

SOCIAL MEDIA IN PUBLIC DOMAIN

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Abstract- *The public sphere plays a vital role in shaping a society. The places where people of region meet at a time called public sphere. People uses to discuss about certain things like gossips, politics, film and news too. After emergence in social media in the 21st century, social media began to serve the functions similar to the traditional public spheres like teashops. It also helps administration. The term citizen journalism also came after the popularization of social media in the decade of 2010-19, it also became a space for advertisements, film, and political promotions. Thus social media became an integral part of human life.*

Key words: *social media, public sphere, online social movement, vloggers*

I INTRODUCTION

The social media become the platform of public sphere today, we uses to swipe our cellphones more than doing any work today. The Social Media like Facebook, Twitter and Whatsapp gives us space to engage in useful communication and those do many features. The word “citizen journalism “came to the dictionary after the emergence of certain Social Medias. Sohaib Athar is a person who tweet the incident OBL raid on the night of May 1 2011. There are some examples of successful online social movements and social media become space of advertisements and promotion too. WE are living in the twenty-first century; this is the period of people who lives with the help of social media today everything is available with the help of internet. We will even get the food we like in minutes with help of online food delivery apps like swiggy. We can purchase an item without going into the market with the help of online shopping apps like flipkart, Amazon etc. we can read the book without going to a library or touching a book with the help of online apps such as Amazon kindle. We enjoy these facilities with the help of internet. Today, social media has turned into the public sphere where people use to visit to know and say their opinion. Erlis Cela in article Social Media as a New Form of Public Sphere (2015) defined public sphere as the public sphere crucial for the well functioning of democracy, to have a well-structured process, which creates the public opinion as a synthesis of individual thoughts acting for the common interest.

II ROLE OF PUBLIC SPHERES IN GOVERNANCE

The most attractive feature of Social Medias such as Facebook, Twitter and so many other media from that of the other mass communication medium is that getting the feedback of the public is much easier. The feedback is very much important in functioning of ideal governance; feedback is an inevitable fact in the process of

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democracy. There are historical evidences that some ideal rulers of India appointed some men in disguise to collect the feedback from the public. They used to go into the public spheres to listen to the public talks; they would report it to the king, so that he could make an ideal policy for the people. Now, there are public relation teams in every government departments and they took social media as a fruitful source to inform and get feedback of the public about certain policies taken by government.

III TRADITIONAL FORM OF PUBLIC SPHERES

There were some places where people did talk about certain things that happen around them, that may be matter related to their lives or may be some news items, politics and gossips too. One of such public sphere is teashops or coffee places in villages where people come to eat food, along with that, they discuss about something. Politics was mostly discussed in the tea shops which may lead to debates or sometimes disputes, in eighties. Later, the board “politics cannot be discussed” was placed inside the teashops to maintain peace. In Malayalam films between sixties to two thousands, teashops were shown as public spheres, a scene taken in the teashop in a village was successful for showing the public talks there. “Dr C.S.Venkiteswaran” (venkideswarn, 2011, p.75). in his essay Teashops in Malayalam Cinema defined that “Teashop, as it is found in Kerala, is usually understood as a wayside set-up where tea and snacks are sold. However, it is something more than that. It is a platform for public discourse. It is a space for open discussions in which both the residents of the village as well as visitors become active or passive participants”. Now, social media serves the function of a teashop, people engage in viewing the public opinion and give the feedback through comments.

