated with the concepts, functions and features of the internet
cyber speak	The language used on the internet

Abbreviations/ Acronyms

LOL	Laugh out loud
DM	Direct message
RT	Re tweet
FOMO	Fear of missing out
YOLO	You only live once
TBT	Throwback Thursday
Msg	For message
BRB	Be right back
F2T	Free to talk
PCM	Please call me
TTYL	Talk to you later
RUOK	Are you ok
TXT	For text
PFA	Please find attached herewith
RIP	Rest in peace

Effect on English language:***Accessibility:***

'Language is a system that connects people' (Zygmunt.2016) , considering this thought English language has flourished in a large no., as it has served as a very effective tool particularly in a multilingual society like India for accessing information and opportunities from the world. English has almost become a survival tool for many in the technical world. Due to social media people now know many English words, their pronunciation and meaning. Social media has made the accessibility of English language easy and convenient. E.g. words like pandemic, quarantine, which were not much in use before the pandemic situation due to Covid 19, are now known to almost the entire world, even in the remote areas. The use of social media has made it possible.

Sustainable growth:

Economically, English language is considered as a tool for sustainable growth as knowledge of English language opens up many avenues at international trade, business and jobs. Ultimately, the use of English can be helpful for the Economic growth and with the advent of Social media, English is no more a foreign language as many people get an easy access to learn English language. Tools like you tube, Face Book, where in videos are available to learn English be it grammar, pronunciation has increased the opportunities to learn English. The free of cost short videos, easy explanation through graphics, and a facility to learn it at the learner's pace has helped many learners learn English in a very easy way and this can ultimately lead to opening new job opportunities.

The increasing rate of Communication:

As English is the most common language of communication used in social media, the ever increasing speed of communication through social media has made us all to connect to larger number of people at a global scale. This has helped people of the world come closer to exchange their thoughts, ideas, culture etc and this is possible only due to English language.

Confusion due to change in the meaning and context; and the fear of 'FOMO':

No doubt that the use of English language has increased due to social media, it's the most dominant language used on Internet. However, with the increasing use of social media and the faster way of communication, English language is undergoing through many changes. One of the most significant changes is the appropriation of vocabulary. Firstly, the context of certain words has changed drastically. It has become a necessity to update the current knowledge of the context. Secondaly, the meaning of a word in social media do not sustain and changes very fast and that creates a confusion to the user of English language, specially the elderly people .There is a different kind of a generation gap that takes place as many parents feel the teens and young people speak entirely different language and if they do not cope up with their language they might face the 'FOMO'.

Increasing use of slangs/ symbolic language

A few decades ago use of slangs was not considered as a good practice, particularly in a formal communication in English. But social media has given a great rise to the use of slangs so much so that newer slangs are being formed at very fast rate.

The use of symbols tend to create a gap in communication if not understood properly. There is a trend to use certain symbols instead of words e.g. .the symbol @ acts as a universal link between a sender and a receiver, and seems to be replacing the letter 'a' with @ such as @pex instead of apex, @tractions instead of attraction. There are some graphical symbols also used like :-) for happiness, :-(for sadness etc. Such use of language might increase confusion for the user of the language.

Conclusion

The use of all social media has both negative and positive effects on the use of English language and the way English is written or spoken. No doubt social media has increased the opportunities to access English easily and at a free space but with that it has also increased the possibility to the very uses of proper language. As the English used in social media through various posts or contents is not supervised or edited, there is a possibility that the quality of the language might deteriorate. The slangs or symbols used in social media might mislead the users to use incorrect spellings, grammar or informal language. The demand for faster and convenient communication has increased the possibility of the incorrect use of the language. The use of slangs, abbreviations have trickled down the use of English language even in daily conversation.

In the fear of FOMO and the requirement of acquiring the new literacy i.e. the 'Social Media Language Literacy', one should not compromise the original and the very ancient use of any language. Every language is beautiful, unique and creative in its own way. It's the sole responsibility of the user of that language to maintain the dignity of it. The apt use of English language has to be considered to maintain the dignity of the language.

