

‘कथा शकुंतला की’ नाटक में लोक तत्व

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‘कथा शकुंतला की’ नाटक संस्कृत साहित्य के कवि, चिंतक, नाटककार एवं मर्मज्ञ साहित्यकार राधावल्लभ त्रिपाठी द्वारा लिखा गया है। संस्कृत नाट्य परंपरा के अनुसार लिखा गया यह नाटक अपने कथ्य एवं संवादों के कारण बहुत ही रुचिकर है। प्राचीन व प्रसिद्ध कथा एवं इन चरित्रों के माध्यम से नाटककार उस प्राचीन या लोक की विशिष्टता एवं आज के युग में उसकी आवश्यकता को बहुत ही गहराई से व्यक्त करते हैं। इसके अलावा इसकी खास बात है मानव के बनावटी व आडंबरी आवरणी स्वभाव पर बहुत ही गहरा कटाक्ष करना।

मानवा सभ्यता के इतिहास में मनुष्य ने आज बहुत प्रगति कर ली है। लेकिन वह विकास किसी का नाश करके किया गया विकास है और वह सभ्य समाज का विकास कैसे हो सकता है। खास तौर से आज के परिप्रेक्ष्य में तो, आधुनिकता ने मनुष्य की आंखों पर चकाचौंध की ऐसी पट्टी बांध दी है कि वह उसके अलावा कुछ देखता ही नहीं है। इसलिए प्राचीनता, परंपराएं, लोक, गांव, पुराने लोग और यहां तक की इतिहास को भी वह भूलता जा रहा है और उसमें अपना विश्वास खोता जा रहा है। उसे जहां लाभ दिखाई देता है, वह उसी का चुनाव करता है। उसकी स्मृति से यह सब लुप्त हो रहा है। उसे यह सब उसके विकास में रोड़े लगते हैं। किन्तु क्या वास्तव में ऐसा करने से मनुष्य की प्रगति संभव है या वह यकीनन प्रगति की सही धारा है।

या फिर कहने व देखने में यह प्रगति है। जबकि वास्तव में यह मनुष्य का असभ्य व बर्बर होना है। मनुष्य के भौतिक सुख स्वार्थ के कारण लुप्त होती लोक संस्कृति, लोक जीवन उसमें मनुष्य के जीवन से लुप्त होते लोक तत्व यह उसके खोखले होते जीवन का परिचायक है। यह नाटक अनेक जगह पर लोक तत्व के ह्रास को एवं सभ्य कहे जाने मनुष्यों के द्वारा उसके नाश को व्यक्त करता है एवं उन लोगों पर व्यंग्य करता है।

प्रकृति मनुष्य की न कि सहचरी है बल्कि जीवनदायिनी भी है। लेकिन वह सहचरी उसी अर्थ व प्रयोग में है कि जितना वह मनुष्य के लिए उपयोगी है मनुष्य भी उसके लिए उतना ही उपयोगी हो। लेकिन वर्तमान में हो उलटा रहा है। प्रकृति की उपयोगिता तथा उपभोगता तो मनुष्य अपने काम व जरूरत के

लिए बराबर या अधिक ही करता आ तथा जा रहा है लेकिन उसके संवर्धन के लिए बदले में मनुष्य प्रकृति को देने के बजाय उसका दोहन ही अधिक कर रहा है।

विकास का ग्राफ जितना ऊँचा हुआ है प्रकृति का नाश भी उतना ही हुआ है। नई नई तकनीकों के इजाजत के कारण मनुष्य ने जीवन जीने के साधन तो सुलभ कर लिए हैं लेकिन वह जीवन की महता से दूर होता गया है। इस बढ़ते अंधे तकनीकीकरण के दौर में तथा इस तकनीकी तंत्रों के लिए, मनुष्य के जीवन जीने में जो सबसे ज्यादा उपयोगी, बुनयादी एवं मूलभूत आवश्यकता है मनुष्य ने उसी प्रकृति को अपनी भौतिक सुख सुविधाओं के लिए तोड़ा, मरोड़ा, निचोड़ा, कुचला, नष्ट किया व अपने आनंद के लिए भोगा है। इस प्रकृति में रहने वाले मनुष्य ही नहीं पशु-पक्षियों का भी महत्व कम नहीं है। बल्कि कहना यह चाहिए कि वे प्रकृति के संतुलन के साथ उसके विकास में भी अपना योगदान देते हैं।

लोक में इन सब को बहुत ही विशिष्ट माना जाता है। राधावल्लभ त्रिपाठी जी यहां पक्षियों के महत्व को रेखांकित करते हुए कहते हैं कि वे इस सृष्टि को अच्छा रखने में अपना योगदान देते हैं। संपाति नाम का गीध कहता है—“क्यों नहीं, क्यों नहीं.....हम ठहरे गीध.....हमारी भूमिका तब आती है, जब मनुष्यों पर संकट आता है। जब कोई मानवी किसी राक्षसी से हरी जाये, तो हम बचाने आते हैं, जब लोग रास्ता भूल गये हों, तो हम रास्ता बताने आते हैं। हम इस सृष्टि को सड़ान्ध से और दुर्गन्ध से मुक्त करने की भूमिका निभाते आये हैं। वही हमारी भूमिका होगी।” (कथा शकुंतला की, राधावल्लभ त्रिपाठी, पृ.-9) आज जिन्हें ऐतिहासिक दृष्टि से मिथक कहा जाता है वे प्राचीन काल से लोक में बहुत प्रेरणा के स्रोत रहे हैं।

वे गलत या सही हैं या थे यह बहस का एक अलहदा मुद्दा हो सकता है। लेकिन वे लोक को संगठित रखने में व उसे प्रेरित करने में सहयोगी थे। लेकिन आज यह लोक तत्व या इसका जो महत्व है उसे लोक किंवदंती कह कर भूल रहे हैं या अपने विकास में रोड़ा मान कर इसे दरकिनार कर रहे हैं। बनावटीकरण तथा कृत्रिमता के इस युग में प्रकृति के सान्निध्य में रहना व प्राकृतिक तरीकों से रहना मानों पिछड़ेपन की निशानी सी बन गया है। मानव के बदलते इस स्वभाव को विकास का नाम देना बेईमानी ही नहीं झूठ का सरलीकरण और विज्ञापनीकरण भी है।

मशीनीकरण के इस युग में प्रकृति तथा प्राकृतिकता को बचाना मानव के लिए आज की सबसे बड़ी चुनौति ही नहीं प्राथमिकता भी है। सहज रूप से मानवीय रिश्तों में भी मनुष्य स्वार्थवस एक दूसरे से जुड़ा रहता है और कुछ देता है तो लेने की अपेक्षा रखता भी है। फिर यह तो प्रकृति है यह कैसे एक तरफा रिश्ता लंबे समय तक निभायेगी। अतः आज जो संकट, प्राकृतिक आपदाएं या परिवर्तन हो रहे हैं यह प्रकृति का मनुष्य से अलगाव होने का संकेत है, रिश्तों में दरार है एवं मनुष्य द्वारा अपनी जिम्मेदारी न निभाने का परिणाम है। राधावल्लभ जी कथा शकुंतला की नाटक में लोक के इन तत्वों को न मानने वाले तथाकथित आधुनिक कहे जाने वाले लोगों पर इस प्रकार कटाक्ष करते हैं—“करटक : हाँ, और जब

उनके धन को कोश इतना भर जाता है, तो वह छलकने लगता है, उसके छलकने से होने वाली धनवर्षा के कुछ छींटे हमारे जैसे लोगों पर भी पड़ जाते हैं.....उन्होंने तो प्रस्ताव किया ही है न कि इस द्वैतवन में एक पांथशाला बनवा देंगे.....यहाँ दस बीस प्रपामण्डप होंगे, यहाँ दीन हीन दरिद्र लोगों के लिये एक स्नानागार होगा.....और भी बहुत कुछ जिससे ये लोग सभ्य बन सकें.....क्या विचित्र लोग हैं यहाँ के!.....अरे! जंगल की भी पूजा करते हैं!

दमनक : जंगल की ही नहीं, ये लोग जंगल में जो पहाड़ हैं न, इनको भी पूजते हैं, पत्थरों को भी पूजते हैं और पेड़ों को भी.....इनको सुसंस्कृत बनाने में बहुत समय लगेगा मित्र!" (वही, पृ.-10)

मनुष्य के आपसी संकटों का समाधान कोई दैवीय शक्ति आकर नहीं करने वाली, उन्हें वे स्वयं ही आपस में हिल मिल कर करेंगे और करना चाहिए। पूर्व में ऐसा ही होता था। सब लोग मिलकर आपसी चर्चा करके उसका समाधान अपने स्तर पर कर लेते थे। यह सहभाव व सदभाव आज गायब होता जा रहा है।

लोक के तत्वों व मानवीय मूल्यों को जीवित करने में यह नाटक अपनी भूमिका निभाता है। लोक की आपसी प्रेम व भाईचारे की भावना आज एक तरह से लुप्तप्राय होती जा रही है। मनुष्य अपनी इस अपार संपदा को भूलता जा रहा है और वह गलतियों पर गलतियां करता जा रहा है। जिसके परिणाम से उसे स्वयं बहुत खामियाजा भुगतना पड़ेगा समय आने पर। लेकिन तात्कालिक रूप से उसे यह सब करने में मजा आता है और वह अपने द्वारा किए गये अपकर्म को भूल रहा है। "संपाति : हम गीध हैं, हमारी दृष्टि जितनी दूर तक जाती है हमारी स्मृति भी उतने ही लंबे समय तक बनी रहती है। स्मरण हमारा स्वभाव है, भूलना और भूल करते रहना मनुष्य का स्वभाव है। अब इस बिचारी ने तो मनुष्य की योनी से जन्म लिया है न....., मनुष्यों की स्मृति बहुत छोटी होती है.....वे तो प्रेम कर के भूल जाते हैं।" (वही, पृ.-16)

लोक जीवन कहाँ गया? वह किस कारण लुप्त हो गया या हो रहा है? उसकी उपयोगिता आज के युग में है या नहीं है? लोक जीवन की बात करना आज के युग में पिछड़ा क्यों माना जाता है? इन तमाम प्रश्नों के हल राधावल्लभ त्रिपाठी जी इस प्रकार देते हैं—"वसुमती : गाँव क्या होता है?

वितानिनी : वही.....जिसे आप लोग कहते हैं ग्राम! आप लोग कहते हैं न कि हमारा देश ग्रामों में बसा है—

वसुमती : अरे हाँ मैं तो भूल गई कि तुम ग्रामवासिनी हो। तुम्हारा ग्राम बहुत सुन्दर होगा न! कभी चलेंगे वहाँ.....

वितानिनी : अब वह ग्राम है ही नहीं!

वसुमती : नहीं है? क्या कह रही है? ग्राम कोई अन्यत्र थोड़े ही चला जाता है! वितानिनी : चला तो नहीं जाता पर समा जात है, काल के गर्त में.....नगर की कोख में....." (वही, पृ.-25) लोक का

विनाश इसी तरह से हो गया या हो रहा है। लोक कलाएं इसी तरह से भूलाई जा रही हैं या उन्हें लुप्त किया जा रहा है। आज के आधुनिक तंत्रों में इन लोक कलाओं को धोल कर उसे नया रूप दिया जा रहा है और उसे पोप या रिमिक्स के नाम से बेचा जा रहा है। आधुनिक तकनिक के इस जाल ने लोक कलाओं रूपी इन मीनों को बींध लिया है। लोक कलाओं में लोक के सारे तत्व विद्यमान रहते हैं। जीवन के श्याम स्वेत सभी रंगों की चित्रकारी इन कलाओं में रची बसी रहती है। इसलिए इन लोक कलाओं का एक ही पक्ष नहीं है या इनके अंदर सिर्फ एक ही दृष्टिकोण नहीं है। इसी कारण व इनकी इन्हीं विशिष्टताओं की वजह से कुछ तबदीली करके, उसे सजा संवारकर नये आवरण में परोसा जा रहा है। इन लोक कलाओं में वे सभी तत्व या रस मौजूद हैं जिनकी दरकार आज की युवा पीढ़ी करती है। इसलिए इसी जल्दी से स्वीकार भी कर लेती है।

लोक कला या लोक के जीवन का बहुत महत्व है यह बात ऊपर कही जा चुकी है। लेकिन इसका महत्व क्यों है, क्यों इसे इतना विशेष माना जाये या है। इसका कारण है लोक में मौजूद वे तत्व जिनसे एक नहीं कई काम सधते हैं। जिनसे एक नहीं कई कलाएं सृजित होती हैं। एक उदहरण इस प्रकार देखें। “वितानिनी : मैं दो साल उस आश्रम में रही.....वहाँ मेरे जैसी कई लडकियाँ हैंकभी कभी तो हमारे गाँव में अकाल पड़ता, गाँव के लोग अपने बाल बच्चों को पाल नहीं पाते, वे उन्हें आश्रम में ऋषि जी के पास छोड़ जाते, ऋषि जी बहुत ही अच्छे हैं.....वे बच्चों को शिक्षा देते.....पेड़ की छाल से धागे निकाल कर कपड़े कैसे बनाना है यह सिखाते। मधु कैसे संचित होता है यह सिखाते, वे उन्हें हथियार चलाना भी सिखाते और पोथी पढ़ना सिखाते, वेद शास्त्र रटवा देते.....” (वही, पृ.-26) यह लोक में संभव था तथा ऐसा होता था। आज इसका लोप है।

शिक्षा के साथ उसे अन्य जानकारी या कला से भी अवगत कराना। शिक्षा को मात्र रोजगार के लिए प्राप्त करने का सहारा न मानना। शिक्षा को विकास का एक हिस्सा स्वीकार करना एवं उससे प्राप्त ज्ञान का सही व सदुपयोग करना। किन्तु आज यह शिक्षा नहीं है। शिक्षा आज एक टूल बन गई है। अंकों का खेल होके रह गई है। जिसके जितने अधिक अंक वह उतना ही बड़ा व्यक्ति और साथ ही वह उस शिक्षा का प्रयोग भी उचित के बजाय अनुचित कार्य एवं समझ में अधिक करता है। जिससे की उसको लगता है यह जंगल, वन, प्रकृति, आदिवासी, वनवासी, गांव, गांव के लोग, इनका रहन सहन, इनका खान पान, इनके रिती रिवाज यह सब आज के अनुकूल नहीं है।