IV CITIZEN JOURNALISM

Newspapers, TV, Radio and Magazines were the only source of informing public before ten years, only journalists could talk through those mass medium, many people used those elements as it reached to a large number of people. Today, lots of people do reporting with the help of social media, the Facebook also provides facilities to go live they are the citizen journalists. When we say about the word citizen journalism, we must refer a person whose name is Shoib Athar, who live reported the Osama Bin laden raid (OBL raid) 2011 through twitter, unknowingly from Abbottabad in Pakistan. Was an IT consultant, who live tweeted the OBL raid, held on may 1 2011, he first tweeted that Osama Bin Laden was dead and he became famous as the person who first live reported the Osama Bin Laden death knowingly and unknowingly. This incident made a history in the journalism that people understood that not only journalist, but also citizens could do reporting. This gave birth to a new form of journalism called “citizen journalism.” The trolls that developed before some year gives entertainment along with information, the troll makers can be consider as the brilliant people who know to manage the purpose of entertaining and informing. The citizen journalism and its growth made the social media as a purest form of public sphere. The social media now became a source of news, the journalists from certain institutions depends social medias for getting pictures, videos and others, sometimes Tweets, Facebook posts itself becomes news.

The newsreaders of Kaumudy channel depends youtube videos, as they do not have a cinema tographer or reporter, they download videos from youtube and shows in the news bulletin. Online journalism also became a field with vast scope in it because of increasing online users.

V ONLINE SOCIAL MOVEMENT

Protest against certain problems made by corporate, government activities and many others are very common today, and many people do silent protest through this. Today, some campaigns get a massive support through this media. Some campaigns through Facebook get easy support through likes or shares. In such case, is considering as one opposition. Some online social movements such as Alapad mining issue didn't get much success, people like Madhu got justice when the issues became trending through the social media. As mentioned in the introduction, Government public relation team looks upon social media to know the public opinion on an issue. Any issues can reach global through Social Media. It is a contradictory whether this movement becomes success or not, some says that a successful protest requires physical contribution of many people and it is lot by the continuous use of this social media. However, it is sure that the online social movements will continue in future and will survive. In India also many problems got remedies when it became trending in social media, many victims of disasters like Kerala flood of 2018 were rescued with the help of social media as posted the videos showing their situations and mentioning their location and the social media united the world.

VI SOCIAL MEDIA AS A SPACE FOR ADVERTISEMENTS

Social media became a most relevant space of advertisement today, one among the basic advertisements requirement of an advertisement is the space where the advertisement gets the public attention. Philip Kotler, in his book Marketing Management defined advertisement, as Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor. As Mass Medias like television, radio, newspapers and magazines became the most useful space for advertising. It attracted mass audiences through certain medium such as jingles, taglines and certain other factors. As the social media became the most popular public sphere, online advertisements are also introduced. The social media such as Facebook, YouTube, Instagram became most popular form of social media, they are used mostly for advertising. The ads of certain apps, games and internet sites are advertise through those social media, the ads powered by Google is seen simultaneously whenever the user is online. The online advertisements are the example of the market mix concept introduced by Gerome McCarthy, which gives importance to four P's, product, price, place and promotion, Social Media has now turned into a place for marketing and advertisements.

VII SOCIAL MEDIAS FOR FILM PROMOTION

Social media became a tool of film promotion today, so many film actors, directors and associates seek their promotion through the social media, filmmakers are always needful for getting publicity for their films, and the social media became a source of publicity for the film today. The fans groups of actors, the film promotion team

are using social media as a promotional tool. Those most commonly use the Facebook. So many people are making film review through certain YouTube channels; it is easy to the general audience to think whether they want to see the film or not, just watching the film. We can download and watch the film through mobile phones itself today. The “torrent” was a cinema downloading site, which does not exist today; the word torrent release meant that the film is now streaming in torrent. The app “telegram” is today mostly use for downloading movies and for movie promotion. The social media made the film promotional job easier, television and newspapers were not much successful in movie promotion, as people began to download movies, cassette release are replaced.

VIII SOCIAL MEDIA FOR POLITICAL PROMOTION

As early mentioned, the social media has an important role in governance. It also has an unexceptional role in the world of politics. The strategies of government and political parties are post in social media to get more public interests, the opposition parties’ uses social media for protesting as mentioned in the topic online social movements. Political advertisements are most commonly seen during the period of election through mass media, today, social media campaigns are most commonly seen. There are public relation teams for political parties, which uses the social media for the publicity of the political parties during the period of election. They use to make the trolls or any other medium for the promotion of politicians sometimes, the tweets of politicians leads to controversies or becomes news.

