9. Role of social media in democratization of expression

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Abstract

The present era is the era of exchange of information. Information is being disseminated through various mediums. The work of spreading information from one region to another, from one state to another, from one nation to another, from one language to another and from one person to another with the help of both traditional media and new media. is being done. The role of some social sites, blogs etc., which are used as important platforms of new media, is becoming important in the expression and dissemination of information. In today's time, such social sites as Facebook, Twitter etc. are being used with great popularity. Every person is easily expressing his feelings on social sites, whether it is related to his personal feelings or his political opinion. The use of social sites has not only made the process of exchanging information easier but has also given an opportunity to the general public to express their views by erasing the differences of caste, religion, gender and class. In today's time, Facebook is being used as an important site among social sites. On this site, not only are diverse viewpoints being expressed, but many types of movements are also being run. This article is based on the democratization done by social media at the level of expression. Under this, we will try to understand the democratic situation at the information level through Facebook.

Key Words:

Social media, information, political campaigning, social media abuse, freedom of expression, influence on politics, advertising.

Social Media and Information: Introduction

Social media is being used as an important medium in disseminating information. But its role is like a double-edged sword. The principle of gate keeping of information through social media is

no longer effective. With the advent of social media, it is not possible to withhold information. Therefore, the news of common people is coming on social media very easily and very fast. Social media has currently emerged as a powerful medium for spreading propaganda by communicating information. Through this, social changes are seen taking place on a large scale. Not only is it easier to convey the expressions of the common people to the government through social media, the government is also trying to listen and understand the expressions of the common people. In a democratic country, identifying the issues and putting pressure on the system through public sentiment is very important for the quality of democracy. Social media can do this work effectively.

The movement against Nirbhaya rape case in the country and Anna Hazare's movement are clear examples of this. When information reaches social media in the form of propaganda, it takes the form of a movement. Social media is an effective medium to influence as well as challenge power, which is working to convey the real issues to the government. Social media has created a new trend among people with the help of immediacy, interactivity, utility, accessibility, sustainability etc. Due to which participation of common people in democracy has increased. The basic element of social media in social mobility is 'information' which is strengthening the new technology dialogue in social change. This technology has worked to spread the understanding of various issues related to the society and life of the general public. Social media has played an important role in providing information, creating public opinion, exchanging information, connecting people from different regions and cultures and making them stakeholders. Apart from this, its most important feature is that it has developed very rapidly as a powerful and unique tool in establishing contacts in a new way.

Today, active and less active users of social media are present in every village and every home. At the grassroots level, social media is being used for strategy formulation, creating movements, protests as well as raising public awareness. The basic element of social media in political dynamics is not information but it is the biggest and cheapest advertising generated platform for publicity which is capable of easily changing people's thinking. Social media is different from traditional media in many ways which can not only bring about fundamental changes in the society but also represents a paradigm shift. While living in a democracy before the advent of social media, if a person was not able to convey his views to others or could not present his

arguments on various issues like political, social, religious, etc., then such a person also had the opportunity to express his views only through social media. Can be obtained through media.

Social media has provided a powerful medium where a person of any caste, class, gender or religion can easily convey his/her thoughts from one place to another. Today, most of the politicians in the country are becoming more dependent on social media to convey their message to the common people. This shows the prevalence of social media and its success. Direct evidence of the influence of social media was seen in the 2014 Lok Sabha elections and 2015 Delhi Assembly elections. This election has made it clear that the power of social media is unimaginable. Social media has played a supporting role in raising issues of public interest and putting pressure on the system. The demand for transparency made by it has made an attempt to evaluate it in a political and social manner. From this point of view, social media has emerged as a powerful mass medium of democracy.

Political Campaigning and Social Media:

There has been a big change in political campaigns through social media. Its role in political campaigns has become more extensive than ever before. The trend of attracting young voters towards themselves along with the positivity and achievements of the country's major political parties on social sites has been strengthened. Today, social media has emerged as a powerful mass medium which not only changes the minds of the common people but also provides a free platform to express their views. During the 16th Lok Sabha elections held in the year 2014, all the parties of the country tried to convey their message to as many people as possible on social networking sites like Facebook, Twitter, WhatsApp, Google, Hangout, Viber, YouTube. In which BJP was most successful.

BJP party's Prime Ministerial candidate Narendra Modi was associated with Facebook and Twitter since the beginning of 2009 and is the first politician to start using Google Plus. The discussion campaign on tea by Narendra Modi in February 2014 originated from social media. The one who has a bigger social network is a stronger public representative, that is, the one who has more followers or friends is powerful on social media. The Aam Aadmi Party (AAP), which registered a historic victory in the Delhi Assembly elections in 2015, did not have funds to campaign in print media and electronic media.

This deficiency was almost eliminated by using social media. Social media has emerged as the biggest medium till now to propagate and disseminate anything in a free and easy manner. This provides a huge platform for any social or political party to tell lies. This largely applies the words of Hitler's minister Goebbels who said that if a lie is told a hundred times, people will accept it as the truth. Social media has acted as a catalyst for change, be it social or political. Social media did the work of taking Anna Hazare's movement against corruption to the masses. Anna Hazare's Lokpal Bill later took a political form. Which was presented in exaggerated form by social media. Due to which a common man gave birth to a political party called Aam Aadmi Party.