इसलिए इनको या तो त्याग दो या इनका रूप बदल दो। इनके पास ऐसा कुछ नहीं जिससे हमें प्रेरणा मिले या इनसे हम कुछ सीख सके, ये जंगल में रहने वाले पुराने, असभ्य लोग, क्या मुकाबला करेंगे हमारा और क्या जानते होंगे। वह इन सबको असभ्य व बर्बर मानता है। महारानी वसुमती कहती है—“वसुमती : असभ्य बर्बर लोगों की क्या जीवन शैली! महाराज पर उन लोगों ने कुछ टोटका कर दिया है.....वे लोग जादू टोना करते हैं.....सुनास : मैं ऐसा नहीं समझता.....हमने उन लोगों को

कम करके आँका.....उनका तंत्र बहुत सुदृढ है.....हम उसे भेद न सके.....शकुंतला जब से उनकी अगुवाई करने लगी है वे पेड़ों की ऐसे रखवाली करते हैं कि जैसे वे उन के सगे हों। पशु भी हम नहीं ला पाते वहाँ से। गाएँ उन लोगों के पास हैं अपार है गोधन। वस्त्र वे स्वयं बना लेते हैं। नगर उन पर अवलम्बित है—पशुओं के लिये, माँस के लिये—दूध के लिये.....तो नगर उनके सामने निर्बल बन कर रह गया.....इस बीच एक बात और ऐसी हो गई कि हम उन पर आक्रमण करने और उन्हें नष्ट करने की सारी योजनाओं पर पुनर्विचार करने को बाध्य हुए.....।” (वही, पृ.—60,61)

लोक जीवन तथा प्रकृति की वास्तविकता व उसके महत्व को जानने के लिए उसके पास जाना होगा। उसे दूर से निहारना या मात्र सौन्दर्य की व सजावाट की वस्तु मानना उसके गुणों से नावाकिफ होना है। लोक के अंदर समाहित खजाने को खोजने के लिए, उससे सीखने व उसे जानने के लिए उसके साथ रहना होगा। माना कि इसकी अपनी परंपराएँ हैं, अपने रिती रिवाज हैं, आज के युग में उनमें से बहुत सारे असंगत व अनुपयोगी भी लग सकते हैं। लेकिन इसके आधार पर उसका संपूर्ण अस्तित्व ही स्वीकार न करना या उसे पिछड़ा, असम्य मान लेना लोक के महत्व को ही नकारना है बल्कि सृष्टि के संचालन में व मनुष्य जाति की उन्नति में गुणात्मक वृद्धि का हास होना ही है। “दुःषंत : बहुत कुछ कहना है देवि.....वहाँ रह कर मैंने जीवन का दूसरा रूप देखा और बहुत कुछ सीखा भी...

वसुमती : उन असम्य अशिक्षित लोगों से.....

दुःषंत : न वे असम्य हैं न अशिक्षित.....शकुंतला भी पढ़ लिख लेती है.....

वसुमती : वह लड़कीवह तो टोना टोटका जानती है.....उसी ने तो.....

दुःषंत : ऐसा नहीं है.....उसने कोई टोना टोटका नहीं किया मेरे ऊपर.....पर वह मुझे रखना चाहती थी.....आश्रम में.....उन लोगों की जो रीति है प्रथा और परंपरा है उसके अनुसार.....”(वही, पृ.—66)

लोक के इस लुप्त होते खजाने को लोग अपने पास रखना तो चाहते हैं लेकिन सिर्फ प्रदर्शन के तौर पर। उनसे अपना तादम्य रखना उन्हें अपना अविकसित मानना है। इसलिए लोक के साथ रहने या उसे अपने जीवन में अपनाने के बजाय लोगों ने इन्हें एक सजावट की सामग्री बनाकर रख दिया है। जब मन बहलाना हो तब मनोरंजन के नाम पर इनका विहार कर ले। लोक की संस्कृति, उनकी सुंदरता, उसके तत्व, उसके कलाएँ, उसका जीवन सब संग्रहणीय हो गए हैं जबकि वे होने चाहिए थे ग्रहणीय। उनका जीवन में उपयोग होना चाहिए।

“वसुमती : हम एक संग्रहालय बनायेंगे.....

दुःषंत : संग्रहालय?..... वसुमती : जिसमें उन लोगों की संस्कृति को संरक्षित किया जा सके..... दारुपर्वत केवल हमारे विहार और मन के बहलाव के लिये था, एक महान् स्मारक, कला का, संस्कृति का मन्दिर होगा.....उस संग्रहालय में कोल, किरात, निषाद, गुह इन सब के जीवन की झाँकियाँ होंगी, यक्ष, राक्षस, गन्धर्व किन्नर—इनकी रीतियाँ, नीतियाँ, पद्धतियाँ—चित्रित होंगी.....यहाँ उनकी विचित्रताएँ,

प्रथाएँ, कथाएँ और उनकी गाथाएँ—ये सब रहेंगी.....संसार जान ले कि हम कितना सम्मान देते हैं इतर संस्कृतियों को! कितना अद्भुत होगा महाराज.....और पुराणों के गायक आपकी कीर्ति गायेंगे! इतना बड़ा कार्य आपने करा दिया.....आख्यानविद् कथक, मागध, सूत—ये सब अपने अपने आख्यानों, कथागायनों में इस प्रसंग को जोड़ लेंगे.....

दुःषंत : आप इन सब को प्रदर्शन की वस्तुएँ समझती हैं.....वे जो जीवित सभ्यताएँ हैं.....उन लोगों के अपने स्वप्न हैं.....”(वही, पृ.-67)

संपूर्ण नाटक में लोक तत्व की खुशबू बिखरी हुई है। आज के परिप्रेक्ष्य में किस प्रकार उसे नगण्य किया जा रहा है इस पर नाटककार तंज करते हैं। अनेक दृश्यों में नाटक अपनी लिखित के बजाय प्रदर्शित भाषा से अधिक कुछ कहता है। वह दर्शक पर अधिक प्रभाव डालती है। यह लोक तत्व के साथ साथ लोक नाटक कला का जो महत्व है वह भी प्रदर्शित होता है। संस्कृति परंपरानुसार लिखा गया यह नाटक आज की प्रासंगिकता के साथ अपनी बात कहता है। लोक के ह्रास के कारणों को रेखांकित करता हुआ यह नाटक उनकी उपयोगिता व उनके महत्व से भी अवगत कराता है।

संदर्भ:—

“कथा शकुंतला की”, लेखक—राधावल्लभ त्रिपाठी, नटरंग—संपादक—पीयूष दर्शिया, 706, सुमेरु अपार्टमेन्ट्स, ई.डी.एम. मॉल के पास, कौशाम्बी, गाजियाबाद (उ.प्र.) 201010

सोशल मीडिया प्रसार और प्रभाव

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आज का युग सूचना तकनीक का युग है। तकनीक के निरंतर विकास और विस्तार ने संचार के तरीकों को भी परिवर्तित किया है। प्रिंट और इलेक्ट्रॉनिक मीडिया निरन्तर लोगों को सूचना के विशाल भंडार से जोड़ रहा है। परन्तु ये सूचनाएँ सामूहिक रूप में लोगों तक पहुँचाती हैं, इसीलिए इन्हें जनसंचार माध्यम कहा जाता है। जनसंचार माध्यमों ने सभी समाजों को प्रभावित किया है। खासतौर पर टी.वी. ने हमारे खान-पान, रहन-सहन, मनोरंजन आदि सभी को अपने दायरे में ले लिया है। प्रारंभ में टी.वी. ने परिवार को एक साथ बैठकर कार्यक्रमों के देखने के द्वारा साथ बैठने की प्रेरणा दी। परन्तु जैसे-जैसे चैनलों की संख्या बढ़ती गई आयु भिन्नता, औरर रुचियों की भिन्नता के चलते अलग-अलग कार्यक्रम देखने की विवशता होने लगी। इसी स्थिति ने परिवार जनों के रिश्तों में अलगाव उत्पन्न किया।

चौबीस घण्टे प्रसारित होने वाले कार्यक्रमों जैसे धारावाहिकों ने समाज से लोगों को काटने का काम किया। निर्धारित समय पर प्रसारित होने वाले धारावाहिकों के दर्शक पिछली और वर्तमान कथा में खोए रहते हैं और जीवित सामाजिक सम्बन्धों से कट कर, छोटे पर्दे पर गतिशील पात्रों के साथ संबंध स्थापित कर लेते हैं। समाचारों और धारावाहिकों के बीच प्रसारित होने वाले विज्ञापनों ने तो हमारे समाने उत्पाद और इच्छाओं का एक ऐसा इन्द्रजाल रच दिया, खासकर बच्चों और महिलाओं के लिए इस मोहक प्रभाव से अप्रभावित रहना एक हद तक असंभव हो गया है। वस्तुतः हमारा आज का समाज मीडिया केन्द्रित है। आज दुनिया की सारी आडिऐंस इसके दायरे में बद्ध है। जनसंचार माध्यमों ने सांस्कृतिक उपादानों को भी अपने घेरे में लेकर उन पर अभूतपूर्व प्रभाव डाला है।

मीडिया ने वास्तव में स्थान और समय की दूरी को समाप्त करके लोगों को एक 'ग्लोबल' समाज का नागरिक बना दिया है। सूचना तकनीक के क्षेत्र में विकास यात्रा का लक्ष्य जनसंचार माध्यमों तक ही सीमित नहीं रहा। कंप्यूटर और इंटरनेट के आविष्कार ने इस दिशा में अभूतपूर्व क्रांति को जन्म दिया है। जनसंचार माध्यमों का प्रवाह एकतरफ़ा था, वहाँ सूचनाएँ देने का कार्य होता था और दर्शक / पाठक उन्हें ग्रहण करता था। इंटरनेट ने इसे इटरेक्टिव अर्थात् परस्पर बातचीत के गुण से भी युक्त कर दिया। इंटरनेट के माध्यम से व्यक्ति एक स्थान पर बैठे-बैठे कम्प्यूटर अथवा मोबाइल द्वारा दूर बैठे किसी भी व्यक्ति से संपर्क साध सकता है। वह त्वरित गति से उसे लिखित संदेश भेज सकता है, बात

कर सकता है अथवा अब तो वीडियो-कॉल के माध्यम से आमने-सामने एक दूसरे को जीवन्त रूप में देखते हुए बातचीत कर सकता है। इन्टरनेट द्वारा ही परस्पर अथवा व्यक्तिगत तौर पर संप्रेषित होने वाली सूचनाओं को समूह तक प्रेषित करने के लिए वेबसाइट का निर्माण होने लगा। WWW अर्थात् वर्ल्ड वाइड वेब सूचनाओं के संग्रहण और प्रेषण की इसी प्रविधि का नमूना है।

इंटरनेट ने एक ओर व्यक्तिगत और सामूहिक सूचनाओं को त्वरित गतिशीलता प्रदान की दूसरी ओर मनुष्य के सामाजिक दायरे को भी व्यापक बनाने में मदद की। इसके द्वारा परिचित और अपरिचित लोगों के बीच मेल-मुलाकात और जान-पहचान का एक नया रास्ता खुल गया, जिसमें नए सामाजिक संबंध बने जो पहले जैसे नहीं थे। वस्तुतः सोशल मीडिया में संप्रेषण, विचारों के आदान प्रदान आदि पर वास्तविक संसार के संबंधों जैसी कोई रोक-टोक नहीं होने के कारण इसका बहुत अधिक विस्तार हुआ है।

सोशल मीडिया पारस्परिक संबंध के लिए इंटरनेट या अन्य माध्यमों द्वारा निर्मित आभासी समूहों को संदर्भित करता है। यह व्यक्तियों या समुदायों को सहभागी बनाने या जोड़ने का साधन है। सोशल मीडिया के कई रूप हैं जिनमें इंटरनेट फोरम, वेबलॉग, सामाजिक ब्लॉग, विकीज़, पॉडकास्ट, फोटोग्राफ आदि सभी आते हैं। यदि सोशल मीडिया के इतिहास पर एक नज़र डालें तो ज्ञात होता है कि कम्प्यूटर के ज़रिए होने वाले सामाजिक पारस्परिक संपर्कों की संभावनाओं के बारे में काफी पहले ही जानकारी दी गयी थी। कम्प्यूटर के माध्यम से होने वाले संचार के द्वारा सामाजिक नेटवर्किंग को आधार बनाने के प्रयास आरंभिक ऑनलाइन सेवाओं का आधार बने।

इनमें यूज़नेट, आरपानेट लिस्टसर्व तथा बुलिटन बोर्ड सेवाएँ (बीबीएस) शामिल थी। वर्ल्ड वाइड वेब पर प्रारंभिक सामाजिक नेटवर्किंग सामान्यीकृत ऑनलाइन समुदायों के रूप में शुरू हुई, जैसे- थैगलोकॉम, जियोसिटीज़ तथा ट्राइपॉडकॉम। इन ऑनलाइन समुदायों में से कई में लोगों को एक दूसरे के संपर्क में लाने के लिए चैटरूम भी उपलब्ध कराए जाते थे। साथ ही लोगों को अपनी व्यक्तिगत जानकारियाँ तथा विचारों को आपस में बाँटने के लिए वेबपेज बनाने के लिए भी प्रोत्साहित किया जाता था। कुछ समुदायों जैसे- क्लासमेट्सकॉम ने एक अलग तरीका अपनाते हुए ई-मेल पत्तों के माध्यम से लोगों को एक दूसरे से जोड़ दिया। 1990 के दशक के अंत तक, प्रयोगकर्ता की प्रोफाइल सामाजिक नेटवर्किंग साइटों की केंद्रीय विशेषता हो गई थी, उनके द्वारा प्रयोगकर्ताओं को अपने 'मित्रों' की सूची बनाने तथा समान रुचि वाले अन्य लोगों को खोजने की सुविधा प्राप्त होती थी।