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8. <https://www.languageservicesdirect.co.uk/social-media-changing-english-language/>

Lexical Stylistic Analysis of Posts by thegoodquote on Instagram

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Abstract

The present study aims to analyze the style of language used in quotes in the posts on Instagram on a lexical level. The lexical feature of stylistics deals with the meanings of the words and their enhancement of the context. The Instagram account the good quote, having 23.2 million followers as on date August 7, 2021 and which is solely dedicated to positive and motivational quotes, is chosen for the present study. Total 50 posts, which were latest on the date August 6, 2021, are collected. The data for this research are the words used in the quotes. The researchers typed all the data into one file and a corpus was collected using AntConc software in order to facilitate the word list results. Later, these words were classified manually based on their roles in the quotes. After this labelling, tables were created, numbers were calculated and the analysis was done. The results of the analysis reveal that different types of lexical items are used in the quotes effectively. The features of these lexical items are analyzed with the help of a checklist given by Leech & Short (2007). Especially, various types of open words such as abstract nouns, proper nouns, collective nouns, gradable adjectives, psychological adjectives, transitive verbs, intransitive verbs, manner adverbs, etc. are found in the quotes, along with the closed class words such as pronouns, determiners, conjunctions, etc. Though out of total different words found in the data, open class words make up for nearly 85%, while closed class words make up for remaining 15%; still it was found that in usage the percentage of open class words and closed class words were more or less similar standing at roughly 53% and 47% respectively.

Keywords: Instagram, lexical, stylistic analysis, thegoodquote, open class, closed class

Introduction

2020 was a difficult year that put our mental health and overall spirit to the test. The lockdowns, restrictions and staying indoors pushed us to find ways to stay positive. Thanks to social media platforms which helped us remain engaged and entertained. Instagram is one such platform which allows its users to share personal files including pictures, audio files, and blogs. As of July 2021, Instagram was one of the most popular social networks worldwide, especially among young adults. The platform reported one billion monthly active users in January 2020. Instagram provides access to numerous uplifting accounts where positive and motivational quotes, stories, anecdotes, pictures and videos help us remain positive. Many of such accounts have been around for quite some time, consistently inspiring people to improve their lives through self-development and conveying the message that positivity is something that comes from within. *thegoodquote*, having 23.2 million followers as on date August 7, 2021 is one such account which is solely dedicated to positive and motivational quotes. Founder Meggan Roxanne created *thegoodquote* as an extension of her popular Tumblr blog that she started in 2011. One can find motivational quotes from famous personalities such as Stephen King, Morgan Love, Malanda Jean-Claude, Thisuri Wanniarachchi, Ruby Dhal and Nicki Minaj among others. The present study aims to analyse the style of language used in these quotes on *thegoodquote*, on a lexical level. The relevance of the topic is due to the need for a more detailed study of Internet communication from the point of view of stylistic aspects.

Literature Review

Stylistic analysis is the study of style to analyze expression in language to see the purpose and its effect (Verdonk, 2002). In addition, Simpson (2004) gave his definition of stylistics as a method to interpret textual language in various forms, patterns and levels that establish linguistic structure. Therefore, stylistic analysis is applied to explore and get a better understanding of the creativity of a language used in a written text. Though traditionally, stylistics has been used to analyze literary texts such as poems, novels, plays, etc., stylistics can also be used to analyze the language use in Internet communication, for example, on Instagram. Suwondo (2018) did a stylistic analysis of the Instagram captions of five beauty cosmetic advertising posts along with the responses of other Instagram users in the comment section. This research uses Peter Verdonk's theory of stylistics, focusing on the graphological, phonological and lexical features. Similarly, Sood (2018) examined the language style of Instagram captions of six women accounts with the most number of followers worldwide as of September 2018: *Selena Gomez, Ariana Grande, Beyonce, Kim Kardashian, Taylor Swift* and *Kylie Jenner*. Wiadji & Hanidar (2020) used stylistic analysis to examine the style used in poems on Instagram accounts of Rupi Kaur, Dhiman, and R. M. Drake. The poems are analyzed by using Verdonk and Simpson's stylistic theory focusing on its linguistic features such as graphology, phonology, syntactic, and lexical features.

Methodology

The Instagram account *thegoodquote*, having 23.2 million followers as on date August 7, 2021 and which is solely dedicated to positive and motivational quotes, was chosen for the present study. Total 50 posts, which were latest on the date August 6, 2021, were collected. The data for this research was obtained from the quotes in the posts on *the good quote*. These posts were treated as the first layer of data. Since these posts were to be fed into *AntConc* (a software programme), they needed to be in .txt format. So, all the data was typed into one file, a .txt file was created and a corpus was collected using *AntConc* software. This was the second layer of the data. After feeding this .txt file in *AntConc*, the word list results were cloned and the words were classified manually based on their roles in the given quotes. After labelling was done, third layer of the data was obtained. Based on this data, tables were created, numbers were calculated and all the analysis was done. All these constituted the fourth layer of the data on the basis of which results were obtained and conclusions were drawn. The features of the various lexical items found in the data were analyzed by using the checklist of lexical categories provided by Leech & Short (2007) in *Style in Fiction*. This checklist consists of categories like general vocabulary, nouns, adjectives, verbs and adverbs.

