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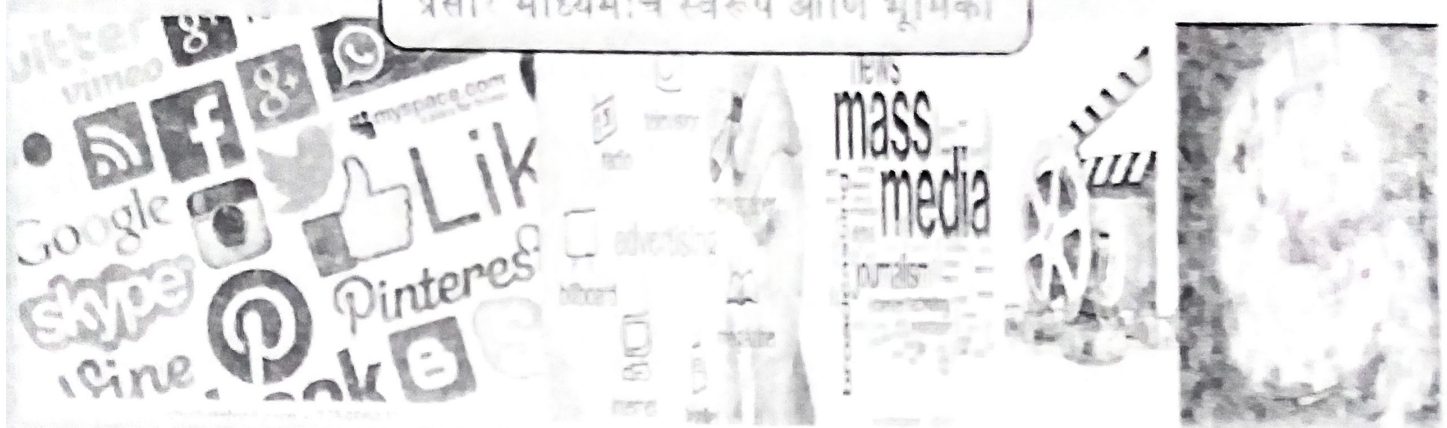
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Role & Nature of Media
प्रसार माध्यमांचे स्वरूप आणि भूमिका



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Effects of Social Media on Our Life

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Abstract :

In a word, YES. Billions of people across the countries of the world are using one or another social media network every day. A large portion of them use the networks for just one purpose called socializing. Another fair share of the users is working to make a living using the platforms. The multifaceted uses of different social networks are the reasons why these virtual platforms are being overwhelmingly popular.

Introduction :

People are talking, sharing, showing, working, and meeting on these media. Why wouldn't we even raise a debate whether or not social media is affecting our way of life? The only question that befits this context is how. In short, IN MANY WAYS. Keep reading. NICE to have is an obsolete idea.

If you look at a business that has its own vision, you will see social networks has gained a much higher position in the operational strategy of that business. Once, businesses used to feel that having access to a great media like Facebook or Twitter is good. Ask them the same question. The likely reply is going to be like this, Having a familiarity on any virtual network is an essential thing to ensure. So, nothing surprising the fact should be if you hear that your friend, once a Facebook enthusiast, has built a great career.

Meaning of Social Media:

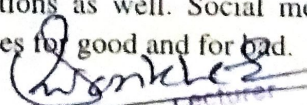
"Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media."

Effect on Communication and Connection:

A decade ago, it was very difficult to find and connect with people that you once knew in high school or college, even with the power of the web. When you moved away, most people lost touch permanently. The social media sites, such as Facebook and Google+, are making it much easier for people to find one another and reconnect, even after decades of being apart. The sites are a great way to see what is happening in the lives of friends and family, and to meet new people who have similar interests and thoughts to yours.

The Youth:

The youth of the world is often the most ready to adapt to and learn to use new technologies, and they are certainly at the forefront of social media of all types. They have more technological know-how than many of older generations as well. Social media, therefore, is certainly having a rather large impact on their daily lives for good and for bad.


Lecturer



Those who spend too much time on social sites, or who take the abuses of online bullies seriously on the sites could have some issues. For parents, even those of teenagers who are 16 and 17, it is important to watch to make sure that social media sites do not take over the lives of children. When used appropriately, it can be a very good thing.

Marketing:

Of course, the social media sites are ripe for marketing endeavors as well, and over the past few years, users have seen an uptick in the amount of advertising on the sites. Many companies are actually choosing to become a part of the site rather than merely buying advertising. This allows for a closer connection between the customers and the companies, which could lead to better service and better quality products. As long as companies are not too overt about ads and promotion, most users do not mind it. In most cases, users would have to subscribe to the content in the first place.

Entertainment:

Another reason people are spending as much time as they do on social media sites is because they can be a great form of entertainment. Watch videos that people post to their timelines, view pictures, read stories, and even play games. Whether using a smart phone, a tablet, or a traditional computer, more and more people are utilizing social media in their daily lives. Few things have quite as much impact and affect as social media over the past few years. The sites are certainly a step toward world globalization.

Social Media Landscape



FredCavazza.net

Conclusion :

No doubt that social media is changing and will continue to change our society. This change is permanent because the upcoming generation won't even know a world were social media does not exist. This has its advantages and disadvantages, but like everything else, it's up to the user to decide whether social media can enhance their lives or not and this all depends on how they decide to use it.

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