सामाजिक नेटवर्किंग के नए तरीके 1990 के अंत तक विकसित किए गए और उनके द्वारा मित्रों को खोजने तथा उनके प्रबंधन के लिए अधिक उन्नत सुविधाओं को विकसित किया। 2002 में फ्रेंडस्टर के आने के साथ सामाजिक नेटवर्किंग की यह पीढ़ी तेजी से विकसित हुई और शीघ्र ही इन्टरनेट की मुख्यधारा का हिस्सा बन गई। इसके एक साल बाद ही माइस्पेस तथा लिंकेडिन आ गए तथा इसके

बाद बेबो आया। ये सभी सोशल नेटवर्किंग साइट्स बहुत अधिक लोकप्रिय हुईं और इनके यूज़र्स की संख्या में अभूतपूर्व वृद्धि हुई। आज 2004 में प्रारंभ होने वाली फ़ेसबुक विश्व का सबसे बड़ी सामाजिक नेटवर्किंग साइट बन चुकी है। सोशल मीडिया के प्रसार का सबसे बड़ा उदाहरण यह है कि एक अनुमान के अनुसार विभिन्न प्रकार के मॉडलों को प्रयोग करते हुए आज 200 से अधिक सामाजिक नेटवर्किंग साइट्स क्रियाशील हैं। भारत में भी सोशल मीडिया का उपयोग काफी बड़ी मात्रा में हो रहा है। भारत की कुल 125 करोड़ जनसंख्या में से करीब 25 करोड़ अर्थात् 20 % लोग ही इंटरनेट का इस्तेमाल करते हैं और इनमें से अधिकांश सोशल मीडिया साइट्स पर भी मौजूद रहते हैं।

सोशल मीडिया में नेटवर्किंग साइटों पर कुछ सुविधाएँ मूल रूप से प्रदान की जाती हैं। अधिकांशतः, व्यक्तिगत यूज़र को स्वयं के साथ प्रोफ़ाइल बनाने की सुविधा दी जाती है। जिसमें यूज़र अपनी तस्वीरें अपलोड कर सकते हैं, दूसरों के पढ़ने के लिए ब्लॉग आदि प्रविष्टियाँ दे सकते हैं, एक जैसी रुचियों और व्यवसाय वाले अन्य लोगों को ढूँढ सकते हैं जो कि सोशल मीडिया पर सक्रिय हों, अपने संपर्क में आने वाले मित्रों और परिचितों की सूची को अपने पास संकलित कर सकते हैं तथा दूसरे लोगों के साथ उसे शेयर भी कर सकते हैं। सोशल नेटवर्किंग साइट्स पर यूज़र की गोपनीयता बनाए रखने के लिए ऐसे विकल्प भी होते हैं, जहाँ यह सुनिश्चित किया जा सकता है कि कौन आपकी संपर्क सूची में शामिल हो सकता है। सोशल मीडिया पर आप अपनी रुचि और ज़रूरत के अनुसार समूह बना सकते हैं और किसी समूह के साथ जुड़ भी सकते हैं। अतः सोशल मीडिया का ज्यों-ज्यों विस्तार हुआ है वैसे-वैसे उसके प्रबंधन को भी व्यवस्थित करने के अनेक प्रयत्न दिखाई देते हैं।

सामाजिक मीडिया का प्रसार आज केवल व्यक्तिगत संबंध बनाने या केवल चैटिंग आदि के ही लिए नहीं किया जा रहा है वरन् औपचारिक क्षेत्रों में भी इसका प्रयोग बढ़ा है। इसका प्रयोग अनेक क्षेत्रों जैसे सरकारी संस्थानों, व्यवसाय, शिक्षा, चिकित्सा क्षेत्रों में भी होने लगा है। ऐसा सोशल मीडिया की पहुँच और प्रभाव क्षेत्र के कारण हुआ है।

वर्तमान समय में कुछ सरकारी अभिकरणों ने भी अपने संपर्क सूत्रों का विस्तार करने के लिए सोशल मीडिया के उपयोग की ओर ध्यान दिया है। सामाजिक मीडिया के विभिन्न उपकरण सरकार द्वारा जनता के विचारों को जानने तथा सरकार की नीतियों, उनके जनकल्याण कर््यों तथा योजनाओं को सफलतापूर्वक लागू करने आदि की सूचना निरन्तर तेजी से पहुँचाने का अच्छा साधन हैं।

भारत में फ़ेसबुक, ट्विटर, वाट्सएप, मैसेंजर आदि पर सरकारी विभागों द्वारा ऐसी सूचनाएँ पहुँचाई जाती हैं। पोलियो अभियान, डेंगू चिकनगुनिया जैसी बीमारियों से लड़ने के उपाय, स्वच्छता अभियान, जीएसटी आदि सरकार से जुड़े क्रियाकलापों की त्वरित जानकारी सोशल मीडिया द्वारा पहुँचाने का प्रयास किया गया और उसके काफी सकारात्मक परिणाम निकले हैं। इसी प्रकार, 'नासा' ने भी सामाजिक संपर्क के कुछ उपकरणों का लाभ उठाया है जिसमें ट्विटर और पिलकर शामिल हैं। वे

संयुक्त राज्य अमेरिका में ही यह जानने के लिए राष्ट्र अंतरिक्ष में अपनी सर्वाधिक साहसिक आकांक्षा को प्राप्त करने के रास्ते पर कितनी प्रगति कर रहा है, के लिए सोशल मीडिया संपर्क सूत्रों का इस्तेमाल कर रहे हैं।

सरकारी संस्थाओं के साथ-साथ व्यवसाय के क्षेत्र में भी सोशल मीडिया की पैठ हुई है। किसी उद्यम के संबंध में सामाजिक संपर्क सुविधाओं का उपयोग व्यापार और कार्य के क्षेत्र में एक विशाल प्रभाव डालने की क्षमता रखता है। सामाजिक संपर्क लोगों को निम्न लागत में संपर्क करने के अवसर देता है; यह व्यापारियों और उन छोटे धंधों के लिए फायदेमंद हो सकता है जो अपने संपर्क का आधार विस्तृत करने के अवसरों की तलाश में हो परन्तु प्रचार के बहुत महंगे साधनों का प्रयोग करने में असमर्थ हों। इस प्रकार के संपर्क सूत्र उत्पाद एवं सेवा क्षेत्र में कार्य करने वाली कंपनियों के लिए प्रायः ग्राहकों से सम्बन्ध स्थापित कराने के साधन के रूप में कार्य करते हैं।

सोशल मीडिया पर अपने बैनर, पोस्टर, उत्पाद सामग्री तथा सेवा कार्यों का विवरण डाल कर भी कम्पनियाँ अपने व्यवसाय के लिए लोगों से संपर्क बना सकती हैं। चूँकि सोशल मीडिया इन्टरनेट के माध्यम से अपनी वैश्विक पहुँच रखता है अतः व्यावसायिक तौर पर किसी भी देश तक अपने व्यवसाय की पहुँच बनाई जा सकती है। फेसबुक पर अपने उत्पादों के विज्ञापन डालकर न केवल बड़ी कम्पनियाँ बल्कि घर में छोटे-मोटे उत्पाद बनाने वाली घरेलू महिलाएँ भी अपने व्यवसाय का विस्तार करती हैं। वस्तुतः सोशल मीडिया का व्यवसाय के क्षेत्र में विकास बहुत अधिक हुआ है और ब्रांड की स्थापना के लिए बहुत सी कम्पनियाँ अपनी स्वयं की उच्च कार्यक्षमता युक्त साइट्स बना रहे हैं, यह क्षेत्र ब्रांडनेटवर्किंग के नाम से जाना जाता है, जो कि सोशल मीडिया को एक व्यापार उपकरण के रूप में प्रयोग करके मुनाफ़ा कमाने का एक नया माध्यम है।

सोशल मीडिया का शिक्षा के क्षेत्र में भी अनेक प्रकार से प्रवेश हुआ है। सोशल मीडिया को साझा करने वाले लगभग 60% विद्यार्थी ऑनलाइन होकर शैक्षणिक विषयों पर चर्चा करते हैं, जिनमें से लगभग 50% विद्यार्थी मुख्यतः स्कूल से सम्बन्धित कार्यों की चर्चा करते हैं। इसी प्रक्रिया में ऐसी बहुत सी साइट्स हैं जो विद्यार्थी और शिक्षक के बीच संपर्क स्थापना के द्वारा शिक्षण कार्य और शिक्षण की सामग्री के विकास के लिए भी सहभागिता करती हैं।

चिकित्सा के क्षेत्र में भी सोशल मीडिया का इस्तेमाल हो रहा है। सोशल मीडिया का प्रयोग डॉक्टरों द्वारा अपनी व्यक्तिगत चिकित्सा विशिष्टताओं की जानकारी देने के लिए, चिकित्सा संस्थाओं से संपर्क स्थापित करने के लिए तथा अपने समकक्ष चिकित्सकों से अनेक प्रकार के जानकारी लेने के लिए किया जा रहा है। दवाई कम्पनियाँ भी अपने उत्पादों की विशेषताएँ बताकर लोगों को दवाई खरीदने के लिए प्रेरित करते हैं। चिकित्सा के क्षेत्र में सोशल मीडिया इन सदस्यों को भी सलाह देता है जो किसी न किसी प्रकार के शारीरिक और मानसिक रोग से ग्रस्त होते हैं। शराब पीने वाले अथवा ड्रग्स के जाल में

फँसे लोगों की सहायता के लिए भी सोशल मीडिया द्वारा अनेक प्रकार की सलाह देने वाली साइट्स है।

वस्तुतः इन कुछ दशकों में सोशल मीडिया का हर क्षेत्र में संपर्क स्थापित हुआ है। आज सोशल मीडिया अपनी प्रसिद्धि और लोकप्रियता के सबसे ऊँचे स्तर पर स्थित है। परन्तु प्रत्येक चीज़ के दो पक्ष होते हैं— सकारात्मक और नकारात्मक। सोशल मीडिया के संदर्भ में भी यह तथ्यसत्य साबित होता है। इसमें कोई संदेह नहीं कि सोशल मीडिया अपने प्रसार की दृष्टि से काफ़ी उपयोगी साबित हुआ है परन्तु समाज तथा उसके विभिन्न वर्गों पर पड़ने वाले प्रभावों पर दृष्टि डालना भी आवश्यक है।

सोशल मीडिया का सरकारी क्षेत्र, व्यापार-व्यवसाय, शिक्षा, चिकित्सा, विचारों की स्वतंत्र अभिव्यक्ति के क्षेत्र में जिस प्रकार का विस्तार दिखाई देता है, वह उसके प्रभाव का द्योतक है। सोशल मीडिया ने विश्व समुदाय तक व्यक्ति की पहुँच की संभव बनाया है। सूचना और ज्ञान का प्रसार जिस प्रकार हुआ है उससे लोकतांत्रिक मूल्यों की स्थापना में सफलता मिली है। सोशल मीडिया के द्वारा देश-विदेश में घटने वाली सामाजिक, राजनीतिक, आर्थिक, वैज्ञानिक सभी घटनाओं की जानकारी तुरन्त प्राप्त हो जाती है। यही नहीं उन घटनाओं के बारे में लोगों के प्रतिक्रियाएँ भी साथ ही साथ मिल जाती हैं, क्योंकि सोशल मीडिया पर सक्रिय लोग किसी भी घटना के कारण, परिणाम, प्रभावों आदि पर तुरन्त अपनी राय या टिप्पणी देना आरंभ कर देते हैं।

लोकतांत्रिक व्यवस्था के मूल तत्व जनमत के संदर्भ में यदि सोशल मीडिया के प्रभाव का आकलन किया जाए तो जनमत निर्माण में इसकी भूमिका स्वयंसिद्ध है। भारत जैसे देश में जहाँ एक दूसरे के कहने का अनेक मुद्दों पर गहरा प्रभाव पड़ता है सोशल मीडिया अनेक राजनीतिक, सामाजिक, आर्थिक और कुछ हद तक कानूनी मुद्दों की भी दशा और दिशा को बदलने में सफल रहा है। चुनावों के समय सभी पार्टियाँ वोटों के प्रवाह को अपने तरफ मोड़ने के लिए आज सोशल मीडिया पर ही अपने अच्छे कार्यों और विपक्षी पार्टियों की गलत तथा समाज विरोधी कार्यों का जोर-शोर से प्रचार करती नज़र आती हैं। सोशल मीडिया पर आज इतनी सारी साइट्स हैं और उनसे जुड़े, उनका उपयोग करने वाले करोड़ों यूज़र हैं। इंटरनेट के द्वारा सोशल मीडिया एक आभासी संसार का निर्माण करता है, इस संसार से जुड़ने के लिए व्यक्ति सोशल मीडिया के किसी भी मंच जैसे-फेसबुक, ट्विटर, इन्स्टाग्राम आदि का सदस्य बन सकता है। यहाँ पर उसके बहुत से मित्र होते हैं जिनके साथ सूचनाओं का तेजगति से आदान-प्रदान होता है। परन्तु यह आभासी दुनिया वास्तविक जीवन में किस हद तक आपका साथ निभा सकती है यह सोचने का विषय है।

मीडिया विशेषज्ञ वर्तिका नंदा का मानना है कि 'सारे नेटवर्किंग साइट्स आजकल आमजन के जीवन का अभिन्न अंग बन गए हैं और इनका दखक लोगों की दिनचर्या में इस कद्र बढ़ गया है कि अवश्वम्भावी तौर पर उनका नकारात्मक प्रभाव भी मानवीय सम्बन्धों पर स्पष्ट रूप से दृष्टिगोचर हो रहा है। आरम्भ

में इस न्यू मीडिया का उद्देश्य एक दूसरे को जोड़ना और संचार माध्यमों को मज़बूत बनाना था लेकिन इसने सामाजिक संबंधों की भी काफी हद तक प्रभावित किया है। हर सिक्के की तरह इस यथार्थ का भी एक नकारात्मक पहलू है। वस्तुतः इस आभासी दुनिया में प्रवाहित बहुत सी सूचनाएँ भ्रामक होती हैं, कई बार उन्हें तोड़ मरोड़ कर भी प्रस्तुत किया जाता है। इन सबके द्वारा भ्रम और बेचैनी फैल जाती है।