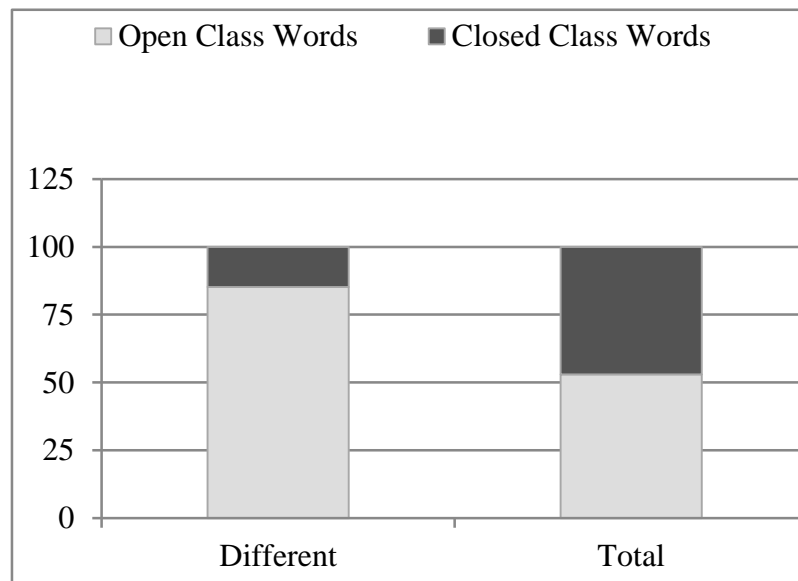
Results and Discussion

After the analysis of the data, it was found that 532 different words are used in the data, out of which 453 words belong to open class while remaining 79 words belong to closed class. These 532 different words are used once or more than once in the same data, making the total number of words in the data 1660. Though out of all of the different words found in the data, open class words make up for nearly 85%, while closed class words make up for remaining 15%; still it was found that in usage the percentage of open class words and closed class words were more or less similar standing at roughly 53% and 47% respectively. This is represented in Figure 1.

Figure 1: *Distribution of open and closed class words in the data*

From the analysis, it was found that the vocabulary used in the quotes is simple. The nature of the writing is colloquial. The text is evaluative, in the sense that it persuades the reader to take up a particular viewpoint. The language used is general.

The results of the analysis reveal that different types of lexical items are used in the quotes effectively. Especially, various types of open words such as abstract nouns, proper nouns, collective nouns, gradable adjectives, psychological adjectives, transitive verbs, intransitive verbs, manner adverbs, etc. are found in the quotes, along with the closed class words such as pronouns, determiners, conjunctions, etc. Table 1 represents the number of different words belonging to each lexical category used in the data along with



their total usage in terms of total words.

Table 1: *Different Words and Total Words along with Frequency and Period*

	Different Words		Total Words		Frequency	Period
	Number	Percentage	Number	Percentage		
Noun	140	26.32	239	14.40	0.1440	6.9456
Adjective	69	12.97	98	5.90	0.0590	16.9388
Verb	179	33.65	401	24.16	0.2416	4.1397
Adverb	65	12.22	141	8.49	0.0849	11.7730
Pronoun	30	5.64	354	21.33	0.2133	4.5893
Conjunction	13	2.44	99	5.96	0.0596	16.7677
Preposition	18	3.38	183	11.02	0.1102	9.0710
Interjection	2	0.38	2	0.12	0.0012	830
Determiners	16	3.01	143	8.61	0.0861	11.6084
Sum	532		1660			

The total number of nouns found in the data is 140. Out of these 140 different nouns, abstract nouns count for 82 i.e. 58.57% of the total nouns found in the data. These abstract nouns refer to events (e.g. 'journey', 'moment', 'problem', 'return', 'comeback', etc.), perceptions (e.g. 'self', 'view'), processes (e.g. 'care', 'breathing', 'support', 'relaxation', 'rest', etc.), moral qualities (e.g. 'compassion', 'kindness', 'mindfulness'), and social qualities (e.g. 'admiration', 'aggression', 'freedom', 'gratitude', etc.). No use is made of proper nouns. Collective nouns like 'people' and 'world' are used with the intention to contrast with and to emphasise the individuality.

Adjectives are not frequent but the same can be said for the rest of the open classes as well. 69 different adjectives appear total 98 times. So, on an average, based on the data, adjectives appear with a frequency of 0.06 (actual number 0.0590) and period of 16.94 that means, an adjective will appear once every 17 words. The adjectives refer to the attributes which are physical (e.g. 'physical', 'shallow', 'deep', 'long', 'smallest', 'cold', etc.), psychological (e.g. 'mean', 'kind', 'attractive', 'fearsome', 'stupid', 'safe', etc.), visual (e.g. 'blind', 'dark', etc.), emotive (e.g. 'happy'), and evaluative (e.g. 'right', 'good', 'bad', 'entire', 'inadequate', etc.) in nature. From the analysis, it was also found that 26 out of 69 different adjectives are gradable adjectives i.e. 37.68% of the total words functioning as adjectives found in the data are gradable adjectives.