IX YOUTUBERS

The role of Social Medias in development of nation and administration is defined above. YouTube is a Social Media that helps to earn money too. Now days, there are many you tubers in India and throughout the world, who are engaged in video making and uploading. The YouTube can also solve the current job issues. The videos become viral based on its views. The money is give to you tubers based on the number of views. It is a social media or a platform that provides lot of information to the viewers. It helps the students; to gather information regarding their study topics, game enthusiasts to find good games, film makers gets the best space for their film promotion and a good medium for the common people, to become famous. Online journalism becomes much popular through YouTube. It gives entertainment, information and income. It is a space for advertisements too, as mentioned in the topic ‘Social Media as space for advertisements. Thus, it is a social media, which provides a wide opportunity for the public. The number of YouTube users are more, compared to the other Social Media, it is a medium, which made the public interaction. As mentioned above, it is easy to get the public feedback through commends. Social media also provides space for short film producers and those films becomes viral through them. Not only short films, but also there are many productions like Karikku, JordIndian, ft guys and Alambanz etc. They provide entertainment to the viewers. Finding comedy from the usual things is the specialty of these mini films. They show the mini episodes based on a theme or story lines. The development mini web series are the best example of such films. Viewers are enthusiastic about what is going to be in the upcoming

episode, just like the television serials, which are telecasting daily. The continuation of episodes uploaded taking month duration.

Thera para by Karikku is an example of a completed mini web series, which uploaded twenty episodes within a time span of nine months. Through this, the television is completely going to be merged into smart phones and in future, without any doubts, the social media will continue its position and it may also replace certain other things.

X Vloggers

Vlog or video blog or video log is a form of blog, which the people uses videos, for blogging. Blogs are the form of media, that public writes and publishes about certain things with internet. Blog was a revolution in the field of literature, arts and certain others. People also began to publish their reviews, kitchen recipes, travelogues etc on blogs. Vlog serves the same function of blogs the advantage of vlogs over blogs is that the video can be more reachable than those texts. Travelogues, cookery shows, film reviews and interviews can mostly see in the form of vlogs. Sancharam by Santhosh George Kulangara can be mentioned as the first form of vlog, which shown the travel videos of various places, tourist spots etc. Now, the number of vloggers is high in India too. Mallu traveller, is a travelogue series, which a man (Sakir) travels from Kerala to Europe in an Apache RTR bike, details about the countries, tourist spots, requirements for crossing international borders, taking visa etc are discussed. His videos while coming back from Azerbaijan due to spread disease corona was helpful to the NRIs. During the corona days, so many vloggers and youtubers supported government and public through many ways.

XI ANALYSIS

From this research, we can conclude that the social media has now become a public sphere, where people of a society discuss about various things happening around them. After the development of social media like facebook, twitter, instagram etc the term Citizen Journalism became popular, when civilians began to post about the things, which has news content in it. Recently, we can see certain people becomes famous through social media, one of the important feature of journalism itself is becoming popular and famous. Before a decade, the news was only what the mainstream media says, only they could reach public, they were very essential in bringing the public issues to the government or to the others, they would only publish what have news value according to their perceptions. However, after the emergence of Social Media, the individual can publish anything without any censoring and they are completely independent to that line, they do not misuse their problem; it is a public domain that made the availability of the feedback so easy. Becoming famous, as Times of India's tagline says, anyone can not only stay local and be global. It also made some social issues global, people began to post about those things and those issues became world famous and people began to protest without their physical presence through likes, commends and shares. Thus, it also helps in administration and many jobs like advertising, film and political promotions became easy. We can also see that press was once a force that everyone feared it, all those who had intention to go wrong had mostly feared the media, it have the corrective role for the society, thus it become the fourth estate of democracy. Now, the commoners became a publisher and