सोशल मीडिया के द्वारा कभी-कभी दंगा-फ़साद, हिंसा, तथा आपराधिक क्रियाकलापों से युक्त घटनाओं में भी सहयोग किया जाता है। कभी-कभी व्यक्ति के एकाउन्ट को हैक करके उसकी सारी जानकारी चुरा ली जाती है अथवा उसके नाम से गलत सामग्री एवं सूचनाएँ डाल कर बदनामकरण का प्रयत्न किया जाता है। छोटे-छोटे बच्चे अकेलेपन और देख रेख के अभाव में सोशल मीडिया से जुड़ जाते हैं। कई बच्चे इतने एडिक्ट हो जाते हैं कि वास्तविक दुनिया के साथ वे जुड़ नहीं पाते हैं, यहाँ तक कि उनको इस समस्या से मुक्ति दिलाने के लिए चिकित्सक की सलाह तक लेनी पड़ती है। मासूम बाल मन पर ये सब बहुत बुरा प्रभाव डालते हैं।

बड़े लोग भी सोशल मीडिया के प्रति इतना आकर्षित हो जाते हैं कि कई-कई घंटे उसी पर लगे रहते हैं। इससे एक ओर उनकी सामाजिक तथा शारीरिक गतिविधियों में कमी आती है तो दूसरी ओर महत्वपूर्ण कार्यों से भी उनका दिमाग हट जाता है। यह व्यक्तित्व के विकास की दृष्टि से बहुत नकारात्मक है।

सोशल मीडिया अपने प्रभावीसंप्रेषण और दूरगामी विस्तार के कारण आज हमारी जिंदगी का महत्वपूर्ण अंग है। परन्तु इसकी आन्तरिक प्रवृत्ति को देखते हुए इसका नियन्त्रित और संतुलित प्रयोग ही उचित है।

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USAGE OF FACEBOOK FOR VARIOUS PURPOSES BY UNIVERSITY STUDENTS

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Abstract: Facebook is using by students in great extent. They are using this social networking for various purposes. This study is based on usage of Facebook by the students for various purposes. This study is done on students of Central University of Jharkhand. Total 100 students were selected as sample for this study. Half students were selected from graduation level and other half students were selected from post-graduation level. 50 girl students and 50 boy students were selected for this research. University students use Facebook for chatting with friends and relatives. They use this website to make new friends and search old friends. They use this social networking website to get information and news. University students use this website to share their views on current issues. They use this website to get beauty tips also. But they don't use this website for group chatting, sharing videos, audios, funny videos. They don't use this website to comment on social and political issues

Key Words: Facebook, Students, Usage of Facebook, Social Networking Website

1. Introduction

Students and social networking websites are depend on each other. Most of the users are students. Students use the social networking websites for the purpose of interaction with friends, search old friend and stay connected with their family member because most of the students in collage are live far from their house. One of the also a reason of using social networking

websites because they have the much more pressure on their mind regarding their jobs or education so, for the entertainment purpose they use social networking websites. Also one reason is students are the future of the country. In future the power have on their hands so, it is necessary to show their views in any story or anything happen in the world regarding economy, education, politics, science everything. In general, college students are more interested in using advanced technology in every field compare to any other age group. It is also true in the case of medium of communication. In the category of users of SNS the majority are youth.

Facebook is an online social networking service it's headquartered in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg. User register their name with the help of email id to use the site, users can create a user profile, add other users as "friends", exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Users create group on Facebook with friends and faculties and chat on that. According to Facebook shatters Wall Street estimates, proposes new share structure 1.65 billion monthly active users (April 27, 2016)

Students are very used to of Facebook every second they just think about it. They have more friends on Facebook rather than real world and they spend their most of the time in Facebook. Students are more attracted toward Facebook because it gives the accessibility and privacy features which were very useful in their life. Students have chatting with their friends and also for entertainment they can play the Facebook games and read the news story in very short sentences. Students believed Facebook was a valuable resource as an academic tool, improving the development of academic connections and promoting academic critiques, discussion and networking to enhance the learning experience⁴. Now a day every person wants that they have well known face and become popular and Facebook give the popularity among the students. Facebook is also become the judgmental platform one person judge another person according to their timeline status and friends groups.

Every person have their own perception and attitude toward the social networking websites some people thought it is the just waste of time and some people thoughts it is a good platform to show their talent or give views. This perception will depend on what the concerned individual define as positive or negative i.e. according to his personal views in life and the way and manner students are able to manage their time efficiently and appropriately. Perception is very important

in every aspect, and social networking websites are most used by students because it is an interaction or advance platform which attracts the youngster. Every student has different perception on social networking websites.

The present study is an attempt to understand the use and perception of social networking sites by the students of Central University of Jharkhand. Central University of Jharkhand is higher educational institution established on 2009, because it is newly started university that's why not various researches are done in this university. This study gives the contribution to know the using pattern and perception of social networking websites among the students of CUJ.

2. Research Methodology

This research is all about using pattern of Facebook among the students for various purposes. The survey method employed in this research to collect the data from the students of Central University of Jharkhand. Questionnaire was used as tool of data collection. Under graduate and post graduate students have been chosen as sample of this study. Through purposive sampling 100 were selected as sample. Through stratified sampling technique 50 students from Under graduate in which 25 boys and 25 girl students were selected. 50 students from post graduates in which 25 boys and 25 girl students were selected for this study. Data interpreted through simple percentage analysis.

3. Review of Literature

3.1 The Usage of Social Networking sites among the College Students in India

The study is done by Manjunatha S., Research Scholar, Dos in Sociology, University of Mysore in the year 2013. The aim of the study is to know the usage pattern of social networking sites by the Indian college students. The survey is conducted by questionnaire among 500 students in different collages of the India. The result shown that social networking sites uses have seen its highest level of usage among the young college students in India. This study clearly indicates that Indian college students are not only techno savvy but also know the consciousness of social networking sites. This study covers different sub topic such as Usage pattern of Social Networking Sites by the Indian College Students, Gender Differentiation on the Usage of SNS among the Indian Students in which the result shown that 71 % are male users and 29 % are female. This data clearly show that male students are more attracted toward social networking websites.

3.2 Factors Influencing Perception toward Social Networking Websites in China

In china social networking sites has most influential websites comparison to other country. The study is done by Wen Gong, Howard University in the year 2012, discover through online survey with 503 respondents. The sampling is frame from e mail address through major internet sites. The data is collected by different segmentation group such as gender, age income, Education and marital status. The result is shown that every assumption is wrong, the researcher fined that age group of student or youth are more influence by social networking sites. This study provides empirical evidence that user demographics have little effects on perceptions towards SNWs. This study show that sometime the researcher hypothesis are wrong because the researcher put his perception as a hypothesis and every responded has different perception.

3.3 Students' perception of social networking for academic purposes in Bangladesh

There is lots of research done in social networking websites in different country. This study is done by Hossain Shahid Shohrowardhy and H.M. kamrul Hassan, University of Chittagong, Bangladesh in the year 2014. In this study the survey was conducted by 480 students through questionnaires. This study is done to know the uses of their favorite social networking websites and their impact on education. The researcher of this study discloses that students use social networking sites in education is very less. They follow social networking sites for the entertainment purpose. Bangladesh is a progressive country according to the world population report 2014, and it is a less income country so in this study it say that Bangladesh is not upgraded by technology and internet, it also show that the colleges and universities are also not able to provide internet connection but now some private colleges are provide internet connection and public university are try to match private colleges.

3.4 Students' Perceptions on Social Networking Sites Influence on Academic Performance

This research is done by Adam Mahamat Helou and his cliques in the year 2012 by distributed the questioner randomly to 325 respondents out of which 320 respond the questionnaire. This study found that majority of the respondents agreed that social networking sites have positive impact on their academic performance. Malaysians are passionate adopters of social networking sites. As mentioned, Malaysians are big on MySpace and also Friendster. They are also among the most creative of Bloggers, reportedly among the first three global on Blogger.com. The top social network site that Malaysians were found to patronize mostly is Facebook. In every case

there are pros. and cons. If students use Facebook in the academic purpose then it's good and if they live in virtual world more than real world then it distracted the mind in academic. This study conclude that most of the students are agree that social networking sites pose negative influence on him and there education. And 25% responded are agree that social networking sites do not affect negatively.

3.5 Impact of social media on student's academic performance

This study use primary data that is questionnaire which is conducted from 100 respondents. This study is done by Rithika M. and Sara Selvara in the year 2013. This study shows that 72% male of total population are most using social networking sites and 68% people use SNS because of their friend influence. It also shows that Facebook is changing their lifestyle in the respect of knowledge. This study also that it create great influence on academic performance those students get 60 percent marks they most use the social networking sites and those get 80 percent marks they use social networking websites for entertainment purpose.

3.6 Malaysian User's Perception towards Facebook as a Social Networking Site

Ahasanul Haque and his colleagues, Department of Business Administration, Faculty of Economics and Management Sciences, International Islamic University, Malaysia in the year 2013 done this study.. The questionnaire is distributed physically or through online in 250 students. This study is concern with four aspects that is accessibility, privacy, sharing social information and feature of Facebook. The researcher find-out that users of Facebook are satisfied with their features and accessibility. They think that Facebook is easier accessible than other social networking websites. Malaysians users are strong perception toward social networking websites. In this case study about Facebook in Malaysia, they conclude that, Facebook has a significant contribution towards the social networking sites in not only Malaysia but also throughout the world. The users in Malaysia have positive perception towards the overall performance of Facebook.

3.7 Students' perceptions of using Facebook as an interactive learning resource at university

This study is done by Christopher Irwin, Lauren Ball and Ben Desbrow. This study is conducted at Griffith University campus during 2011. This study discovers that the students are likely to use Facebook rather than Gmail for interactive learning session. They create there lecture page on

Facebook and update it every day. It is easy accessible to all the students and teachers to discuss and share the information because they have their own Facebook page. It also discovers that Facebook is a tradition e- learning tool.

3.8 Students' Perception towards the Use of Social Networking as an e-learning Platform

Zaidatun Tasir, Yahya Mohammed Hashem Al-Dheleai, Jamalludin Harun, & Nurbiha A. Shukor, Department of educational multimedia, universiti Teknologi Malaysia done this study. This study use survey method through questionnaire where 600 final year undergraduate students are participated. Students are agreeing to use social networking sites as an e-learning platform; the concept of e-learning is very useful in academic especially in universities. They upload there lecture and discuss it in wide area of communication. They solve their problem related to the topic in their e-learning platform. This study is discovering that social networking sites enable them to be knowledge producer rather than consumer. This study also revealed that students agreed that through social networking tools they can freely create and participate in group discussion. The overall findings in this study showed that students highly accept social networking tools to be a main platform of e-learning in the university and they are ready to use it as well.

3.9 Use, Perception and Attitude of University Students towards Facebook and Twitter

This study is done by Kevin Johnston, Mei-Miao Chen and Magnus Hauman, University of Cape Town, South Africa in the year 2013. The research is done by 486 students through questionnaire in South Africa. In survey they find out that 95% students use Facebook and 33% students use twitter. The perception and attitude of the students is very positive, they use Facebook and twitter to make concept with older and newer friends. In this study find out that the students will sad if the Facebook is close down. One interesting this is discovering in this research is that students are sharing their contact number on Facebook in comparison to previous year. The research established that there has been an increase in popularity of Facebook within the South African tertiary student community.

4. Data Interpretation

Total 20 questions were asked from the respondents. Questions were in 5 point scaling with five options.

Table-1

Do you using Facebook for chatting with friends.

Variable	Percentage
Highly Frequently	24
Frequently	23
Normal	38
Rare Frequently	15
Total	100

This table present the using pattern of respondent and messaging are the main function of Facebook which was used by everyone but the thing is knowing that how much it used by students. In table-35 thirty eight percent responded are normally use Facebook for chatting and twenty four percent students are highly frequently use Facebook for chatting it means they spend high time in chatting, twenty three percent students are frequently use Facebook for chatting and only 15 percent students are rare frequently use Facebook means they are not very much interested in chatting in virtual world.

Table-2

Do you involve in group chatting or discussion on Facebook.

Variable	Percentage
Highly Frequently	12
Frequently	24
Normal	20
Rare Frequently	44
Total	100

In Facebook students are add in different group, some groups are for friends some are for only class mate and some are for family because of easily conversation to all in one platform. Table-36 said that the majority of the students that is forty four they are rare frequently use Facebook for group discussion or chat that means they are involve in group but not messaging very frequently. Twenty four percent students are frequently involved in group chatting on Facebook.

Twenty percent students use Facebook for group chatting and twelve percent students are highly frequently involved in group chatting.

Table-3
You are more active in video sharing

Variable	Percentage
Highly Frequently	8
Frequently	15
Normal	17
Rare Frequently	59
No	1
Total	100

Now a day videos are the way to express feeling and tell the thoughts of students and now Facebook add the feature of video sharing but to know the behavior of students on sharing videos researcher do this survey and find the result that highest majority that is fifty nine percent students are rare frequently share the videos and only one percent student are not active in video sharing he/she not share any video. Seventeen percent students are normal share the videos which they are interested. Fifteen percent students are frequently and eight percent students are highly frequently active in sharing videos.

Table-4
Do you using Facebook for photo uploading.

Variable	Percentage
Highly Frequently	18
Frequently	29
Normal	32
Rare Frequently	19
No	2
Total	100

Now a day uploading photo is become craze on youth, sometime they uploading photos for show there life to other and sometime for find their personal profile. Above table clearly shows the

interest of students in uploading photos thirty two percent students upload photo normally and twenty nine percent students upload photos frequently. Also eighteen percent students are highly frequently upload photos in Facebook means they are regularly upload the photos. Nineteen percent students are rare frequently upload photos and only two percent students are never upload photos in Facebook.

Table-5

Do you commenting on only personal information of friends.

Variable	Percentage
Highly frequently	7
Frequently	26
Normal	35
Rare Frequently	31
No	1
Total	100

Comment means open opinion given by friends who read your status. Commenting process is very familiar to everyone. People can easily give their opinion they easily comment there likes or dislikes. Table-38 present that thirty five percent of students normally comment on only personal information of friends and thirty one percent of students rare frequently comment on friends status and only 1 percent of students never comment on friends personal information. Twenty six percent students frequently comment on only friend status and seven percent students are highly frequently comment on friend's personal information.