Often, the verbs are found to give a sense of motion and life-likeness to the quotes. So, even if they seldom carry an important role in the meaning production, they appear the most times in the data. Out of 179 verbs, 88 are stative and remaining 91 are dynamic i.e. 49.16% of the verbs are stative and 50.84% are dynamic. These verbs refer to movements (e.g. 'fit', 'move', 'stuck', 'stumble', etc.), physical acts (e.g. 'lay', 'wake', 'breathing', 'sleep', etc.), speech acts (e.g. 'tell', 'ask', 'speak', 'say', 'compliments', 'explain', etc.), psychological states or activities (e.g. 'feel', 'think', 'realize', 'ashamed', 'forgetting', 'trust', etc.) and perceptions (e.g. 'see', 'hear', 'looking', etc.). They are transitive (e.g. 'allow', 'need', 'bring', 'hurt', 'keep', 'make', 'open', etc.), intransitive (e.g. 'compete', 'fades', 'lose', 'thinking', 'work', 'forgetting', etc.) and linking verbs (e.g. 'be', 'is', etc.).

Adverbs, just like other open classes are not as frequent. 65 different adverbs appear total 141 times. So, on an average, through the data, adverbs appear with a frequency 0.08 (0.0849) and period 11.77, meaning an adverb will appear once every 12 words. These adverbs perform various semantic functions like that of manner (e.g. 'gently', 'same', 'together', 'comfortably', 'exactly', etc.), place (e.g. 'back', 'up', 'there', 'down', etc.), duration (e.g. 'forever'), time (e.g. 'sometimes', 'today', 'yet', etc.) and degree ('e.g. 'most'). It was found that there is no significant use of sentence adverbs like conjuncts or disjuncts.

Different 30 pronouns were found to be used a total of 354 times. The pronoun 'you' was the most used pronoun, which appeared 123 times. Different 13 conjunctions were used 99 times, among which 'and' was the most used i.e. for 43 times. Different 18 prepositions were found to be used a total of 183 times, 'to' being the most used i.e. for 68 times. 2 interjections were found to be used a total of 2 times. Different 16 determiners were found to be used 143 times, out of which 'the' was the most used determiner that appeared 44 times in the data.

Conclusion

The present study carried out a lexical stylistic analysis of the quotes found in the posts by *thegoodquote* on the social media platform - Instagram. The analysis presented that the

vocabulary used in these quotes is simple, colloquial, evaluative and general in nature. Different types of open and closed class words are seen used effectively in the quotes. Among open class words, verbs are the most used words after nouns; adjectives being the least. Similarly among closed class words, pronouns are the most used words after prepositions; interjections being the least.

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माहिती तंत्रज्ञानाची साधने – उपयुक्तता व मर्यादा

मधुकर गणेश मोकाशी

आजकाल आपल्या प्रत्येकाच्या हातात मोबाईल, इंटरनेट – सोशल मीडियातील विविध साधने उपलब्ध आहेत. तसेच या माध्यमांचा वापर करणाऱ्या तरुणपिढीत नेटवर्किंगलाही प्राधान्य मिळते. 'डिजिटल इंडिया' कार्यक्रमांतर्गत इंटरनेट सर्वांचे, व सर्वांसाठी झाले आहे, स्मार्ट फोनचा वापरही उपयुक्त व आवश्यक ठरतो. सर्वसामान्य व्यवहारांसाठी मोबाईल फोनचा उपयोग होताना फेसबुक, व्हॉट्स ऍप, या सारख्या सोशल नेटवर्किंगच्या माध्यमातून मोबाईलवरून छायाचित्रे, ई-मेल, व्हिडिओ, मेसेज, आपल्या सर्वसंबंधित लोकांना पाठवणे शक्य झाले आहे. तसेच थ्री जी, एल टी ई, आणि वायमॅक्स सर्व्हिसेस यासह एम – लर्निंग, एम. हेल्थ, एम ऍग््री या सारख्या सेवाही सर्वच उपलब्ध होत आहेत. असे टेलिकॉम क्षेत्र 'डिजिटल इंडिया' या संकल्पने अंतर्गत 'ई – गव्हर्नन्स', 'ई – सर्व्हिसेस' मधून दुसऱ्या बाजूने युवकांना रोजगाराच्या संधीही प्राप्त झाला आहेत. नेटवर्क आणि सोशल मीडिया यांचा वापर सर्वत्र होऊ लागला आहे. उदा. 'मेक इन महाराष्ट्र' चे नारे लगावताना शासनामार्फत, ई – चलन, डिजिटल लॅंकर, ऑन लाईन माहितीचा अधिकार, शासकीय सेवेतील भरतीसाठी ऑनलाईन अर्ज यांचा समावेश आहे. 'डिजिटल महाराष्ट्र' ही संकल्पना शासनामार्फत राबवताना कुशल कर्मचारी वर्ग ऑनलाईन शिक्षण – प्रशिक्षण व सेवा यातून सर्वसामान्य जनतेला उपलब्ध करून देण्यात येत आहे. उदा. 'पेन्शनधारकांना ह्यातीचा दाखला डिजिटल स्वरूपात मिळण्यासाठी नॅशनल इन्फॉर्मेटिक्स सेंटर (NIC) प्रयत्नशील आहे. पण दुसऱ्या बाजूने ऑनलाईन फसवणूकीची उदा. घडताना मर्यादा व धोकेही लक्षात आणून देणे हा या लेखाचा विषय आहे.

