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Dr. R.K. Tandon

Study on the Preference of Working Group Between Newspaper and E-Newspaper

TANISHA KAPOOR

Introduction
News

Print media is the printed version of telling the news, primarily through newspapers and magazines. Before the invention and widespread use of printing presses, printed materials had to be written by hand. It was a painstaking process that made mass distribution impossible. it was handwritten and posted in a public area much like today's posters or read from a scroll by a town crier. As early as 131 B.C., the ancient Roman government produced daily news sheets and informed the public in this way. Through the years, print media evolved to include entertainment, educational topics and more, instead of only conveying news.

Online news

An electronic newspaper is a self-contained, reusable, and refreshable version of a traditional newspaper that acquires and holds information electronically. (The electronic newspaper should not be confused with newspapers that offer an online version at a Web site.) The near-future technology - researchers expect to have the product available as soon as 2003 - will use e-paper (electronic paper) as the major component. Information to be displayed will be downloaded through a wireless Internet connection.

Newspaper vs. E-Newspaper

The digital age has taken the world by storm in these past years, changing with it the way business is conducted, as well as how the consumer is engaged. Statistics are definitely a strong indicator that mobile devices and apps are the go-to for many business owners, who now have the opportunity to manage their operations while on the road. However, as many advantages these digital marketing strategies may have, there are just as many brought on by the use of traditional marketing strategies, that tend to usually get overlooked. Below are four ways that will prove how powerful and efficient print still is in building and extending a company's customer base:

People Like Engaging with Print Materials
Although the numbers seem to point to a multitude of benefits when it comes to digital marketing, print media is still very ingrained in the consumers' collective memory. This means that people continue to be attracted to and willing to read print media, regardless if we're talking about magazines and newspapers, flyers or catalogues.

These examples of print media have every type of content you can imagine – this way entertainment, education, news and information is skillfully mixed with the products and services offered by various companies. This combination is usually very attractive to the consumer, who will be more inclined to remember a certain brand and consider it among its future purchase options.

Stimulating More Senses Pays Off
One exclusive quality that print has and the digital media can never match is just how tangible it is. Consumers are able to browse a magazine, feel the paper through their fingers and even distinguish between certain paper densities and compositions. For example, one specific ad may be printed on a thicker, more porous paper that is easy to take notice of, compared to the rest of the glossy sheets in the magazine.

What's more, consider how there's also the smell of ink on paper or the added scent of a page – all of these are powerful stimuli that will give a tremendous boost to your ad's efficiency. These are important senses that cannot be stimulated in the digital environment – or not yet, at least. This is why brands everywhere should take advantage of the multitude print media at their disposal, as these are accessible and versatile, as well as a great opportunity for considerable ROI

3. Each Print Channel Comes with Its Very Own Series of Benefits
Throughout time, each print channel found its own niche of readers, playing a very specific role in their lives. For example, magazines use entertainment to promote and advertise brands. Newspapers lure their readers through impartially written news and information, while catalogues are a mere source of information for consumers to use before actually purchasing online.

Direct mail and door drop print are also very powerful, since these types of print reach the consumers right at home, offering great engagement and impressive profitability.

Print Can Truly Captivate

Another great perk you don't often see in digital media is that a printed material is still very straightforward in terms of structure. This basically means there are no distractions for a reader that's committed to finishing an article. Once they start reading an article or absorbing an ad, there are no other bits of news or pop-ups hovering over and taking the spotlight off of the article.

The reader's full attention is oriented to that specific written material. This guarantees a greater engagement with the brand, since the consumer is more likely to be impacted by it and remember it long-term. The unique way in which written materials in newspapers and magazines are written, with subheadings, headlines and pictures further offers the consumer the opportunity to isolate a certain passage into their mind and return to it, whenever they need to. This happens a lot more rarely in the digital space, where you first need to remember to bookmark a page in order to later return to it.

As you can see, traditional advertising techniques, which are mainly employed through the power of print, are very powerful tools that any brand can make use of as they develop. They are easy to implement, cost-effective and are a definite boost in reach and profitability.

Why it has shifted?