Table-6

Do you comment on social and political issues?

Variable	Percentage
Highly frequently	9
Frequently	21
Normal	30
Rare Frequently	40
No	0

Total	100
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This is very interesting data that was come through table-6 that majority of the students' means forty percent of the students rare frequently comment on only social and political issue that means students are not very active and not have more interest in social and political issues. 30 percent of students normally comment on social and political issues. Twenty one percent of students frequently and nine percent of students highly frequently comment on only social and political issues. This table clearly shows the thinking level of students thinking level and knowledge on social and political issues.

Table- 7

Do you sharing views on current issues which are happening in the world?

Variable	Percentage
Highly Frequently	17
Frequently	27
Normal	29
Rare Frequently	27
Total	100

After coming of internet and social media students easily go throw the news and up to date with currents affairs, this table clearly shows students awareness about current issues and disseminating the information to other. Twenty nine percent of students normally sharing views on current issues. Twenty seven percent students frequently and seventeen percent students highly frequently share views on current issues. And another twenty seven percent students rare frequently share views on current issues which are happening in the world.

Table-8

Do you sharing views on own personal issues?

Variable	Percentage
Highly Frequently	8
Frequently	10

Normal	37
Rare Frequently	43
No	2
Total	100

Sharing personal feeling of own life is very important for everyone with friends and family. But after coming the Facebook and other social media students share their personal feeling on that and some time they find the result also of their problems. Table-40 said that forty three percent students rare frequently share views on only own personal issues. Thirty seven percent students normally share the views on personal issues. Ten percent students are frequently and eight percent students are highly frequently share views on own personal issues and only 2 percent students are never share the views on own personal issues.

Table-9

Are you using Facebook for connect or add new friends?

Variable	Percentage
Highly Frequently	20
Frequently	29
Normal	29
Rare Frequently	21
No	1
Total	100

In social media there is no boundary for connecting other person. Now a day in Facebook students have more friends than real life. These graphs clearly show that twenty nine percent of students normally using Facebook for add new friends. Another twenty nine percent students frequently and twenty percent students highly frequently using Facebook for connect or add new friends. Only twenty one percent students are rare frequently use Facebook for add new friends and only one student never add new friend on Facebook.

Table-10

Are you searching your old friends on Facebook?

Variable	Percentage
Highly Frequently	35
Frequently	29
Normal	25
Rare frequently	11
Total	100

Facebook gives the platform for every student to go to in past and reconnect with old friends because after completing school and colleges most of the friends are not in connection, through Facebook students search him/ her and make contact again. Table-41 give prove that highest majority of students that is thirty five percent students are highly frequently search old friend on Facebook. Go to another highest number that is twenty nine percent students are frequently search old friends. Twenty five percent students are normally search old friends and only eleven percent students are rare frequently search old friend on Facebook.

Table-10

Do you listen all audio which are uploaded on Facebook by your friend?

Variable	Percentage
Highly Frequently	6
Frequently	22
Normal	34
Rare Frequently	36
No	2
Total	100

Everyday Facebook add new feature on the website, uploading audio is the new feature added on Facebook. Students upload the audios of related there studied and fun moments. Table -42 is present that how much students are listening the audios which are uploaded by their friends and the result is that two percent students never listen the audio which are uploaded by friends and 36 percent students rare frequently listen the audios. 34 percent students normal listen the audios and 22 percent student are frequently listen the audios which are uploaded by friends and only 6 percent students are highly frequently listen the audios which are uploaded by their friends.

Table-11

Have you always shared the audio which are informative?

Variable	Percentage
Highly Frequently	12
Frequently	32
Normal	17
Rare Frequently	37
No	2
Total	100

Facebook and other social networking websites are the easiest way to get information and sharing informative audio is like a chain those are not have any idea about the issue they can easily get the information. Graph -20 show that thirty seven percent students are rare frequently share the informative audio but thirty two percent students are frequently and twelve percent students are highly frequently share the informative audios, this was the balance of sharing of informative audios. Seventeen percent students are normally share the informative audio and only two percent students are never share the informative audios.

Table-12

Are you sharing only funny audio and videos?

Variable	Percentage
Highly Frequently	3
Frequently	13
Normal	33
Rare Frequently	50
No	1
Total	100

For the entertainment comedy is the essential thing, funny audio and videos are the entertainment factor for students and they listening the audios and videos and also disseminate to their friends. But the result is quite different that 50 percent of student rare frequently share the funny audio and videos. Only three percent of student highly frequently and thirteen percent students

frequently share only funny audios and videos. Thirty three percent students normally share the funny audio and videos and only one percent student never share funny audio and videos.

Table-13

Do you using Facebook for get information or up to date with the news.

Variable	Percentage
Highly Frequently	38
Frequently	30
Normal	25
Rare Frequently	7
No	0
Total	100

To get information and news there are various shares such as newspaper, television and radios but these are traditional form of media. Now to get information students use social networking websites and graph-21 clearly show the students using pattern of Facebook for the purpose of get information and news. The highest number of the percentage that is thirty eight percent students are highly frequently use Facebook for get information or up to date with the news. Thirty percent student's frequently and twenty five percent students normally use Facebook for get information and news. Only seven percent students are rare frequently use Facebook for get information and up to date with news.

Table-14

Are you promoted your work on Facebook?

Variable	Percentage
Highly Frequently	6
Frequently	24
Normal	22
Rare Frequently	45
No	3
Total	100

In table-36 forty one percent students are agree that social networking websites are the platform for promoting you and your work but in table-44 only six percent students are highly frequently and twenty four percent student are frequently use Facebook for promoting their work. Twenty two percent students are normally promote their work on Facebook and the highest majority of the students that is forty five percent students are rare frequently promote their work on Facebook. Only three percent students are never promote their work on Facebook.

Table-15

Do you believe that Facebook page is good way to promote the talent?

Variable	Percentage
Highly Frequently	19
Frequently	27
Normal	34
Rare Frequently	19
No	1
Total	100

Students are making their own Facebook page or different profile to promote their talent and they only add those people who are related to their talent. Through make Facebook page of their talent they can easily connected with the reasonable organization and person. Table-45 shows that 34 percent students normally promote their talent to make Facebook page. 27 percent students are frequently promoting their talent to make Facebook page. 19 percent students are highly frequently and another 19 percent students are rare frequently make Facebook page to promote the talent. Only one percent student are not believe that make Facebook page is the good way to promote the talent.

Table-16

Do you involve in promoting different community or group on Facebook page making

Variable	Percentage
Highly frequently	6
Frequently	24

Normal	26
Rare Frequenting	43
No	1
Total	100

Table-46 presents the involvement of students in promoting different community or group on Facebook. 43 percent students are rare frequently promote different community or group. 26 percent students are normally promoting groups. 24 percent students are frequently and only 6 percent students are highly frequently involve in promoting different community and group on Facebook page making. Only one present student never involve in promoting community and group.

Table-17

Are you seeing the advertisement in Facebook?

Variable	Percentage
Highly frequently	30
Frequently	26
Normal	23
Rare Frequenting	21
No	0
Total	100

According to graph-22 thirty percent of students highly frequently and twenty six percent students are frequently see and visit advertisement, it means students are take interest in advertisement. Twenty three percent students are normally visited and see advertisement. Twenty one percent student are rare frequently see advertisement in Facebook.

Table-18

Do you visit the online shopping sites advertisement which is shown on Facebook?

Variable	Percentage
Highly Frequently	20
Frequently	30

Normal	24
Rare Frequently	25
No	1
Total	100

Online shopping is very popular after coming of internet and students those are live in colleges and university they generally use online websites for shopping. This craze is emerging because of the advertisement they are shown on social networking websites. Facebook gives the information about various shopping sites, some time students visiting the shopping sites for just check out the things. Table-47 gives the result that 30 percent students are frequently visits the online shopping sites which is shown on Facebook. 25 percent students are rare frequently visits the online shopping sites advertisement. 24 percent students are normally and 20 percent students are highly frequently visits the online shopping sites advertisement which are shown in Facebook page. Only one student never visit shopping site because he/she believe in shop for shopping.

Table-19

Do you read the beauty tips stories on Facebook.

Variable	Percentage
Highly Frequently	16
Frequently	23
Normal	29
Rare Frequently	31
No	1
Total	100

Facebook is not only give the news and information about world and friends and family it also gives the knowledge about lifestyle and horoscope. Facebook give the knowledge about smalls problem of life, sometimes it give the tips on family and relationship issues. Table- 48 is all about the tips which Facebook provides and how much students go throw this. 31 percent students rare frequently read the tips which provide by Facebook. 29 percent students are normally read the tips which they are interested. 23 percent students are frequently and 16

percent students are highly frequently read the beauty tips or hair fall tips stories on Facebook. Only one percent student never read this type of tips on Facebook.

Table-20

Are you visiting the fun applications on Facebook?

Variable	Percentage
Highly Frequently	13
Frequently	27
Normal	16
Rare Frequently	44
Total	100

Various kind of fun application was created on Facebook, and students are very interested in play those application. This kind of application predicts future or other thing related to their life which is just only a random calculation of the application. Table-49 present that 44 percent students are rare frequently visited the fun application on Facebook. Twenty seven percent students are frequently visited fun applications, 16 percent students are normally visited this kind of application and thirteen percent students are highly frequently visited the fun application on Facebook.

Table-21

Do you play online games on Facebook?

Variable	Percentage
Highly Frequently	12
Frequently	27
Normal	17
Rare Frequently	44
Total	100

Game is the only thing which everyone likes it no matter they are students or working people or old age people. Now online gaming are being craze in every one, students are connect with each other and play online games, they take it as a race who completed first. Table-50 is all about play online game on Facebook by students' forty four percent students are rare frequently play online

game and twenty seven percent students frequently play online game on Facebook. Seventeen percent students' normally and twelve percent students highly frequently play online games on Facebook.

Table-21
Do you use Facebook for video calling?

Variable	Percentage
Highly Frequently	13
Frequently	22
Normal	26
Rare Frequently	38
No	1
Total	100

Video calling is more interesting than phoning calling. In mobile one people can just listen the voice but in video calling they can listen the voice as well as they can see the face of their love one. Students are use video calling process or talk to their friends and some to give interview in video calling. Graph -24 present that thirty eight percent students are rare frequently use Facebook for video calling. Twenty six percent students are normally using video calling. Twenty two percent students are frequently and thirteen percent students are using Facebook high frequently for video calling. Only one percent student never uses Facebook for video calling.

5. Conclusion

This study reveals that most of the students use Facebook for chatting with their friends and relatives. But they don't use this social networking website for group chatting. Students don't use this website for video sharing also. They rarely share video on Facebook. But students frequently use this website for photo sharing. Students frequently upload photographs on Facebook. Students normally comment on their personal information but they don't comment on social and political issues. Students rarely comment on social and political issues. University students frequently share their views on current affaires but they don't comment on global current issues. University students don't share their personal issues on Facebook. They rarely share their

personal issues. Students use Facebook for making new friends. They frequently use this website to make new friends as well as searching old friends.

University students rarely share audio on Facebook. They also don't share funny videos on this social networking websites. Students use this website for getting news and information. They don't prefer Facebook to promote their work. They don't promote any community or group through Facebook page. But they think that Facebook is a good way to promote talent. Students frequently watching advertisement of Facebook and they also visit that website which available on Facebook through advertisements. Students normally search beauty tips on Facebook. Students don't use fun applications or pages on this social networking website. They also don't play online games through this websites.

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A STUDY ON THE INTERPERSONAL RELATIONSHIPS AND CONNECTION AMONG SOCIAL NETWORKING SITES AND NETIZENS

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Introduction: A human being is a social animal. From early times, it has been seen that man, wherever he goes, develops social connections. Networks may depend on various factors. In earlier centuries, the network was being developed in order to form communities wherever he lives. The network helped him to get socialized, helped each other whenever they had need, and thus social networking helped him to make life stable.

This social networking was at the time when there was no technology. With the passing of the time, social networking expanded from a specific region to different regions. This led to the formation of various caste communities across the region, city, state, country and the world. Each network had its features or characteristics. The formation of different communities leads to the creation of different networks. Networks together led to help each other, develop various rituals, and feel humanity as a whole. Things started to change drastically with the birth of the Computer and related internet technology. Electronic Mails commonly known as emails were one of the beginnings of the computer mediated communication.

Now social networking is also directly the result of the Computer and the related internet technology. With the passage of the time, development of Instant Messaging Service (IM) took place in the social networking technological world. This led to people be more addicted to the Internet related Social Networking. Within short time, SNS like Facebook attained tremendous popularity. As people felt an easy way to keep in touch with friends, schoolmates, colleagues, etc. through Facebook rather than meeting them specially and sacrificing lot of time and money.

1.1 Social Media at glance

Facebook is a social networking service and website launched in February 2004, operated and privately owned by Facebook Inc. Facebook was founded by Mark Zuckerberg with his college roommates and fellow students Eduardo Saverin, Dustin Moskovitz and Chris Hughes. Facebook has more than 500 million active users, of which 50% login to Facebook every day. Users spend over 700 billion minutes per month on Facebook, and are the most visited website in the world.

Among youngsters it is very popular because of its various amazing interactive features like chatting, commenting, sharing videos, sharing photos and video chatting. It is also being used by business groups as they find Facebook to be a very good platform to advertise them. Facebook has been very helpful in maintaining casual distance relationships. It has generated the concept of online relationships as it facilitates some kind of computer-mediated interpersonal communication.

Facebook is one example of a growing number of websites dedicated to social networking. There are several different social network categories available in Facebook offering users opportunities to connect with other users through neighborhood, professional, or school communities. Facebook encourages users to join the social network representative of their real-life situations, to encourage a higher level of participation among users with similar interests. The user then develops their individual profile page with their personal information they wish to share about themselves.