माहिती तंत्रज्ञान तसेच विज्ञानाने देखील सगळेच समाज जीवन व्यापून टाकताना जीवनाच्या विविध क्षेत्रात आमुलाग्र बदल झाले आहेत. देशातील कोणत्याही संगणकीकृत यंत्रणेत हस्तक्षेप करण्याचे. त्यावर देखरेख ठेवण्याचे आणि त्यातील माहितीचे विश्लेषण करण्याचे अधिकार केंद्र सरकारने दहा तपास संस्थांना दिले. (डिसे. २०१८) कोणत्याही संगणकातील माहितीवर देखरेख ठेवताना ती पूर्ण कायदेशीर प्रक्रियास करून ठेवता येणार असून. अनाधिकृत होणारी देखरेख टाकली जाणार आहे. तरीही सर्वसामान्य नागरिकांचा खासगीपणाचा हक्क हे आपल्या लोकशाहीतील महत्त्वाचे तत्व असताना केंद्रीय गृहमंत्रालयाच्या अधिसूचनेमुळे त्याला तडा जाता कामा नये. त्या बाबतीत योग्य ती दक्षता घेण्याची जबाबदारी सरकारचीच आहे, हेही तितकेच खरे आहे. इ.स. २००९ मध्ये युपीए सरकारने माहिती तंत्रज्ञान कायद्याच्या संदर्भात जे नियम तयार केले होते त्यापेक्षा डिसे. २०१८ मध्ये केंद्र सरकारने उपरोक्त काढण्यात आलेली अधिसूचना वेगळीही नाहीय ! नक्षलवादी, दहशतवादी कारवामा आटोक्यात आणण्यासाठी असे अधिकार तपास संस्थांना असायला हवेत, असे म्हटले आहे. इ.स. २००८ मध्ये मुंबईवर झालेल्या दहशतवादी हल्ल्याच्या पार्श्वभूमीवर विविध सुरक्षाविषयक समित्यांच्या अहवालानुसार 'माहिती तंत्रज्ञानविषयक नियम क्र.४ – प्रोसिजर ऍंड सेफगार्ड्स फॉर इंटरसेप्शन मॉनिटरिंग ऍंड डिक््रीप्शन ऑफ इन्फर्मेशन' या शीर्षकाने हे नियम तयार करताना त्याचा दुरुऍट्ट टाळण्याचे उपायही त्यात समाविष्ट होते. निवडूनक यात्रा – जत्रा, शर्यती, विविध स्पर्धा कार्यक्रम तसेच संवेदनशील ठिकाणी पोलीसांना छुप्या कॅमेऱ्याद्वारे लक्ष ठेवण्याच्या सूचना देण्यात येतात. यामध्ये सी.सी.टी.व्ही कॅमेऱ्यांचाही समावेश असतोच ! उदा. रेल्वे स्थानक, टोल नाके, हॉटेल्स, परीक्षागृह, व विविध कार्यालय.

तसेच दंगलच्या पार्श्वभूमीवर व जनक्षोभ उसळू शकणाऱ्या ठिकाणी मोबाईल इंटरनेट सेवेवर प्रतिबंध घालण्यात येतो. मात्र पोलीसांच्या संदेशवहनासाठी बंदोबस्तावरील अधिकार्यांकडे अत्याधुनिक वायरलेस यंत्रणा व आवश्यक साधनेही (वॉच टॉवर वरील दुर्बिण, वॉकीटॉकी) असतातच ! तपास यंत्रणांना संगणक तपासणीची परवानगी दिल्यानंतर केंद्र

