

A STUDY ON THE ROLE OF SOCIAL MEDIA IN BEING A CAUSE FOR A SOCIAL CHANGE-WITH SPECIAL REFERENCE TO RJ BALAJI AND HIS BIRYANI BUCKET CHALLENGE

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ABSTRACT

This paper studies how the society and individual are disconnected through social media and how the same social media is used by some individuals to create a kind of emotional connection by making the social media a cause for bringing in the change in the society.

This research paper throws light on how an individual by name RJ Balaji through his facebook and youtube channel created events to bring in change in few people which increased the value of connectivity among those who were not touched by love. Thus social media will lead to a world where everyone is connected with everyone and sun will shine bright that day with more life.

Key words: social media, biryani bucket challenge, events, connectivity. Social change.

INTRODUCTION

The world is interconnected through wires and wireless but in reality people are not connected and the reason for it being the internet and social media.. There are infinite numbers complaints on social media which say and reveal that it has bought down the way of life and these platforms being misused for wrong reasons. Why always the world uses a thing for a not so right thing say that the media is not good. Still social media being the reason for the disconnection of emotions in the land in the recent the same social media is being used for connecting to that life which is lying low

LITERATURE REVIEW

Fuadi, A. (2014, December 15). Islamic Philanthropy on Social Media: New Way to Inform, to Communicate, and to Promote Social Welfare in Indonesia reveals that Islamic philanthropy movement in Indonesia has now meeting with the significant momentum. With the fast development of information technology, specifically social media, Islamic philanthropy movement has facing the communication era that is effective and efficient in gaining the support from the public.

Kavitha, G. (2018). Social Networking Website Gathers Individuals for a Social cause - A Study on Facebook Events found that Communication between the individual and the society becomes easy and faster with the world's largest encyclopedia which is called as Internet. Social media networking websites and applications paved way to share one's own feelings and emotions to the known and unknown faces with a single click.

Thomas, P. N., & Fliert, E. V. (1970, January 01). Communication Rights and Social Change say Social change is a loaded term. It is not limited to behavioural change or a change in attitudes or awareness but fundamentally indicates a change that stems from the adoption of new practices, new ways of doing things by a community or individual, change that is a consequence of new ideas, new processes, new structures and a new ethic of practice, change that results in qualitatively different practices aided by structures that enable such practices.

STATEMENT OF THE PROBLEM

The world is interlinked through internet and social media but underneath it there is a sad truth where people are made lonely and cared less. Social media being the cause of this disconnection it itself be the solution for the reconnection of individuals on this land of emotional bond

OBJECTIVES

1. To find the role of social media in being a cause.
2. To find RJ Balaji's biryani bucket challenge impact.

SCOPE OF THE STUDY

This study is limited to RJ Balaji and his social activity event on facebook and youtube known as Biryani bucket challenge.

METHODOLOGY

This is a case study and explores the event and the way RJ balaji used the social media for the cause to bring in a social change.

CASE STUDY

RJ Balaji is a radio jockey known for his prank call program on BIG FM called as cross talk. He was talking much on radio on things that need to be changed in the society for a better life to be here on this earth. One day there happened, what is that he had done to society nothing but sheer talks so when he was having biryani in a restaurant along with his friends a sudden thought struck in his mind and immediately he shared the thought to his group of friends and they all put together 200 rupees each and they bought ten packets of Biryani and went to distribute this food to the destitute on the streets. The incredible thing that he did while distributing these biryani packets was that the whole thing was video recorded and the same was uploaded on facebook and youtube channel as BIRYANI BUCKET CHALLENGE. Soon this video became and reached much views and people started not only liking the video but instead they too started doing the same an shot those distributions and uploaded and the same videos were shared to RJ Balaji. Thus this event which was created for fun because of the extra currency in the pockets resulted in distribution of food by almost 3500-4000 people have participation and 45000-50000 people receiving the food across the world over a week's time.

ROLE OF SOCIAL MEDIA = CACOSHAGROMOB

ROLE OF CARING: Caring through online is easier than on face to face to caring.

ROLE OF CONNECTING: Far off known and unknown people and relationships are well connected through social media.

ROLE OF SHARING: Sharing things online is worth because these shares remains for a longer time and keeps reminding.

ROLE OF GROWING: One thus grows through social media by helping others to grow.

ROLE OF MOTIVATING: Most of the times its not money which gives biggest motivations but little words and little acts of kindness which are real and true.

ROLE OF BEING: Social media brings in the if with in you to throngs if right things are shared, heard, shown, seen.

FINDINGS

1. Social media connects and reconnects fast
2. Positive influence can be made by individuals on lives
3. Life gives you a chance social media does give you much more chance
4. People tend to show their giving which is a sense of self gratification
5. When you show your giving others get motivated to give
6. Though the event was small and only for a week but those many people's hunger was satiated.
7. An individual can create a change in the society through social media.
8. Instead of preaching alone, an action on social media brings in more participation.
9. People get motivated more by seeing than by just hearing.
10. RJ Balaji started to lead bigger events of such type.

SUGGESTIONS

- Social media usage has to be well understood first by the so called educated.
- Social media can make this world a better place to live and let live if used properly and timely.
- Sharing videos of poverty has to be done without hurting the receiver sentiments.
- Little acts of kindness can be shown to motivate others to do the same or more.

CONCLUSION

Social media which is growing like a big net covering the entire globe where everyone is connected there could be a day where one is friend with the rest of the world and that day world will see a new sun who will shine bright because everyone who is not having anything will be connected to people who have everything else and that day there wont be fights but only the feel of life and love thus toughing life's ultimate meaning.

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