In order to protect the integrity of the community, users' profiles remain private to anyone outside of their network category. Facebook's privacy policy creates a protective feeling, which may attribute to the normative self-revealing content posted on user's profile pages. According to Walther, J. B. (1996), "When participants are led to believe that they are in a group relationship, each tends to hold salient a 'social self-categorization' rather than an 'individual self-categorization'" (p. 18). This shared identity attributes to the contextual depth by way of constructing social comparisons, rather than by relating to personal schemata alone (Tidwell, L.C., and Walther, J. B., 2002). The sense of group identity becomes even stronger when participants "share similar concerns, expertise, or maladies" (Walther, J.B., 1996, p. 18). Facebook users create group identities when seeking out new connections, whether it be a college freshman looking for a mentor on campus, or a retiree looking for golfing friends. The premise assumes that common interests among group members will equate to common

experiences. Walther J. B. (1996) accepts that "people are more satisfied in particular relationships and situations to the extent that their desired identity images are supported, validated, or elicited" (p. 28). Social networking sites, like Facebook, are changing the way individuals build communities by allowing them to share their activities, interests, experiences, and values with a larger population. These online interactions optimistically offer the chance to form networks that are more intentional than those built around location alone, or even those built on commonalities otherwise found within a restricted local community.

In summary, Facebook is a medium that offers users the choice of posting a self-determined level of personal identity cues in order to connect with others within the framework of a group built on commonalities and interrelationships. Its strengths lie in its ability to link people together. The success of Facebook also depends on those people sensing a common ground and relating to each other. As noted by Walther, J.B. (1996) "All encounters begin with stereotypical first impressions and (the) interaction – mediated or not – may lead to the development of rapport and affection" (p. 32). It is possible to build successful relationships within the Facebook medium. More people who enjoy a successful experience with Facebook, the more positively they will relate their experiences within their real world communities, and lead to an ever-wider base of users in their networks.

1.2 INTERPERSONAL COMMUNICATION

This type of communication is characterized by face to face communication between two individuals. This form of communication is the most dynamic, flexible and most interactional in nature. Though this maximum exchange of ideas and feelings takes place. Here the participants in addition to seeing and hearing each other, can also use other senses like touch and smell.

1.2.1 THE STAGES OF INTERPERSONAL COMMUNICATION (IPC)

The interpersonal communication passes from three stages such as a Phatic Stage, The Personal Stage and Intimate stage.

The phatic stage is a very 1st stage which began with a formal greeting like "Hi, "Hello" or Namaste accompanied by the gestures like meeting of eyes, smile, or even sometime with handshake. It's a warm-up phase and the question asked during this phase is formal in nature just to show interest and attention. This is the exploratory stage of communication and determines whether the conversation will take place further or not.

After completing this phase the conversation falls into the next stage i.e. the Personal Stage which adds personal element into the conversation. During this phase the participants takes the risk of exploring themselves and their feelings. Here we mostly talk about our profession, the family, health problems and the like. If any of the participants hesitates in sharing this information the conversation mostly takes place at this stage only.

The last and the highest stage of the interpersonal conversation is the intimate stage. This stage is mostly for our relatives, friends and loved ones with whom we share a very close relationship based on love, respect and understanding.

At this level of interpersonal communication the participants are free to open their heart completely without taking into account any social barriers. According to “Robert Shuter , in this period, communication caters reveal their level of innermost thoughts and feelings.”

Self-Disclosure is one of the most important determining factors of interpersonal communication which determines the lifeline of the conversation. Greater is the rate of willingness of self disclosure, greater the lifeline of the interpersonal conversation. Here both the participants need to have same level of interest, understanding and self-disclosure. If any of the participants fails to match these levels then a linkage is created in the process of conversation which can slow down the conversation rate and sometime it can even divert it towards the end of the conversation.

1.2.2 INTERPERSONAL COMMUNICATION DEFINED

Verderber & Verderber (1980) define interpersonal communication as “the transaction process of creating meaning.” A transactional process is a process in which those communicating are mutually responsible for what occurs.”

De Vito (1992) gives a relational definition of interpersonal communication as follows:

“Interpersonal communication is defined as communication that takes place between two persons who have a clearly established relationship the people are in some way “connected.”

According to Brooks & Heath (1993), “Interpersonal communication refers to persons engaged directly in overt and covert transmission and reception of message. It is dyadic communication i.e. involving two persons.”

Hartley (1999) defines interpersonal communication as “face to face communication from one individual to another. Both form and content of the communication reflect the personal characteristics of the individuals as well as their social roles and relationships.”

According to Wood (1999) “Interpersonal communication is a selective, systematic, unique and ongoing process of interaction between individuals who reflect and build personal knowledge of one another and create shared meaning.”

Winston (1973) summarizes unique features of interpersonal process. According to him, interpersonal communication:

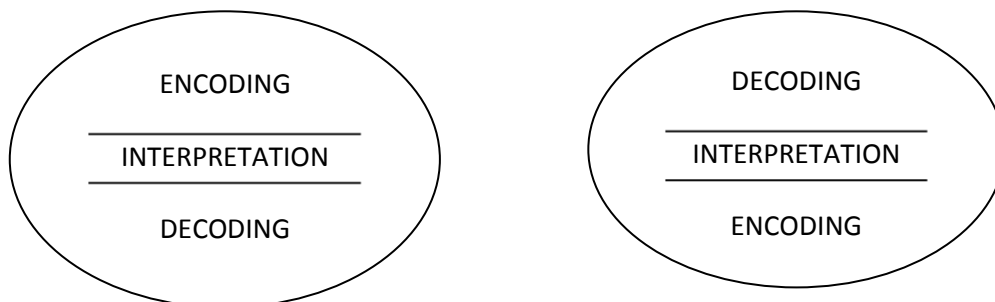
- Involves at least two people
- Involves feedback
- Need not be intentional
- Produces some effect
- Need not involve words
- Is affected by context, and
- Is affected by noise

1.2.3 PROCESS OF INTERPERSONAL COMMUNICATION

To understand the process of communication, Osgood and Convergence model are best suited.

Osgood Model

Osgood (1996) describes Communication as a dynamic process in which each participant encodes, decodes and interprets the message as shown in the following figure:



In order to initiate the process of communication, the communicator puts his idea or thought into a format that he thinks will convey the message to the receiver of the message. This is called encoding. The encoded message sent by one of the participants when received by the other is broken down into bits of information into the receiver’s own format. This is called decoding.

The decoded message is analyzed and processed. Both decoding and interpretation are the process when not only the receiver gives a meaning to the message but he assesses and evaluates it also.

After having decoded and interpreted the message, there are a number of responses that arises in the mind of the receiver. The receiver then may or may not decide to respond. If he decides to respond then first he decides the nature of response and then encodes that response in a format that he thinks is suitable. Now he is taking the role of a source. The encoded message is passed on and the process goes on. The encoding, interpretation and decoding depend on four factors: communication skills, attitudes, knowledge and social-cultural system.

Thus Osgood's model suggests that communication is a dynamic process in which there is an interactive relationship between the source and the receiver where a person may be a source one moment, a receiver the next and again a source the following moment. This is particularly true in interpersonal communication.

LITERATURE REVIEW

Within this literature review, the relevant studies and researches based on Interpersonal Communication, Facebook and theory of self-disclosure which has been conducted so far has been explored.

Research and Studies on Interpersonal communication

These studies mainly concern the role of interpersonal communication in different relational contexts as is evident in the following studies:

1. Roessler, P. (1999) 'The individual agenda-designing process: how interpersonal communication, egocentric networks, and mass media shape the perception issues by individuals' in *Communication Result* 26(6), pp.666-700.

This study combines the following three sets: a) a representative survey among 900 German citizens; b) a snowball survey among the interaction partners of these interviewees; and c) a content analysis of newspaper, television and radio coverage. The measurement of the independent variable was improved by an individual matching procedure of content analysis data and the media use patterns of each respondent.

2. Rubin, Alan M. and Rubin, Rebecca B. (2001) 'Interface of Personal and Mediated Communication: Fifteen years later' in E.M. Peres, (ed.) Electronic Journal of Communication 11 (1). (<http://www.cios.org/www/ejc/V11N1>).

In this article Alan and Rebecca argue that the false separation of mass interpersonal communication has gone on too long. They suggested a research agenda, based on the assumption that communication is goal-directed and influenced by social and personal needs and constraints. Using the media uses and gratifications perspective as a guide, Alan and Becky set forth a research agenda that would link theories and concerns of both mass and interpersonal communication.

3. Albada, Kelly F. and Godbold, Linda C. (2001), 'Media-derived Personal Idioms: The talk of a new generation', in E.M.Perse, (ed.) Electronic Journal of Communication 11 (1) (<http://www.ciod.org/www/ejc/V11N1>).

Albada and Godbold's article presents an especially creative linkage of mass and interpersonal communication. Their focus is the use of personal idioms in family, friend and romantic relationships. These private codes represent "mini-cultures" that signal closeness and shared meanings. Albada and Godbold recognize that media products are often the basis of these personal idioms.

4. Caplan, Scott E. (2001) 'Challenging the mass-interpersonal communication dichotomy: are we witnessing the emergence of an entirely new communication system?' in E.M. Perse, (ed.) Electronic Journal of Communication 11 (1) (<http://www.ciod.org/www/ejc/V11N1>).

In this article Scott Caplan moves concerns about mass and interpersonal communication to the new media context, especially to the internet. He argues that the internet has the potential to shake-up our field because it offers content that cannot be nearly categorized as either mass or interpersonal.

5. Eyck, T. (2000) 'Interpersonal and Mass Communication: Matters of trust and control' in Crisp 14 (5), pp.206-224.

PURPOSE OF STUDY AND RESEARCH METHODOLOGY

3.1 PURPOSE OF STUDY

Interpersonal communication as being the most important and most widely used form of communication among the people is a matter of study for the communication scholars. It has made great contribution in shaping the communicational relationship among the people.

Before the invent of communication technology the IPC used to take place through face to face conversation. Even now it takes place in the same form. But with the coming up of advanced technology a different kind of IPC has started operating. It takes place through a telephonic conversation and instant messaging facilities of some of the internet propagated networks. Facebook, which is a popular social networking site, is one of them. It facilitate some kind of IPC through its special features like comments, chatting, video chatting etc. the present study is an attempt to explain the form of IPC taking place over facebook in relation to IPC theory of Self-Disclosure and understanding.

3.1.1 AIM

The main aim of the present study is to explore the nature of IPC on Facebook.

3.1.2 RESEARCH OBJECTIVES

Broader objective

To study the process of interpersonal communication through Facebook.

Specific objectives

To find out the demographic profile of Facebook users.

To examine the media habits of the facebook user. For instance, types of activities they perform on facebook and average time they spend on facebook.

To evaluate the interpersonal communicational behavior of facebook user.

To know the authenticity of information shared through chatting.

To study the kind of relationship being shared through facebook among its user.

To find out the extent to which self-disclosure facilitates IPC on Facebook.

To examine the dependent variables of self-disclosure.

3.2 RESEARCH METHODOLOGY

In the present study, “interpersonal communication on facebook” the main aim is to explore the nature of IPC on facebook along with the application of the interpersonal communication theory of self-disclosure and understanding on the facebook interaction.

3.2.1 RESEARCH METHOD

3.2.2 SAMPAL SIZE

A sample size of 100 individual was selected.

3.2.3 SAMPALING PROCEDUR: Samples were selected through random sampling procedure by using lottery method. For this the name of each and every individuals of the

researcher's facebook account friend lists were written on the plan slip of the paper of equal size. Then each slip was folded and kept in a global container. One by one 100 slips were drawn from the container constituting 100 samples. Before drawing the slip from the container each time the slips in the container were thoroughly shuffled.

3.2.4 DATA COLLECTION TOOL

For the collection of data questionnaire was designed constituting 42 questions in Microsoft word, which was then sent to the Google docs for its html coding. The questionnaire comprises mainly the close ended questions with 2 or 3 open ended questions. The 1st 6 questions were based on the demographic.

3.2.5 TIME FRAME OF DATA COLLECTION

The data collection was done for 2 week from 1st April to 14th April 2016. Questionnaires were sent to the respondents on 1st of April 2016 and were asked to respond before 14th of April 2016.

3.2.6 DATA COLLECTION PROCEDURE

For this the questionnaire were sent to all the selected samples through e-mail to their e-mail Id from the researcher's Gmail account. The Id of all the samples was collected from their facebook info profile. The responded were asked to sent back the completely filled questionnaire to the same e-mail Id of the researcher within the specific period of time i.e. 1st April to 14th April 2016.

Conclusion

When the researcher get back the questionnaire analysis procedure starts. Around 60 per cent users believe that they are highly active on Facebook. Rest of them says that they have just an account on Facebook and rarely used. Some users come in the category of highly active on social media or even they called themselves an addicted to social media. Among some of them says that they make an account on social media just for formality. Some believes that when they didn't check their notifications they couldn't did their any work while some of them says that they update their status and display picture frequently, they update their status, even they reply on notifications as soon as possible.