सरकारने इंटरनेट सर्व्हिस सेवा पुरवणार्यांसाठीही एक आचार संहिता जाहीर केली (डिसें. २०१८) असून त्यानुसार नेटद्वारे सेवा देणार्या सगळ्या सर्व्हिस प्रोव्हाय्झर्सना – फेसबुक, व्हाट्स ऍप, टिटर, यू – ट्यूब, मेल (आय.डी) संबंधी वापरकर्ते व त्यातील 'संदेश' (मेसेज, संवाद) व सेवा देणार्याने लावलेले सॉफ्टवेअर मधील 'डाटा' सरकारला पाठवणे बंधनकारक आहे. गृहमंत्रालयाने ह्या आदेशाचा आराखडा तयार केला असून तो फक्त मंजूर होणे बाकी राहिल्याचे समजते. 'फेक न्यूज' मुळे होणार्या दुर्घटना टाळण्यासाठी 'व्हॉट्स ऍप' ने भारतासह जागतिक स्तरावर मेसेज फॉरवर्ड करण्यासाठीची मर्यादा ठरवून दिली आहे. जमावांकडून हल्ले होण्याच्या पार्श्वभूमीवर घडलेली उदाहरणे – यामागे 'व्हॉट्स ऍप' चे 'फेक मेसेज' असल्याचे सांगितले जात होते. 'मॉब लिचिंग' च्या घटनेनंतर ही दक्षता घेण्यात आल्याचे लक्षात होती येते. यातून खोटे मेसेज (संदेश) टाळण्यासाठी प्रयत्न म्हणून मर्यादा घालण्याचे स्पष्ट होताना आता जगात कोठेही एक युजर एका वेळी पाचपेक्षा अधिकांना 'मेसेज' फॉरवर्ड करू शकणार नसल्याचे दिसून आले आहे अर्थात व्हॉट्स ऍपकडून याबाबत काही सांगण्यात आलेले नाही. ('दैन. लोकमत' वृत्त – १८ डिसेंबर, २०१८) ह्या लेखाच्या सुरुवातीला लिहिल्याप्रमाणे कोणत्याही संगणकावर किंवा मोबाईल फोनवर पाळत ठेवण्याआधी दहा तपास यंत्रणांना देण्यात आलेले अधिकार सरसकट देण्यात आलेले नसून प्रत्येक प्रकरणात तसे करण्याआधी संबंधित यंत्रणेला केंद्रीय गृहसचिव किंवा राज्याच्या गृहसचिवांची परवानगी घ्यावी लागणार असल्याचे स्पष्टीकरणच केंद्र सरकारकडून देण्यात आले असल्याचे स्पष्ट झाले आहे. (डिसें. २०१८)

बँकेतून बोलत असल्याचे सांगून तसेच तुम्हाला लॉटरी लागली आहे. विम्याचे पैसे मिळवून देतो. अशी असंख्य कारणे सांगून, हॅक्सकडून नागरिकांच्या बँक खात्यातून कोट्यवधी रुपयांची रक्कम हडप करण्याची प्रकरणे घडली आहेत. त्यात प्रामुख्याने नोकरीच्या बहाण्याने. क्रेडीट कार्ड असतानाही फसवणूक झाली. तसेच कोणतीही बँकेची माहिती शेअर केली नसतानाही त्यांच्या खात्यातून पैसे काढण्यात आले. परदेशी व्यापारी कंपन्यांचे फेक ईमेल आयडी बनवून बँकेच्या खात्यात पैसे भरावयात लावणे या सारख्या प्रकरणात सायबर कॅफेकडे मोठ्या प्रमाणात तक्रारी येत असतात. या बाबतीत सर्वात मोठा सायबर हल्ला कॉसमॉस बँकेच्या सर्व्हर करण्यात आला होता. ह्या संदर्भात पोलिसांनी शोध घेऊन गुन्हेगारांना अटक केली असून त्यांच्याकडून काही रक्कम पैसा जप्त केल्याची माहिती मिळते. शिवाय उपरोक्त प्रकरणात ऑनलाईन फसवणूक झालेल्या अर्जदारांना सायबर सेलने कोट्यवधी रुपये परत मिळवून दिले अशा बातम्याही वाचनात आल्या. सायबर गुन्हेगार्यांच्या बाबतीत ऑनलाईन फसवणूक, बँकिंग फ्रॉड, एटीएम संबंधित माहिती., मोबाईल वरील बँक मेसेज, तसेच ओटीपी, पासवर्ड व पैसे काढताना घ्यावयाची काळजी, बँक कार्डचा पासवर्ड, सोशल नेटवर्किंग साईटवर अनोळखी व्यक्तीशी मैत्री व त्यांना व्यक्तिगत खाजगी माहिती न देणे. माहिती अथवा फोटो शेअर करताना पूर्ण विचार करणे. व त्या बाबतीत कोणत्याही अमिषाला बळी न पडणे, नोकरी व्यवसायविषयक या माध्यमातील भुलू नये. बक्षीस विषयक, गिफ्ट व भेटवस्तू मिळण्याबाबत पैसे भरताना फसवणूक होऊ नये म्हणून पोलिसांकडून सायबर गुन्हे जागृती विषयक उपक्रम ठिकठिकाणी राबविण्यात येतात.