nothing can go wrong beyond their eyes. As a result, the public themselves became the fourth estate of democracy. Once, idea network made an ad that a murder case getting a thousand witnesses, after a single individual capturing and posting it into the social media. It has also become a source of news, the journalists from certain institutions depends social medias for getting pictures, videos and others, sometimes Tweets, Facebook posts of celebrities itself becomes news. The term Citizen Journalism emerged after the development of social media. The trolls that give entertainment along with information, the troll makers can be consider as the brilliant people who know to manage the purpose of entertaining and informing. It also made the administration easy through the easy availability of feedback from the public, which was not available in Mass media like TV, newspaper and radio. For knowing the response of the public, the public relation team of the government just needs to look upon the Social Medias. To know about the current trend and it is considering as an innovative one. Protest against certain problems made by corporate, government activities and many others are very common today, and many people do silent protest through this. Some campaigns get a massive support through this media. Some campaigns through Facebook get easy support through likes or shares. In India also many problems got remedies when it became trending in social media, many victims of disasters like Kerala flood of 2018 were rescued with the help of social media as posted the videos showing their situations and mentioning their location. Online social movements such as Alapad mining issue did not get much success, people like Madhu got justice when the issues became trending through the social media. Thus, it can be said to be an innovative one, which serves the essential functions to the society. There are also some de merits that exist as mentioned, there are lack of physical presences and there is a most common complaints like youngsters are engaged in the social media, those online social moments doesn't become successful and many others, spreading of fake news is a crucial problem, that we faces today. Nevertheless, there were certain disasters like situations that people used the benefits of social media becoming a public sphere. So many people rescued their life with the advantage of the social media. There are so many de merits, but the merits can be highlight more than of all the demerits. Social media had also made our life easy and it is a reflection of world itself, it provides the facilities to reach any part of the world. The social media must be considering as one of the revolutionary inventions in the world that united the world. Moreover, it is the place where we can see the people throughout the world like in a park.

XII CONCLUSION

From this research, we can conclude that the social media has become an integral part of human life in this decade and it cannot be stop and will continue its position in the upcoming decades and centuries. The main advantage is that the individual need not depend upon any publications or mainstream media for publishing anything. The other is that easy availability of feedback through commends. There are also people like youtubers and vloggers, who even make revenue from YouTube. Not only revenue, but also people can report, respond and publish their likes and dislikes standing within their limits. It is a place where people come, commend, entertain, and protest and even to become popular and famous. Feedback must be considering as the most advantage of the social media; today we can even conduct a survey without reaching the people through the social media. Online social movement also became a part of human life, while before a decade, many protests became unheard, but

now, a global support is attain through the social media. Someone criticizes that today's youth became useless because he or she using mobile phones and social media, but we must notice that something good will result through this. During corona days, it served many things to make people sit their own homes and to make a unity among the people. We can see how, people of a nation united for a soldier through social media in the film satellite Shankar, what all journalists can do and certain other facts are seen. It also made the commoners as the fourth estate of democracy through the facilities available in social media the only thing to be bothered is to keep away from fake news and must ensure there are no copyrights anymore.

Online journalism is considering as the form of journalism developed after development of social media. Citizen journalism is also another term came after the emergence of social media, Shoaib Athar, the man who lives tweeted OBL raid became a model to the commoners, to know how to make a live report upon what happens in front of them. It had also become a platform for promotion of certain things like film, politics and certain images. Whatever demerits it may have, but making the easier public attention is the fact that makes wipe all the demerits of them. Public is alert today, so that no one can go wrong beyond their eyes, in the near future, cancerous corruptions, crimes and certain other things would be completely wiped out and this power of self-publication makes a fear among them to be straight forward and this domain belongs to the public where no one comes as sovereign. In addition, the term freedom of expression became more meaningful, it is useful to all categories of people and their bond became stronger.

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