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ओजस्वी विचारों के राष्ट्रीय कवि 'दिनकर'

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महाकवि रामधारी सिंह 'दिनकर' आधुनिक हिंदी कविता के सर्वश्रेष्ठ कवियों में से एक हैं। दिनकर हिंदी की राष्ट्रीय धारा के सशक्त कवि हैं, उनकी कविता में तरुण हृदय के सप्त तारों को झंकृत कर देने की विलक्षण शक्ति है। दिनकर जी छायावादोत्तर कवियों में अग्र गण्य थे और उनका काव्य-सरोकार मूलतः राष्ट्रीय भाव धारा से अनुप्राणित है।

जीवन परिचय: जन्म और बाल्यकाल: राष्ट्र कवि रामधारी सिंह 'दिनकर' का जन्म बिहार प्रान्त में सिमरिया नामक गाँव में 1908 ई. में हुआ था। इनके पिता रविसिंह और माता मनरूपदेवी। रविसिंह एक साधारण कृषक थे। दिनकर एक वर्ष के थे तभी पिता का स्वर्गवास हो गया। आर्थिक विषमताओं के बीच उनका बाल्यकाल बीत गया।

शिक्षा: दिनकर की प्राथमिक शिक्षा गाँव में हुई। 1928 में मेट्रिक के बाद दिनकर ने पाट्ना विश्वविद्यालय से 1932 में बी.ए.आनर्स किया।

पद: बी.ए.आनर्स करने के बाद वे एक स्कूल में प्रधानाध्यापक के पद पर नियुक्त हुए। 1934 से 1947 तक बिहार सरकार की सेवा में सब रजिस्टर और प्रचार विभाग के पदों पर कार्य उप निर्देशक किया। 1947 में देश स्वाधीनता हुआ। वह बिहार विश्वविद्यालय में हिंदी के प्राध्यापक व विभागाध्यक्ष के पद पर नियुक्त होकर मुजफरपुर पहुँचे। 1952 में जब भारत की प्रथम संसद का निर्माण हुआ, तो उन्हें राज्य सभा का सदस्य के रूप में बिहार से चुना गया और वह दिल्ली आगये। दिनकर 12 वर्ष तक संसद का सदस्य रहे, बाद में सन् 1964 से 1965 ई. तक भगलपुर विश्वविद्यालय के कुलपति पद को संभाला, परंतु उसे भी छोड़ दिया और 1965 से 1971 तक भारत सरकार के हिंदी सलाहकार बने और इसी बीच में वे हिंदी के कार्य को आगे धीरे-धीरे बढ़ाते रहे।

दिनकर के काव्य में तीन काव्य-संग्रह प्रमुख हैं- रेणुका (1935 ई.), हुंकार (1938 ई.), और रसवंती (1939 ई.) उनकी आरंभिक आत्म मंथन के युग की रचनाएँ हैं।

रेणुका- में अतीत के गौरव के प्रति कवि का सहज आदर और आकर्षण परिलक्षित होता है। पर साथ ही वर्तमान परिवेश की नीरसता से त्रस्त मन की वेदना का परिचय भी मिलता है।

हुंकार- में कवि अतीत के गौरव-गान की अपेक्षा वर्तमान दैत्य के प्रति आक्रोश प्रदर्शन की ओर अधिक उन्मुख जान पड़ता है।

रसवंती- में कवि की सौंदर्यान्वेषी वृत्ति काव्यमयी हो जाती है पर यह अंधेरे में ध्येय सौंदर्य का अन्वेषण नहीं, उजाले में ज्ञेय सौंदर्य का आराधना है।

सामधेनी- (1947 ई.) में दिनकर की सामाजिक चेतना स्वदेश और परिचित परिवेश की परिधि से बढ़कर विश्व वेदना का अनुभव करती जान पड़ती है। कवि के स्वर का ओज नये वेग से शिखर तक पहुँच जाता है।

काव्य-रचना: इन मुक्तक काव्य संग्रहों के अतिरिक्त दिनकर ने अनेक प्रबंध काव्यों की रचना भी की है, जिन्में 'कुरुक्षेत्र' (1946 ई.), 'रश्मिरथी' (1952 ई.), तथा 'उर्वशी' (1961 ई.) प्रमुख हैं। हिंदी जगत में उन्हें इन काव्य से विशेष सम्मान मिला है।

यात्रा साहित्य- उन्होंने रूस, पोलैंड, जर्मन, मिस्र, चीन और मॉरीशस की यात्रा की, जिसका विवरण 'मेरी यात्रा' के रूप में लिखा। उत्तर और दक्षिण की एकता के बारे में उन्होंने 'भारतीय एकता' नामक पुस्तक लिखी।

संस्मरण- नेहरू संस्मरण में 'लोकदेव नेहरू' नाम से और 'राष्ट्र भाषा आंदोलन और गाँधीजी' के नाम से उन्होंने और एक पुस्तक लिखी।

निबंध- उनके कुछ निबंध 'शुद्ध कविता की खोज', साहित्य मुखी', 'संस्मरण और श्रद्धांजलियाँ', 'रेती के फूल' नाम से प्रकाशित हुए।

सम्मान, पुरस्कार एवं उपाधियाँ- दिनकर को उनकी रचना 'कुरुक्षेत्र' के लिए काशी नगरी प्रचारिणी सभा, उत्तर प्रदेश सरकार और भारत सरकार सम्मान मिला। 'संस्कृति के चार अध्याय' के लिए 1959 में साहित्य अकादमी का साहित्य पुरस्कार से सम्मानित किया गया। 1959 में 'पद्मभूषण' का अलंकार दिया गया। सन् 1972 में 'उर्वशी' काव्य के लिए उन्हें 'ज्ञानपीठ' पुरस्कार से सम्मानित किया गया। 1952 में वे राज्यसभा के लिए चुने गये और लगातार तीन बार राज्यसभा के सदस्य रहे।

निधन- 24 अप्रैल 1974 दिनकर की मृत्यु हुई। इससे हिंदी काव्य का ही नहीं, हिंदी जगत का एक अत्यंत ज्वलंत शिखर गिर गया।

दिनकर ओजस्वी विचारों के राष्ट्रीय कवि थे। राष्ट्र-प्रेम उनकी रचनाओं में सब जगह झलकता है। उन पर साम्यवादी विचारधारा का भी प्रभाव है। उन्होंने दलित-शोषित, किसान-मजदूरों की बेबसी पर आवाज उठाई है। दिनकर जी कर्म में विश्वास रखते थे, भाग्य उनके लिए कुछ नहीं था।

“नर समाज का भाग्य एक है, वह श्रम, वह भुजबल है,
जिसके आगे झुकी हुई पृथ्वी, विनीत नभतल है”।

आधुनिक हिंदी काव्य साहित्य में एक सशक्त कवि के रूप में दिनकर जी स्थान अक्षुण्ण हैं।
पर आधुनिक हिंदी साहित्य में एक महान विचारक के रूप में भी दिनकर स्थान अत्यंत
महत्वपूर्ण हैं।

संदर्भ:

1. राष्ट्रीय कवि दिनकर और उनकी काव्य कला – (भूमिका)- डॉ. शेखर चंद्र जैन
2. विकिपीडिया
3. दिनकर व्यक्तित्व एवं कृतित्व – संपादक – जगदीश्वर प्रसाद चतुर्वेदी (भूमिका)

**Development by Development of Digital Chetana for Satisfactory, Collective Existence:
An Analytical Study on the Trend of New Media Practice**

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Abstract: *In the wake of given topic, our central focus is on the concept of 'developmental discourse'. How developmental discourses have impacted society, and how the evolution of various discourse has resulted in various dominant paradigm for development in societies. What we are concerned with, is identifying the currents trends that may yield new Developmental Discourse for the future society. When we talk about future society, more or less what we all have in mind is the Computer Mediated Communication Society that has paved way for the fast evolving Networked Society, a concept long given by various scientists almost simultaneously over a period of time. In our research, we have tried to put forward the idea that whether we are aware or not the process of construction and destruction is going on continuously, what we need to do is to observe and understand the flow of that ongoing process and to be the part of that constructive phenomena. Now coming to the very concept of development, in future, Development Communication will be a Process, Art, or Activity in which advanced communication practice will enable people to get satisfactory development. Here development means fulfilment of all needs and solution of all the challenges with satisfactory collective existence. To understand the trends, data has been collected from a diverse group of new media users. After analysis, a profound shift in the popular trend has been observed. This article discusses this identified trend of news media practice. After tracing and critically analyzing this*

trend among new media users a possible development communication discourse can come to the fore. It gives us a new perception or dimension of development communication. Here we are also going to discuss how this perception of development communication works with all other pre-existing communication theories.

Keyword: Satisfactory Collective Existence, Computer Mediated Communication Society, Development Communication, Interactive new media

Introduction: Development of a society has always been seen a target to be achieved or goal to be like something else, with transformation in social structure or achievement of a Status, is it economic or social, political, and cultural for that matter. In order to achieve those targets and reach the goal, communication by nature is central to all the activities. Therefore with obvious considerations, the focus has been to use those communication practices carefully and tactfully, following one process or another. All such activities over a period of time have yielded various paths leading different directions with different notions in mind, today is known as various paradigms dominant over the specific time period.

Since the early fifties, when the Dominant paradigm was identified as “Modernisation”, the idea of Development Communication was to augment in the process of bringing some practices in society to make it modern and hence developed. An agenda based communication system was developed that spread western ideas to the world. Later on around the 1970s with the dominance of “Dependency” paradigm, “The proponents of the dependency theory vigorously supported rethinking the communication agenda along the lines of a more balanced flow of communication at the international level.” (Sylvester, Ebibagha. 2016) What is to be observed here is that throughout the period the idea for development communication was to act in certain ways. The earlier approach was the classic media-a player in the hands of state for specific purposes for development.

The latter approach was “free flow of information” based on New World Information and Communication Order. “Despite significant differences between modernization and dependency theories, their communication model was basically the same: a one-way communication flow, with the main difference between the two theories being who was controlling and sending the

message and for what purpose”. (Baba.2015). Even further with coming of the “Alternative Development” Paradigm of the 1990s, development is seen as a product of collaboration and participation of all stakeholders and communication is seen as an essential tool for participation. “The concept holds that true development is endogenous, taking into account user felt needs and getting them involved in the process to proffer solution.

It utilizes the participatory models of communication, which are characterized by a two-way communication process.” (Sylvester, Ebibagha. 2016) “National media has its own limitation of time and space. They have to focus on the entire nation. They are busy with national politics, crime, conflicts, cinema, sports, overall national policy and international affairs. They have less scope to cover a Panchayat meeting, local “Tabala” talent or village football tournament. They don’t have space or time to discuss the problems of a particular community.”(Nayak, 2007, P37) A good example can be taken as a community media for development. All this could not be claimed as a huge success over a period of time. The reason may be the limited access to media as a tool in several hands only.

With new media, this barrier has been broken for good.

Conceptualization:

Digital Chetana: Here interactive new media play vital role to unite all the available communication technology and human intellectual act a universal consciousness (*Chetana*). “Chetana means the potential of life, that which produces mobility, activity, thinking, intelligence, and the flow...” (Kasture, 1991.P 7) “New media can be defined as media that are interactive and integrate computers with multimedia; they seem to greet us wherever we turn.” (Stafford, & Faber, 2015)

In our indigenous context, which has long before described the idea of “*Vasudhaiiv Kutumbakam*” what can further be conceptualized out of this computer mediated communication process in the future networked society is that somewhere it will represent, what can be termed as: “*Structure of Visvwa Sanchar Rupam*. The complete symbiotic super structure developed by uniting all the communication hardware and software available in the world.

Communication satellite, radio and television network, mobile phone, audio video recorder, printing technology, computer, and the human brain can be considered as hardware of this super

structure. All the organizations, research institute and storing devise are also included in the hardware of the universal communication system. In the other hand communication software, human intelligence can be called as the software for the universal communication model.” (Nayak, 2013, P7)

The discourse of Development Communication: In future, development communication is a process, art or activity in which advanced communication practices will enable people to get satisfactory development. Here development means fulfilment of all needs and solution of all challenges with satisfactory collective existence.

With the advancement of communication technology development communication discourse will be about the natural participation of individual and collective development. Here people have enough or surplus information, energy to work for any challenges. People are ready to work freely and naturally in any personal or others’ collective need. In this context, things like an advertisement for development will be limited to informative. Terms like a persuasive advertisement, promotion and campaigning will become illogical in future communication practices.

Here intergovernmental origination like UNESCO will not spend money for the awareness campaigns for development. Advertisements will provide only necessary information to the masses. Here only extra efforts will be necessary for creating awareness or to educate people for development. Naturally, people will get informed. The necessary information will flow naturally to the desired direction. Therefore world organizations will work for communication infrastructure, research on communication medium and practices.

What people and government should do for these types of future communication practices is, that everybody should develop an understanding of universal collective communication system and they should apply it for universal benefit. The old ways of individual benefit with the old patent system is being fast replaced with new no patent systems. Practices such as Copy left movement/ No copy right, no scope for controlled information are already on board.

For example-Creative common licensing being ubiquitous these days on the internet. Before discussing the discourse further, it is necessary to understand the present trend of communication practices in the society. Hence a study was designed with the following objectives.

Objective of the study

- Understand the trend of new media practice within its user.
- To understand whether they are consciously working for self-interest and collective interest in new media platform.
- To understand how unconsciously they also serve self-interest and collective interest in interactive new media.
- To figure out the possible conscious development communication practice with the interactive new media.

Hypothesis:

- A collective consciousness takes its shape within the news media user with increase in the digital interconnectivity.
- Unconsciously people start working like an active unit of universal digital *Chetana*.

Methodology

The aim of this research basically was to identify the interactive new media usage patterns of its user and to predict its possible applications in the field of development communication.

Keeping in view the objectives of the study a well-structured questionnaire was designed and with the help of Google Docs Forms, Questionnaire was distributed among the new media user.

The population in this study is all the new media users, which is clearly an immeasurable population. Therefore with respondent-driven sampling technique questionnaire circulated among new media users through email and different social and cross media platform (Whatsapp). Also requested to fill it and forward it to other new media users. Finally, 105 respondents responded with the filled in the questionnaire. After verification out of 105, only 87 survey results were evaluated. On the evaluation process, results were tabulated and analyzed descriptive statistics, frequencies and percentages, and cross tabulation with Google Sheets and Microsoft Excel 5.0 Spreadsheet software.

Data Analysis and Interpretation

All the respondents surveyed indicated that practice of Internet use was not a very old practice. Most of the respondents started using new media tool like the internet within 10 years. Among the respondent, only a few started to use the internet as early as five years ago. Most of them

started using the internet after 2010, as the graph shows. Though most of the users started using the internet after 2011. Most of them are not using the internet frequently. In the last 4 year (2014-17) the number of heavy internet user increased dramatically. For this one can predict if this trend will continue the within few decade most of the world population could be connected to the internet. Therefore it is important to understand its trend and possibility. Today also people are not only using new media they are also using traditional media like television, radio, print etc. Respective of all these mass media they are also spending time with their family and friends. In the next graph, let's analyze how the new media user distributes their time for different media, family and friends.