कंपन्यांचा 'डेटा' चोरणे., तर कधी बँकेची माहिती घेऊन, तर कधी लॉटरी, कर्ज घेण्याचे आमिष दाखवून, बनावट ई – मेल वरून गंडा घालण्याचे प्रकार, सोशल मीडियावरून बदनामी, बनावट प्रोफाइल तयार करणे. अशा सायबर गुन्हेगार्यांच्या शोधासाठी पोलीस मुख्यालयात सायबर पोलीस ठाणे सुरु झाल्याचे समजते. शिवाय 'सीसीटीएनएस' क्रमांकही सायबर पोलीस ठाण्यात मिळाल्याने गुन्हे दाखल करण्याचे अधिकारही प्राप्त झाले. इंटरनेटसह सोशल मीडियाचा दुरुपयोग होताना फेसबुक, व्हाट्स ऍप, इन्स्टाग्राम, टिटर, ही तर गुन्हेगारांची अस्त्र बनली आहेत. म्हणून सोशल मीडियाचा वापर करताना विशेषत : महिलांनी सावधगिरी बाळगली पाहिजेच ! फोटो, माहिती, संपर्क क्रमांक, पत्ता यासह वैयक्तिक गोष्टी शेअर करू नयेत. त्या आधारे महिलांना फसवले जाते, किंवा त्यांचा छळ केला जातो. ही बाब महाराष्ट्र सायबर सुरक्षा प्रणालीकडून लक्षात आणून दिली जाते. बदनामी, छेडछाड, बदनामीकारक संदेश, फोटो, व्हिडीओ व्हायरल

करण्यासाठी फेसबुक व व्हाटस ऍप' चा सर्वाधिक वापर केला जात असल्याचे स्पष्ट होते. बँकिंग फसवणूक, विवाह जुळवणार्या संकेत स्थळावरून गंडा घालणे, फसवे ई – मेल पाठवणे याबाबत दक्षता घेण्याविषयीचे संदेश नेहमीच दिले जातात. परदेशातील नागरिकांना फोन करून त्यांना 'ऑनलाईन' गंडा घालणार्या बोगस कॉल सेंटरवर गुन्हे शाखेच्या पोलिसांनी छापा टाकून कायदेशीर कारवाई केल्याच्या बातम्याही वाचायला मिळतात. 'बीटकॉईन' च्या माध्यमातून ही फसवणूक गुन्हेगारांकडून केली जात असल्याचे माहितीतून समजते. बोगस कॉल सेंटरच्या माध्यमातून आर्थिक फसवणूक व खंडणी मागणे या सारख्या गुन्ह्यांमध्ये शोध लावून पोलिसांनी संबंधितांना अटक केल्याचे वृत्तही वाचनात आले.

देशातील टी.व्ही. ग्राहकांसाठी 'हव्या असतील त्याच वाहिन्या (टी.व्ही.चॅनेल्स) आणि तेवढेच पैसे द्या', अशी व्यवस्था भारतीय दूर संचार नियामक प्राधिकरणाच्या ('ट्राय') पुढाकाराने अस्तित्वात येत आहे (डिसें. २०१८). सर्वोच्च न्यायालयाने देखील या विषयाला मान्यता देताना हे बदल होण्याचा मार्ग मोकळा झाला. आपल्याला ज्या वाहिन्या हव्या असतील त्यांचेच पैसे आपल्याकडून आकारले जातील असे सांगितले जाते. या संदर्भात 'ट्राय' ने नियमावलीही जाहीर केली आहेच ! काळाचा आणि तंत्रज्ञानाचा अगाध महिमा 'केबल वॉर' मुळेही समजून घेता येतो.