Mass media was affected by new technologies much before the emergence of Internet technology, like TV and radio have changed the readership habits. Information and Communication Technologies have grown rapidly around the world and advance Internet technology have given mass media a new shape, growth of online media have been noticed in the last 10 years. According to the OECD, around 5% of all internet visits are related to reading news online. Now the digital media has become the inherent part of modern society and become a challenge to the print media. Many people nowadays are accessing Internet for updated news in any place and at any time. Internet is used for several purposes to get information, entertainment, official work, to connect with friends and relatives around the world and to do every day routine work. Online newspapers differ significantly from the print media: Online readers read from a digital format on computer screen or on smartphone, they Most of the traditional media television, radio, and newspapers start converting their news content digitally and started their websites. All the major newspapers of India have started their e-papers and online newspapers. As per Internet Live Stats, Internet users around the world are rapidly growing and 40 percent of the world population has an internet connection. The latest research by the internet and mobile association of India (IAMAI) and IMRB international shows that the Internet usage in India has

gone up by 32 percent from October 2013 to October 2014. As per the latest report of IAMAI, 402 million people will use Internet by December 2015; India will overtake the US Internet users. This will provide the overview of displacement of print media among various age group e-readers and will help to improve the future of online journalism in India

Benefits of Newspaper/E-Newspaper

Social media, and marketing become more integrated, the types of media we work with and obtain are working together more than ever. A piece of earned media, like a product feature on an online site, can now be used to help shape and create owned media, such as client blogs, Tweets, and Facebook posts. High-quality and timely earned media that is paired with the delivery of well-crafted owned media can elevate brand awareness to the next level and ensure that the media coverage you secured has a higher value to the client.

Tracking tactics. With the advent of Google Analytics, tracking the results of an integrated social media and PR campaign has become easier. While Google Analytics can help show the potential impact of a print hit by looking at direct traffic to your website, online coverage can be broken down further by checking out your referring sites. Here, you can see which PR hits drove the most people to your client's website, how long they were there, what pages they looked at, and more. This level of information can provide insight to clients on what is and isn't working for media outreach, help provide some ROI for your work, and allow you to refine and shape your campaign goals accordingly.

It's a numbers game. A large majority of online outlets have higher circulations then traditional print publications. In fact, many magazines and newspapers are outdone by their own online counterparts; for example, the Sunday print edition of the New York Times has a circulation of a little over two million, while the online-only version has over 15 million unique visitors per month (numbers pulled via Cision). Clients will always enjoy seeing their product in the glossy pages of a magazine or on the front page of the newspaper, but online coverage has the potential for more eyeballs to be exposed to their product and brand, and for a longer period of time.

Content. It lives! While that mention of your client in yesterday's newspaper is probably now in the recycling bin, a mention in a media site continues to live on well past the date it was posted. The article featuring your client will be archived on the site, forever searchable to those who might have read or heard about it elsewhere. Websites also usually share links to their posts via their social media channels (and they usually include social sharing buttons with the article), ensuring your client's coverage reaches a broader audience and can be shared and disseminated often and widely.

Integration of assets. Articles in a print publication are limited in the type of assets they can incorporate. For example, print media can only include a photo (and the inclusion of a photo is usually dependent on space) and occasionally QR codes, aside from text. With online features, you have ability to share other assets you have created, such as slideshows and videos, making your client and their product or service that much more attractive to potential consumers.

Constant content. Unlike magazines that tend to be released monthly and newspapers that come out daily or weekly, online outlets are constantly looking to generate and update content. This need for continuous content creation allows PR pros to not only approach online sites and editors with varied, strategic angles, but also gives a platform to immediately make outreach for clients when there is breaking news.
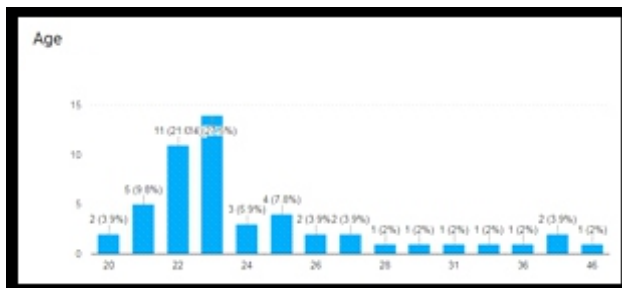
Hypothesis

Hypothesis: The hypothesis for the research has been prepared keeping in the mind the points directly related to the research topic.

People prefer to use E-newspaper more than traditional newspaper because E-newspapers are more convenient.

Print media is still standing strong and it is still preferred by many working class.

