

SOCIAL MEDIA AND ITS INFLUENCE ON TAMILNADU

Dr. M. Marimuthu, Assistant Professor, Department of Economics, Dr. Zakir Husain
College, Ilayangudi.

ABSTRACT:

The study shows the various incidents which evident the recent past in the state of Tamil Nadu. The people of Tamil Nadu have used social media for the betterment of the state livelihoods such as during Cyclone Vardah in Chennai, Jallikattu, soft drinks and Neutrino cases. The present study has the objective to study how the social media influence the Tamil Nadu political economy in various occasions. the information on political messages is not real. To refer from social media accountability is very small share. Trust in information accessed through social media is lower than trust in traditional outlets. The influence on social media is very well among the youths of Tamil Nadu up on availing information, business development and public relations for the great concern. At the same time, social media should be used for productive purposes not distributing fake news against the political parties during the general elections.

Keywords: Politics, Fake news and Jallikattu.

INTRODUCTION

“Political economy is a branch of social science that studies the relationships between individuals and society and between markets and the state, using a diverse set of tools and method drawn largely from economics, political science, and sociology” (Apuke OD 2017). Tamil Nadu is the state where more number of people are literate that is 80.09 percent next to Kerala which had 93.91 according to 2011 census. The people of Tamil Nadu are using more on smart phone for the good purpose and the time pass. The study shows the various incidents which evident the recent past in the state of Tamil Nadu. The people of Tamil Nadu have used social media for the betterment of the state livelihoods such as during Cyclone Vardah in Chennai, Jallikattu, soft drinks and Neutrino cases.

REVIEW OF LITERATURE OF THE STUDY

Madhavan et al. (2017), has studies the younger generation is very much interested in social media. The technological development is rapidly growing on year on year. Today social media around us have led to youngsters being absorbed in it. Even the most remote areas of the world

youngsters have at least heard of Facebook, Whatsapp etc., are using on a regular basis. The benefits of social media is very great for business owners large and small.

OBJECTIVES OF THE STUDY

The present study has the objective to study how the social media influence the Tamil Nadu political economy in various occasions.

CYCLONE VARDAAH

In December 2015, in Tamil Nadu Chennai was totally affected by cyclone Vardah. During the time social media platform like face book, twitter and whatsapp were used to help the affected victims. Social media helped the livelihood for food and essential items which was not able to provide by the Government.

JALLIKATTU PROTEST

A traditional Tamil bull taming sport, which the sport organizes during the harvest season festival Pongal, It is the biggest festival in the state of Tamil Nadu, India. The game organizes every year on the second day of the Tamil calendar Thai. The game was banned by the Supreme Court because of case filed by the Prevention of Cruelty to Animals Act. During the year 2017, the people of Tamil have fight against the traditional game Jallikattu at the Marina beach in Chennai, the success was behind the power of social media and our daily lives.

PROTEST ON SOFT DRINKS

Farmers and School and college going students of Tirunelveli district of Tamil Nadu have joined hands to protest against the consumption of water from Thamirabharani River to produce soft drinks. The protest became energetic once again after the Madras High Court's verdict to withdraw the ban from Pepsi and Coca-Cola to use the river water for production of soft drinks. The protest was success because of social media. But due to the political preasure the farmers are not able to stop production of soft drinks. It is just like operation success and patient died.

SOCIAL MEDIA AND POLITICS

India is a big democratic country in the world and it stand up on voter decision to elect their MLA and MPs. Now a day's electoral candidates are canvassing the society through mass media communication networks to inform the electorate. The political parties which were able to establish good tradition of political democracy are able to survive and gain greater strength. The Social media of communication able the state and its leaders to reach people even the remote

corners of the country. The present study may help us to have an objective political communication through social media.

SOCIAL MEDIA AND FAKE NEWS IN THE ELECTION

“The above discussed points are very helpful the people to join hand to protest against the social evils. But some of the social media messages are fake during the election” (see Hunt Allcott and Matthew Gentzkow 2017). Most of the whatsapp messages are created by the political parties against the opposites parties. Here, the information on political messages is not real for the general but it is real for common people because it is generated one like a true on the name of the big and uncorrupted politicians, but it is fake. The messages from social media accountability are even very small share. The information receiving through social media on election news is lower than the traditional outlets.

CONCLUSION

"By making one part of a country aware of other parts, their people, arts, customs, and politics; by permitting the national leaders to talk to the people, and people to the leaders and to each other; by making possible a nation-wide dialogue on national policy; by keeping the national goals and national accomplishments always before the public--thus modern communication, widely used, can help weld together isolated communities, disparate subcultures, self-centered individuals and groups, and separate developments into a truly national development." "Father of Communication Studies", (Wilbur Schramm, Father of Communication Studies). In this century the world becomes small due to technology development. The coming century is going to see information revolution. "The social media is now blended with every walk of our life. Cell phone is said to be sixth finger of every man" (Madhavan et al. 2017). The study imposes social media in Tamil Nadu created many success and failure on various occasions. The influence on social media is very well among the youths of Tamil Nadu up on availing information, business development and public relations for the great concern. At the same time, social media should be used for productive purposes not distributing fake news against the political parties during the general elections.

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