डेबिट, क्रेडिट कार्डद्वारे फसवणूकीचे प्रकार आणि प्रमाण ही वाढले असताना पोलिसांचा सायबर सेव – असे प्रकाराचा शोध घेऊन गुन्हेगारांवर कारवाई केली जाते. तसेच बोगस कॉल सेंटरचे रॅकेट ही याच संदर्भात उघडकीस आणले होते. देशी परदेशी नागरिकांना या कॉल सेंटरद्वारे लुटले जात असल्याचे समोर येताना पोलिसांनी टेलिफोन ऑपरेटर, यांसह कॉम्प्युटर यंत्रणाही ताब्यात घेतल्याची माहिती मिळते. मनोरंजन किंवा माहितीवर व्हिडीओ करणे. त्यासाठी ऍपचा वापर करणे गैर नाही. मात्र, त्यामुळे कोणत्याही सामाजिक घटकांना त्रास होऊ नये, जर ऍप चा वापर चुकीचा पद्धतीने होत असेल तर माहिती तंत्रज्ञान कायदा सोबतच परिस्थितीनुरूप कलमे वाढवताना अक्षील, बदनामीकारक आणि चुकीचे व्हिडीओ (टिक – टॉक मोबाईल ऍप) वर थेट कारवाई करण्यात येत असल्याचे पोलिसांकडून समजते. 'टिक टॉक' चा गैरवापर करणाऱ्यांवर कारवाई होऊ लागल्याची उदाहरणे दिसू लागली आहेत. गेल्या काही वर्षांत फोन टॅपिंगची अनेक प्रकरणे यांचीही आठवण आहेच ! यामध्येही राष्ट्रीय सुरक्षेचा विचार महत्त्वाचा राहिला.

इंटरनेटच्या जमान्यात नवीन पिढी मोबाईल, कॉम्प्युटरवर सारे बँकिंग व्यवहार करीत असल्याने आर्थिक व्यवहार करणे सुकर झाले आहे. मात्र आपला बँकिंगची गुप्त माहिती, इतरांना देऊन फसवणूक करून घेऊ नका, व धोक्यातील आर्थिक व्यवहारापासून सावध राहण्याच्या सूचनाच प्रसिद्ध होत असतात. राष्ट्रीयकृत बँकांचे असे इशारे (मेसेज) व्हायरल होत असतात. त्याशिवाय आणखी एक म्हणजे व्हॉटस ऍप वरून अफवा आणि खोट्या बातम्यांचा प्रसार थांबविण्याचे आवाहन संबंधित यंत्रणेकडून नेहमीच केले जाताना खोट्या (फेक) असू शकणार्या बातम्या ओळखणे., त्यांचे स्रोत इतरांकडून तपासून घेणे. आणि अफवांचा प्रसार थांबविण्याची मार्गदर्शक तत्वेही प्रसारित केली जात आहेत. सोशल मीडियावर कोणत्याही प्रकारचा या बाबतीत मेसेज आल्यास पोलिसांना कळविण्याचेही आवाहन करण्यात आले आहे. कारण सायबर गुन्हेगारी येथेही सक्रिय होताना सर्वसामान्य सरळ मार्गी वापरकर्त्यांनी योग्य सावधगिरी घेण्याबरोबरच अशा व्यक्तींना कायद्याच्या जाळ्यात पकडण्यासाठी सरकारकडून विविध सायबर कायदे लागू केले आहेत ! त्यासाठी पोलीस ठाण्यांमध्येही ' सायबर क्राईम' सेलची स्थापना करण्यात आली आहे याकडे लक्ष वेधण्यात येते. प्रत्येक माध्यमाची क्षमता आणि उपयोगिता वेगवेगळी असताना सोशल मीडिया वापर कर्त्यांनी संतुलित मानसिकता ठेवण्याचेही आवाहन या संदर्भात करण्यात येते. सोशल मीडिया 'ट्रोलिंग' बाबतीत हीच गोष्ट लागू होते. आर्थिक व्यवहाराच्या बाबतीत दक्षता घेण्याची गृहखाते नेहमीच आवाहन करीत असतेच, तरीही 'एटीएम' कार्डचे क्लोन करून, हातचलाखी करून, फसवणूक झालेल्या नागरिकांची संख्या वाढत आहे. म्हणूनच एटीएम, क्रेडिट, किंवा डेबिट कार्ड

याद्वारे ह्यांची माहिती स्किमरच्या साह्याने तयार करून आर्थिक व्यवहारात लुबाडले जाते, त्याबाबतीतही पोलिस कार्यक्षमतेने सायबर क्राईम' (सेल) मार्फत शोध तपास करित गुन्हेगारांना पकडतात !...

इंटरनेटवर शेअरिंग करताना, ऑनलाईन गेम खेळताना, एखाद्या क्लिकवर मेसेज किंवा लिंकवर घेण्यात येणारी काळजी, वैयक्तिक माहिती व पासवर्डबाबत काळजी घेण्यासाठी सायबर सुरक्षिततेचे पुस्तिकेद्वारे डिजिटल मार्गदर्शन करणारी पुस्तिकाही प्रकाशित करण्यात आली आहे. सोशल मीडियाचा होणारा गैरवापर टाळण्यासाठी ही नियमावली पुस्तिका असल्याची माहिती मिळते.



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