Data Analysis

➔ The Above pie chart explains the different age group of working people from 20-46 and shows the ages of people who have participated in the survey the pie charts states that the no of who people who participate were 51 with ages

AGE	NO. OF COUNTS
20-22	18
23-25	21
26-28	5
29-31	2
32-34	1
35-37	4
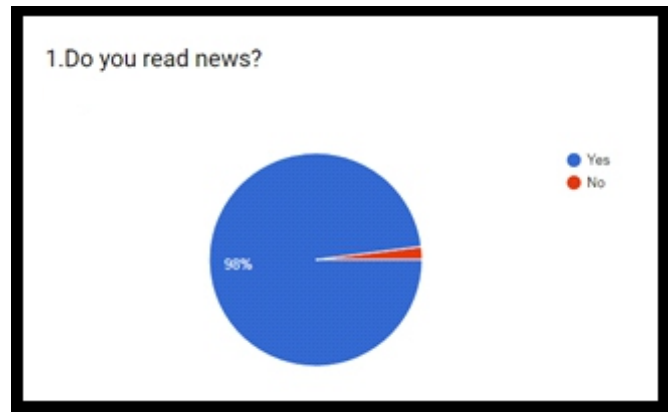
➔ With the help of the above pie chart we can say that out of 51 people 56.9% of people read news daily, 33.3% read news twice a week and 9.8% read news once in a month.
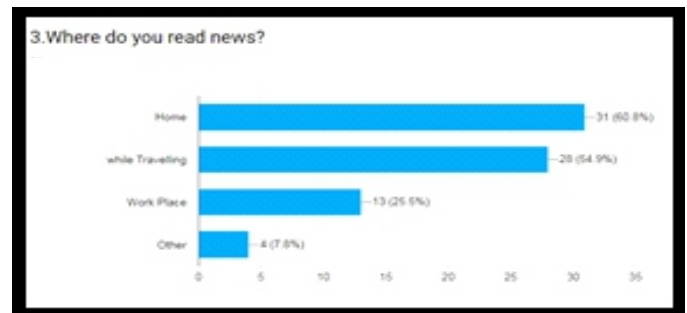
➔ According to the pie chart we can say that out of 51 people 31 people (60.8%) read news at home , 28 people (54.9%) people read while travelling , 13 people (25.5%) read at their work place and 4 (7.8%) read at other places. (Note – Multiple people can select more than one option thus its count is mentioned according to the choices)
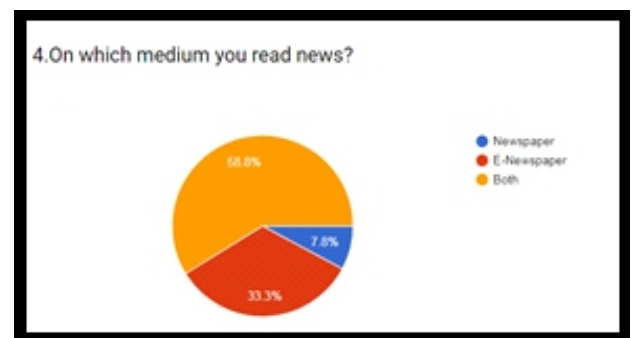
➔ The data shows that 58.8% people read news on both medium Newspaper and E-Newspaper , 33.3% people read news on E-Newspaper and 7.8% people read Newspaper.

4.On which medium you read news?
- Newspaper
- E-Newspaper
- Both
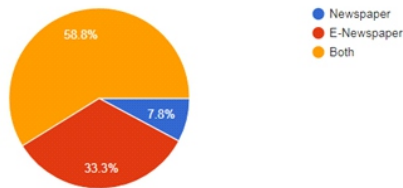
➔ According to the pie chart 43.1% people thinks that E-Newspaper is more influencing than the newspaper , 37.3% thinks that both Newspaper and E-Newspaper are influencing and 19.6% thinks that Newspaper is influencing.

6.Which medium you trust the most?
- Newspaper
- E-Newspaper

➔ From the above pie chart we can conclude that 64.7% people trust newspaper and 35.3% people trust E-Newspaper.

