IMPACT OF MEDIA ON LANGUAGE USE AND DIGITAL NARRATIVES: ITS IMPACT ON SOCIETY

Dr. Munna Lal Yadav
Head of Department
Defence and Strategic Studies
R.K. P.G. College, Amethi,
Dr. Ram Manohar Lohia Avadh University Ayodhya U.P.

Abstract

Social media is a new prodigy that captures the attention of many people especially youths. Its quick access to information and ability to create a quick link between and among people, and promote relationships and businesses far and near serves as an added advantage, that has attracted many users. However, the advantages social media affords has and continue to be misapplied by some malicious individuals such as terrorists and criminals. These individuals use this medium to perpetrate various types of crimes. Most importantly, their actions post severe threats to national security.

That majority of the respondents had mobile phones which also had Internet facility on them and had knowledge of the existence of many media sites. The further confirmed that most of the respondents visit their social media sites using their phones and spend between thirty minutes to three hours per day. In revealed that the use of social media sites had affected academic performance of the respondents negatively and that there was direct relationship between the use of social media sites and academic performance.

Key Words: *Social media- Origin, Concept of National Security, Relationship, Data Finding and Analysis, Leakage of Documents, Impact and Threats on National Security in the 21st Century.*

Introduction

Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed

and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry. The online world has changed dramatically, thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate.

It is generally accepted that information dissemination is the lifeline of organizations. It is a way of eliminating doubts about the activities of an organization and achieving good governance. However, mischievous individuals and organizations can use information dissemination to undermine a nation's sovereignty and national security by spreading false information via traditional and emerging media. Accordingly, people can use social media to produce positive or negative effects on national security. In other words, the media represents the view of people, which makes it essential to the way free societies function.

Newspapers, radios, and televisions are primary means through which people obtain information. One can debate, however, that the media not only selectively informs about events or society, but it shapes them. Furthermore, the media has exercised real political influence on the public since the 18th Century in Europe. Since its early establishment, it has helped in revolutionizing the social and political landscape of nation states. For instance, such social and political phenomena have helped the media achieved its importance through its robust and out spoken criticism of unacceptable governmental policies that had negative impacts on Nigeria's society.

Note that, before Africa's colonization and the spread of western education on the continent, people used traditional forms of communication such as drums to pass information with specific messages that were understood by the targeted audience. Those various means of communication have helped to shape the social and political landscape of Africa. Also, the invention of transistors like the radio in the 20th Century further facilitated the exchange of political ideas and to promote socio-political development.

Research Methodology

The objective of this research is to discuss the effect of social media on national security with specific emphasis on four significant areas of concern. These areas are terrorism, criminality, communal violence and the unauthorized release of classified documents. The intent is to highlight how social media used for illegal purposes can negatively impact national security.

Origin of Social Media

The origin of social media began over two decades ago and has grown exponentially, especially in the last two years.[1] It took a relatively short time for social media to change from an interesting emerging communications trend to a critical part of the media landscape. According to the table above, in January 2019 all social media users add up to over 5billion people worldwide with Face book accounting for about 2.27 billion users.[2] In its earliest stage (2000 to 2005), social media started to spread chiefly in more developed countries with advanced technological capabilities. These initial countries excelled in broadband speed, the number of per capita computers and little governmental regulation of freedom of expression. In this stage, social media took root mainly in North America, Europe, Russia, Japan, South Korea, and Australia.[3] Since 2005, the rest of the world has started to catch up as more countries gained access to advanced technologies. Regions such as Africa, the Middle East, China, Southeast Asia, Southern, and Central America have embraced social media.

Social media continues to spread today at unprecedented rates. Today some areas of the world are no longer marginalized; instead, they are aware of their right to freedom of expression, shared thoughts, customs, and they embrace them.[4] The only discrimination left now relates to social class, race, and religion. Social media builds and strengthens networks in many aspects of life to include professional, family, social, culture, religious, and political. These positive developments have helped develop and defines personal social identity. Social media is found to have an extremely high level of interaction among the users. This is markedly different from traditional media, which is characterized by a

one-way communication flow. Social media users can at the same time act as both senders and recipients of information as well as creators and users of content. The level of penetration of social media into everyday life is soaring, and it is expected to see a marked increase not only in the foreseeable future.

The amount of social penetration for these media is strictly dependent on several factors. The most important factors are: "accessibility, band width, and level of familiarity with social networks."[5] The increase in the factors will affect positive growth in social media platforms and users.

Concept of Media

The word media is used throughout this paper as a collective noun in a singular sense. Media is a collective noun used to refer to television, radio, newspapers, magazines, films, and the internet.[6] This view only covers some of the means of communication and does not include the type of information disseminated.