Trend of new media use

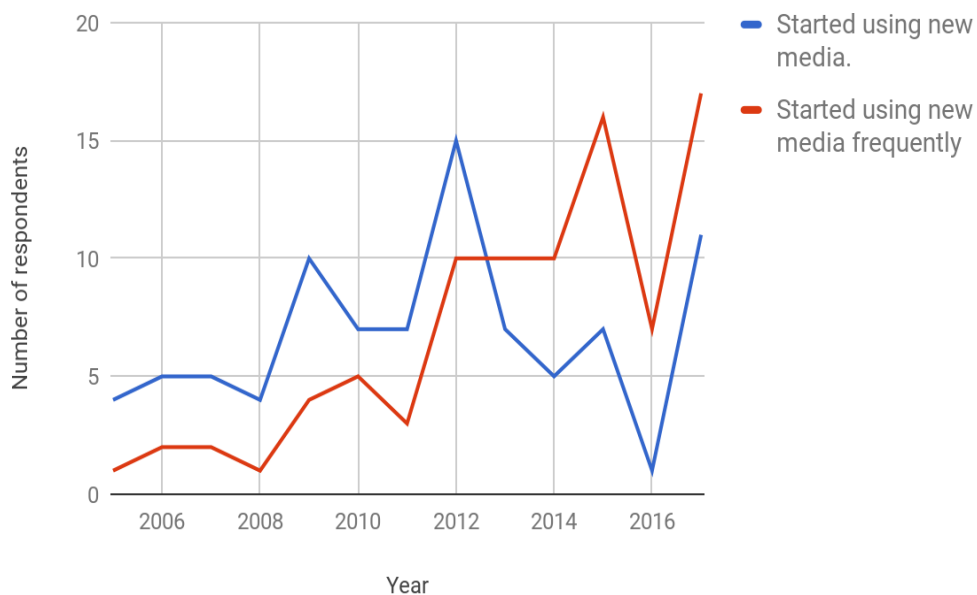


Fig: 1

Time spent in different media: People spend their time as per their needs and interests. The trend, so spending is also an expression of the trend of the society. Figure no 2. Shows how people give time to the internet, Interactive new media, television radio, news paper. Along with this, the graph also shows how the new media user spends time with family and friends.

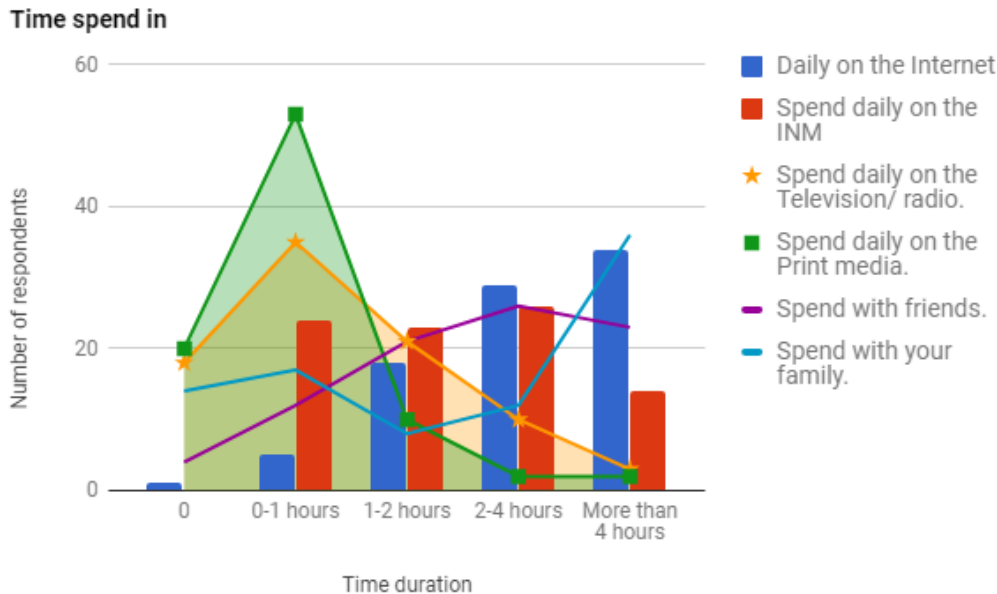


Fig 2

In the collected data shown most of the respondents are using internet and interactive new media more than two hours. Along with new media, new media users are also giving more than two to four hour to their family and friends. But the fact is that the graph of traditional mass media, like television and radio and newspaper, declining. Most of the respondents confessed that they are not using this medium or hardly giving zero to one hour. Here we can say these traditional mass media also try to get a space within these interactive new media. Now newspaper organization, television channel and radio channel disseminate their content in new media platforms like face book, you tube and other social media. Even though big media houses are placing their content in new media platform they are also facing strong competition from the individual content developer. The best example is individual YouTube channels and V-loggers. They are now becoming micro celebrity. Their content is also given information education and entertainment with the high professional standards. To judge how these new media help to fulfil the needs of its user lets analyze the next graph.

Interactive new media helps: One of our research objectives is to understand whether new media user consciously working for self-interest and collective interest. With the help of a

questionnaire, respondents are responding on how new media help them to understand themselves, their needs and challenges. As the graph shows out of 87 respondent 46(57.5%) are some time and 24(30%) respondent are most of the time able to identify own needs and the problem with the help of interactive new media.

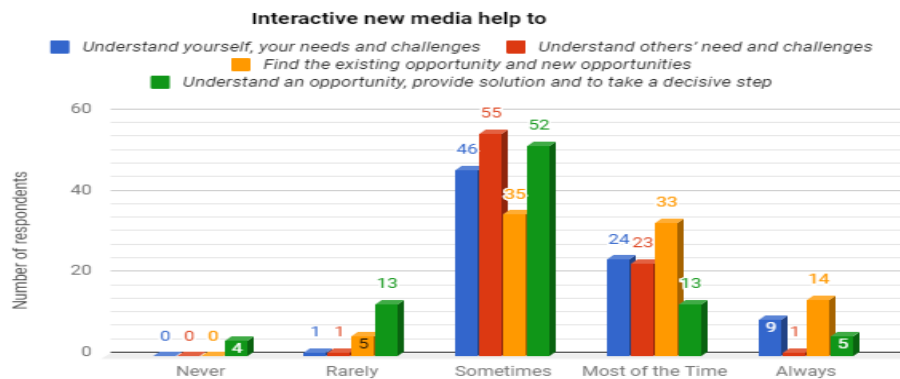


Fig: 3

One of our research objectives is to understand whether new media user consciously working for self-interest and collective interest. With the help of a questionnaire, respondents are responding on how new media help them to understand themselves, their needs and challenges. As the graph shows out of 87 respondent 46(57.5%) are some time and 24(30%) respondent are most of the time able to identify own needs and the problem with the help of interactive new media.

Similarly, Fig 3 shows that out of 87 respondents 55(68.8%) sometimes and 23 (28.8%) respondent most of the time experienced that interactive new media help them to understand others' need and challenges.

Another objective was how new media helps to understand and find the solution to the individual and collective challenge. The graph shows for 35(40.2%) new media users some time and for 33(37.9%) most of the time interactive new media help them to find the existing opportunity (like job and education etc.) and new opportunities. People may know about any opportunity but to take any decision to grab a proper opportunity they must have a clear understanding of it. When we asked the respondents, “Do interactive new media help you understand an opportunity, provide a solution to the problem and to take a decisive step? Out of 87 new media user,

52(59.8%) of them admitted that they are getting help from new media to understand about opportunities.

This graph shows that to notice a problem, to know and understand an opportunity and to take a decision, people already started using new media. One can't say whether they are conscious or not but it is clear that they are using interactive new media to serve both self-interest and collective interest. This graph talks about how new media user takes benefit from new media now let's analyze how people contribute to the new media platform as per others needs.

People help other by interactive new media: This graph shows among the respondent 47 (54%) Sometimes and 14.9% most of the time and 10.3% always suggest other people about their needs and challenges. They suggest other about their needs and unable to inform them the proper opportunity. 56 % respondent admit that they rarely able to suggest other any opportunity. But 18.4 % new media user says they always inform other about a possible solution and new opportunity. Similarly 49.4% new user sometimes and 28.7% most of the time are trying to explain and educate other about the opportunity. By observing this graph one can say people are using new media to help other and the society. One of the interesting facts is that they mostly do it without any return or limited personal expectation, which widens the door of the possibility of future development communication.

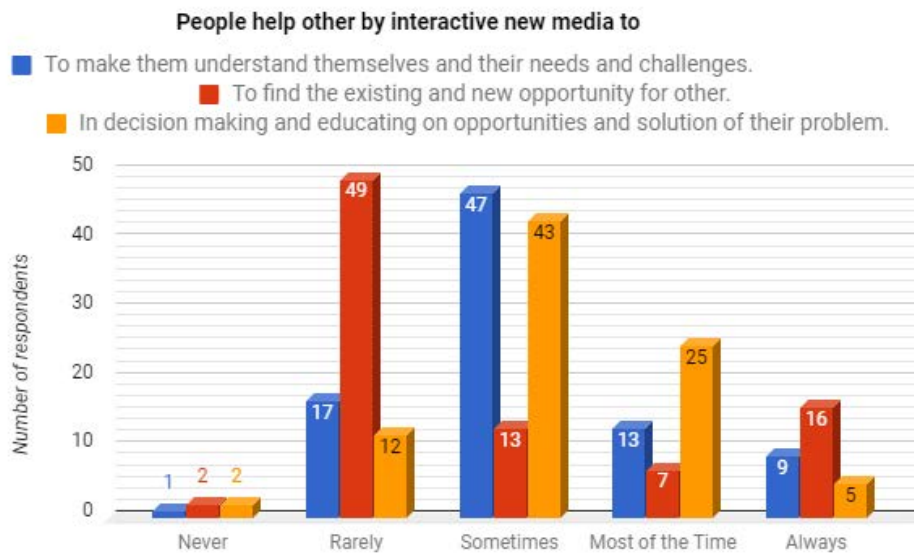


Fig 4

Spark of digital consciousness: After analysing we found how new media user fulfils their personal and social need and how they contribute to new media, to help other and educate the society. But where is the digital *Chetana*, how collectively people detect, understand and find out a solution. How conscious or unconsciously we work to together for all personal and collective problem. If needed how all the new media users of the world work together to resolve global issues like global warming, war, HIV or terrorism. How without your notice how one helps many new media users to find a new job opportunity, new idea and solution of unsolved math. To tresses, the spark of this digital consciousness, respondents are asked to fill to the question on their observation on sharing of both personal and global problem on new media. In the next graph, one can observe the fact on sharing of challenges and sharing of the solution.

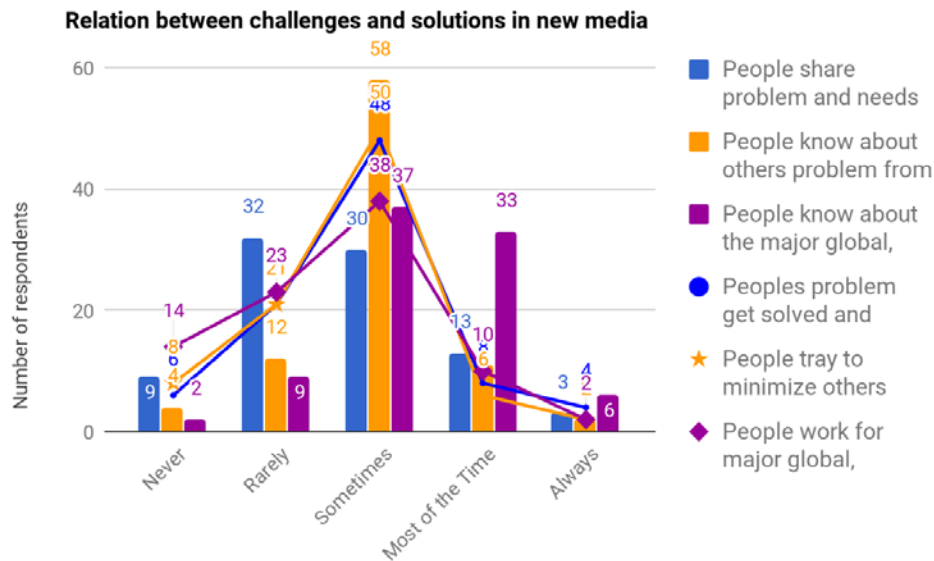


Fig 5

This graph shows most of the new media users sometimes share their need and they find a solution also. They know about others problem and they help them and also know about global and national challenges from new media and they also somehow work for global changes. This shows that consciously or unconsciously people started working like an active unit of universal digital *Chetana*. As the data show this did not happen always with everyone. Most of the

frequent users have experience of digital *Chetana*. It means they collectively contribute in the process of identifying both individual and universal problem and needs, design and informing the solution and opportunity, and executing its solving.

Findings:

We got to understand the trend of new media practice within its user.

- Technology driven environment lend us the opportunity to work in tandem with the global users whether we are uploading or downloading any content.
- An understanding was generated whether new media users are consciously working for self-interest and collective interest in new media platform.
- We were able to figure out the possible conscious development communication practice with the interactive new media.
- Hence it can be said that a collective conscience is taking shape universally. Knowingly or unknowingly when we agree to the terms of open source platform and use it we are augmenting that new virtual reality.

Recommendations/ Suggestions

After critically analyzing the collected data and identifying the spark of universal digital *Chetana* (consciousness). It is essential for every new media user to understand and be conscious about the game of the universal *Chetana* and play as a champion of communication. That will help individually and globally to fulfil all our need, explore all possible potential with harmony and complete satisfaction. And development will not become a struggle, suppuration; an effort to archive it will become natural phenomena.

Further studies of the algorithm of data sharing sites would be helpful in making better understanding.

Criticism

The study has been done within a limited time period leaving some important online trends. With the qualitative nature of data collection tool of survey method, the restriction of the questionnaire could have been overcome by using schedules. Lack of technical aspects has also left the study incomplete in its holistic sense.

Conclusion

Now in the current era, the internet based communication practices are the reality. Today the computer based communication practices have empowered the generation. The media is no longer a tool in the hands of few. What is more significant for development communication scenario is that it's potential has been immensely empowered with media's reach to a next level, -the data pack powered smart phone carrying generation. With this much of proliferation of New Media technologies, the role of communication for development or the practice of development communication is to spread awareness of conscious utilisation rather than to be regulated with various kinds of regulatory approaches. People today are more aware and the magic multipliers itself has been magically multiplied in the hands of people. This propagated the need for the observation of developing scenario, in our case which is the discourse of development communication.

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