Social media abuse and freedom of expression:

In a democracy, it is important for people to stay connected with social media. The more people stay connected for longer time, the more fans they will become of that party and leader. The more fans there are, the more danger will loom on democracy. Social media has emerged as an abused media. Where anyone can write and narrate anything to anyone which is not possible in other mediums. Social media has given every person the right to convey his views to the people and the government. Social media is a powerful medium for exchanging information, creating public opinion, awakening public awareness, connecting people from different regions and cultures, and making them participants in various issues and movements. Social media has given the public the feeling of democratization of information. Issues on which you can express your views, give your opinion, want to know the views and opinions of others about which issues people pay more attention to? How do you think? It is possible to get answers to all these questions from social media. Democratization, voice to voice has become possible only because of social media. Social media has democratized information more than any other media.

The biggest thing in a democracy is that information can be exchanged without any hindrance. Common people's issues get relatively less space because social media in India is mostly focused on political issues. Nevertheless, compared to other platforms, social media has definitely provided a medium to the people where they can raise their views and spread it to more and more people. Social media has special utility for governments as an alternative medium of information because such information often does not find a place in traditional media. Social media is the most effective, easy and accessible medium to receive and disseminate information.

Impact of social media on politics:

Every coin has two sides and this also applies to social media. Social media led two social movements of the country to success. It also witnessed two major political changes in the country. Never before in the history of India has such an influence of any media been seen. Not only in India, various types of social and political anarchy have been seen from time to time in many countries of the world. Social media has made meaningful efforts in giving proper recognition to freedom of expression. Some class, despite living in a democracy, was not able to convey its views to others or could not present its arguments on various issues like political, social, religious etc.

To such class, social media has provided a medium on which anyone can express their views. Can be transported from one place to another with ease. Today, the inclination of all sections of society has increased towards social media, from which political parties are getting the maximum benefit. However, democratization of information does not at all mean promoting any trend, idea or person that creates confusion among the people. It is important to deal with such tendencies in time. Due to the rapid growth of confusion and false information, ideas and events, the public begins to lose faith in the democratic system, which is not in the national interest. It is not right that undesirable elements should be respected in the name of such differences. Along with the government, every section of the society needs to come forward against them. Democratization will be better only when we and you can get more and more neutral means of getting information.

There is a need to ensure presence in various forms of social media. For example: It is seen that the same person has more than one account on the same social site, which is a big alarm bell for any democratic country. Today, instead of being a public space, social media has become a news place for big corporate houses. Even big political parties have reached social media. Political parties have created their own IT cells. Political parties have activated IT cells at the district level. This type of IT cells work to create confusion among the people. The government needs to implement strictest IT laws to stop people from such activities.

Authenticity of advertising and social media:

Today people have started earning money through advertising on social media. It has become an easy and shortcut way due to which there is a competition to connect people with it. To increase

their reach and to promote their personal life, people are not lagging behind in spreading any kind of information to the people. Whether that information or news has any connection with reality or not. Such news only works to confuse people. To avoid this situation, there is a need to run big awareness programs.

Not only personal promotion is being done in advertisements but also institutional, political party, market based and commercial advertisements are being started piling up. Today, in 2022, if you use a social site like Facebook, you may have to endure the torture of similar advertisements. After every friend circle post, there will be another post of commercial advertisements. This not only disrupts the order of receiving information but also wastes extra time. Therefore, it is important for social media, especially social networking sites like Facebook, to be ad-free. The service provider needs to think in this way also.

conclusion:

The credit for giving a new dimension to awareness and expression of ideas in the society undoubtedly goes to social networking sites. Social networking has provided an open and wide platform for individuals to express their views due to which today's young generation seems to be outspoken. Social media has a clear and huge contribution in providing a positive attitude to the changes taking place in the basic structure of the society, but along with the positive aspects of social media, there are also negative aspects. Many times the content posted on social media creates unpleasant situations. For this, we can understand it from the perspective of the riots that took place in Muzaffarnagar, Uttar Pradesh. Social media cannot sustain interest in positive issues for long.

It is necessary to discuss the issues like oppression of the common man, crimes, exploitation, his miserable economic condition, farmers' suicides, famine, water scarcity, rape, kidnapping, misbehavior with women, discrimination, environmental degradation, moral degradation etc. but political issues are not necessary. Expectations are very low. Whereas to promote a civilized and social culture, there is a need to bring social issues on social media platforms. It is true that if you are connected to any information medium 24 hours a day, then that medium is capable enough to influence your mind and brain.

Today the responsibility of the government towards social media is also increasing. The government needs to take this seriously. If the competent officer or public representative does

not decide his accountability on the questions raised on social media, then how will the same public listen to him at the time of elections? Therefore, it is important that if complete democratization of information is to be done through social media, then accountability of power is necessary for it, otherwise democratization of information is not possible.

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