Concept of Social Media

Since the advent of the internet, the methods of communication have evolved away from traditional one way or "one to many" process to a dialogue interactive oriented model of "many to many." These developments are still entirely new in media history are still attempting to grasp the related consequences. Over the preceding two decades, social media has become an essential part of the world. This change resonates, especially with young people who cannot think of communicating without using online-networks like Face book, Google+, Twitter.[7]

Social media is widely used and, in many ways, has both positive and negative benefits at the same time. Positively it facilitates global communication in seconds, connects isolated areas with civilization, play several roles in e-commerce and participates in the democratic process. The challenges and opportunities of social media" defined social media as "a group of Internet-based applications that build on the ideological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." They

stated further that," Traditionally, consumers used the internet to expend content: they read, watched, and used it to buy products and services."[8] In line with this understanding, there is a clear difference between traditional media like print or broadcasting where users are more passive consumers and social media. New information equipment, varying behavior in how it is used, and the growing anxieties of information seekers have further expanded the ways individuals and groups engage in the new era of the "many to many" exchange process. Negatively, with all of the advances, information users have lost control of the information flow and content. One has to react on what "the many," the internet crowd, is demanding, whether he or she is a profit or a non-profit organization.

Concept of National Security

The concept of national security focused on building a defense and security work force and amassing weapon systems that a state could use to respond and defeat enemies.[9] This understanding might have influenced the thinking of when he conceptualized national security as "the relative freedom from harmful threats." "The concept of security and Security Studies," presented the concept as "relative freedom from war coupled with relatively high expectations that defeat will not beacon sequence of any war that shouldoccur."[10]

Relationship between Social Media and National Security

Social media reports can enhance Oren danger the peace and security of a nation. In which social media can either enhance or endanger the peace and security of a state, on the Techmaich.com blog site.[11] The concepts posted indicate that information management and control are important ingredients of security. Proper management of information could support informing the public on the rationale behind national security-related decision making.

For national security to thrive, there is a need for balanced and adequate information. Without adequate information, the state cannot effectively execute its principal mandate of providing goods and services to its citizens, with security esteemed as a significant good. The concept discussed above establishes a direct relationship between media and

national security.

Over View of Social Media

Social media is a part of our daily lives. It has a tendency to promote interconnectedness and interdependence in our culturally diverse world. [12] With this platform, everyone can assume the role of a publisher or a critic. People have the chance to voice views publicly and participate in conversations and dialogue through a universal medium. Social media provides an opportunity where people can communicate with others and belong to different networks via computer-generated communities on the Internet. People use social media to acquire knowledge and learn about different opinions and perspectives on issues, events and topics.

Most importantly, social media platforms are used for socializing; it is a kind of media that allows people to participate in conversations and dialogue without face-to-face contact. Social media uses Web 2.0 technology, which is a network where every user can produce and consume internet content. Notable examples of Web 2.0 social media include blogs, wikis, Face book, My space, eBay, Flicker, YouTube, Google Maps, Amazon, and Twitter. [13]

Data Finding and Analysis

Terrorist organizations use social media as a tool for ideological radicalization, recruitment, communication and training. The usage of social media as a tool by these organizations is a chief concern of national security authorities worldwide. Some assert that Twitter, Face book, and other social media platforms have helped facilitate global jihad. [14]

Social media today is vital in our lives. This platform has converted the world into a small space, or as others would say, "a global village." People are reaching out Tomean other separated by vast distances and even continents as if they were next to each other. Businesses are moving faster than ever through the use of social media.

Communal Violence

The role of social media in the promotion and perpetuation of violence among people is enormous. While it is true that social media platforms, in many ways benefit society, it has some draw backs. The rear innumerous instances worldwide involving gang- related and other types of violence resulting from calls to action via messages and social media platforms.[15] These platforms are used to spread hate messages in an attempt to incite violence.

Impact of Socials Media on Leakage of Document on National Security

The United States Senate Intelligence Committee approved bipartisan legislation on anti-leak provisions designed to curb disclosure of national security information. This law and an ongoing FBI inquiry in to intelligence leaks raised severe reservations about the relationship between reporters and sources. Many freedoms of speech advocates, journalists, and even some national security officials say this anti- leak bill goes too far. Countering this free speech position during a 2012 televised event, a group of renowned journalists and national security specialists debated the merits of the new law and stressed the importance of protecting national security.[16]

Threats of Social Media to National Security

As the internet and social media are continually growing and changing, national security in many states has lagged, especially in most third world countries.[17] National security experts and policymakers must now adapt quickly to emerging threats or face major national security breaches. Recent events around the world show that social media can act as a tool that threatens national security. Social media can serve as a tool for broadening common space, but can also lead to destabilization. Social media is as easily adaptable to support diffusing propaganda, prejudicial related speech, and violence-inciting content. Any debate about the role of social media must, therefore, include the broader debate between information flows and the stability of a state. It is amply evident that unconstrained social media could present security risks to nations.

Social media platform is also used to conduct criminal activities. Criminal establishments use this platform to share information and coordinate illegal activities. These illegal

undertakings include but are not limited to spreading of child pornography, virtual identity thefts, phishing, drug smuggling, the spread of computer viruses, human trafficking, money-laundering, and the transfer of documents from industrial espionage. These illegal practices, the unauthorized and unrestrained release of confidential and sensitive information such as print, audio, and photo via social media has become a common practice. These acts can compromise national security.

National Security in the 21st Century

A perspective of the contemporary Nigerian States," that any society that seeks to achieve adequate military security in the face of food shortage, low level of productivity, low precipitating come, among others, has a false sense of security.[18] The clear message here is that the government must not only look at the application of security forces in search of national security but must meet the socio-economic and political needs of the people. That national security could be seen as including other factors like ecology, politics, economic resources, and social development. National security is the aggregation of the security interest of the individuals, political entities, human association and, social groups that make up a nation.[19] It improves the living standards of the people as well as securing the freedom of all citizenry from all forms of threat to life and property. National security also ensures safety from natural or man-made disasters.

Conclusion

The majority of the respondents had mobile phones with internet facility and had knowledge of the existence of social media sites. As a result, they visit their social media sites and spend between thirty munities to three hours every day. In the use of social media had affected academic performance of the respondents negatively and further confirmed that there was a strong positive relationship between the use of social media and academic performance.

The primary purpose was to the effects of social media on national security in order to proposed strategies for enhanced control. Social media platforms have far-reaching social and security implications. Some of the ways social media could affect a country

include terrorism, criminality, communal violence, and leakage of classified documents. The indicated, as a response to the primary question, that information gathering and sharing is the common thread between social media and national security. It is necessary to continually monitor how social media platforms develop, work, and their potential. Such oversight will, in most cases, reduce surprise offensive attacks via social media and assist in preparing an appropriate national-level response in the 21st century.

References

Ahmed, I. & Qazi, T. (2011). A look out for academic impacts of social networking sites (SNSs): A studentbased perspective. *African Journal of Business Management*, 5(12), pp. 5022-5031.

Asur, S. &. Huberman, B.A. (2010) *Predicting the Future with Social Media. Social Computing Lab: HP Labs,* Palo Alto, California. pp 1- 8.

Boyd, D.(2010) Taken Out of Context: American Teen Sociality in Networked Publics Berkeley, CA: Uniiversity of California; 2008.

Englander, F., Terregrosa, R. & Wang, Z. (2010). Internet use among College Student: Tool or Toy? *Educational Review*. 62(1) pp.:85-96.

Fraenkel, J. R. & Wallen, N. E. (2003) *How to Design and Evaluate Research in Education*, 5th ed. Boston: McGraw Hill, pp 96-97,118-119

Hargittai, E. & Hsieh, Y. P. (2010). Predictors and Consequences of Differentiated Practices on Social Network Sites. *Information, Communication & Society*, 13(4), pp. 515-536.

Hong, F. Y., S. I. & Hong, D. H. (2012), A Model of the Relationship Between Psychological Characteristics, Mobile Phone Addiction and use of Mobile Phones by Taiwanese University Female Students, *Computers in Human Behaviour*, 28, (6), pp. 2152-2159.

Jacobsen, W. C., & Forste, R. (2011). The Wired Generation: Academic and Social Outcomes of Electronic Media Use Among University Students. *Cyber Psychology Behaviour & Social Networking 18,(5) pp.6, 275-285.*

Junco, R., Heibergert, G. & Loken, E. (2010). The Effect of Twitter on college students Engagement and Grades, *Journal of Computer Assisted Learning, pp 1-14*

Kaitlin, C. (2010) Social Media Changing Social Interactions. *Student Journal of Media LiteracyEducation*, Issue 1, Vol. 1. Pp. 1- 11.

Karpinski, A, C. & Duberstein, A. (2009). A Description of Facebook Use and Academic Performance among Undergraduate and Graduate Students. San Diego, California: American National Research Association. pp 1- 19

Khan, U (2009). Facebook student underachieves in exams. Daily Telegraph, Retrieved on July, 2013.

Kist, W. (2008). I gave up MySpace for lent: New teachers and social networking sites. *Journal of Adolescent & Adult Literacy" 52 (3) pp. 245.247*

Kubey, R., Lavin, M.& Barrows, J. (2001). Internet use and collegiate academic performance decrements: *Early findings*. J. Commum., 51 92): pp. 366-382.

Lusk, B. (2010) Digital Natives and Social Media Behaviors: An Overview. *The Prevention Research,* Vol. 17. pp 3–6.

Martin, J.L.,& Yeung, K., (2006.) Persistence of close personal ties over a 12-year period.*Social Networks*; 28,pp 331–362.

MehMood, S, & Taswir, T, (2013) The effect of social networking site on the Academic Performance on students in college of applies sciences, Nizwa, Oman. *International Journal of Arts and Commence.* Vol. 2 No. 1 pp 111

Nalwa K,& Anand, A.P. (2003). Internet addiction in Students: A case of concern. *CyberPsychology Behaviour,*doi:10.1089/109493103322725441.06(6): pp. 653-656