7. Which medium is fast in reference to reach to the people?
- E-Newspaper
- Newspaper
- Both

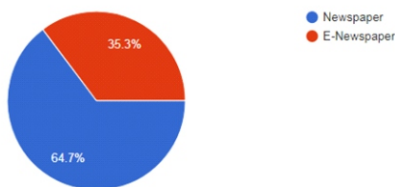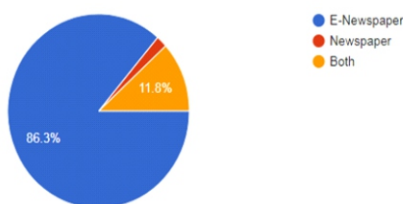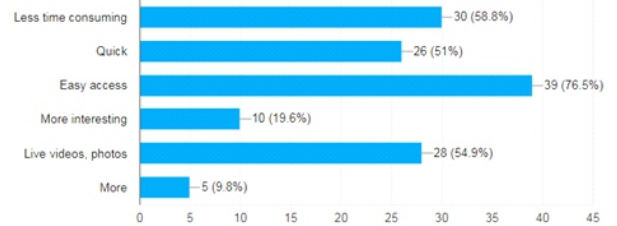➔ Out of 51 people 86.3% thinks that E-Newspaper is fast in reaching the people as compare to Newspaper, 11.8% thinks that both of the mediums are equally fast and 2% people think that newspaper is fast.

8.Why online news is getting more popularity?

Less time consuming	30 (58.8%)
Quick	26 (51%)
Easy access	39 (76.5%)
More interesting	10 (19.6%)
Live videos, photos	28 (54.9%)
More	5 (9.8%)

➔ We can conclude that out of people 30 people (58.8%) thinks that online news is getting more popularity because it is less time consuming , 26 (51%) thinks it is quick, 39(76.5%) thinks online news is easily accessible , 10 (19.6) thinks it is more interesting , 28(54.9%) thinks it has live videos , photos and 5 (9.8%) thinks it has more reasons to gain popularity.
(**Note** – Multiple people can select more than one option thus its count is mentioned according to the choices)

9.Which medium is more useful in terms of money, time, reach?
- E-Newspaper
- Newspaper
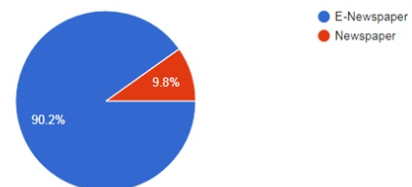
➔ From the above pie chart we can say that 90.2% people thinks that E-newspaper is more useful than Newspaper in terms of money ,time and reach and 9.8% people thinks that Newspaper is more useful in terms of Money, Reach and Time.

10.Do you think with the growth of online media print media is loosing its importance
- Yes
- No
- Maybe

➔ So according to the above chart we can conclude that 45.1% people thinks that maybe Print Media (Newspaper) is losing its importance because of Online Media (E-Newspaper) , 35.3% thinks that yes print media is losing its importance and 19.6% people think that no Print media is still very important.

CONCLUSION

SO, According to the study it is found that people are more inclined towards E-newspaper because of its easy access and less time consuming features . But the fact cannot be avoided that most of the people still trust newspaper more than E-Newspaper, and still considers as strongest medium for news reading , it can be said that print media is still standing as strong it was in the beginning but in the future it might lose its position for the preference of the people .

People are slightly inclined towards online media as they are finding it more convenient and useful . every individual has there own preference some prefer both some prefer newspaper some prefer newspaper and some prefer e-newspaper.

To keep up with the change and remain proactive in the rapidly changing media industry, media houses must be sure to respond to the trends seen in the data. By doing so, they can assert their position in the market and continue to deliver the highest quality news at the right time to the readers.

Further the study reveals the trust factor and the reasons for preferring online newspaper as people find e-newspaper more cost effective and economical in terms of time money and reach .

It can also be said that in the current scenario both the mediums are selected and preferred by working age but sooner the online newspaper can gain more popularity amongst the working age

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A Study about the Analysis of Film and Film Adaptations

Tabish Alvi

Introduction

More and more researchers are now enticed by undertaking researches that involve two or more disciplines. Let us first delve into the meaning of the word 'disciplines'.

According to the Oxford Dictionary, the word discipline can be defined as 'noun – a branch of knowledge, typically one studied in higher education' (Oxford Dictionaries). Simply put, a discipline is any particular stream of knowledge that one wishes to study with deep interest. In this sense, interdisciplinary would mean a study involving the study of two or more disciplines at the same time. Interdisciplinary studies have been around for an almost a century now. In my understanding, we live in dynamic times where information is freely available and limiting the knowledge of one discipline to itself is simply not enough. A whole and complete understanding of any subject is only possible by delving into the associative disciplines.

In this study, it has been expected to have an in-depth look at the way in which the same narrative behaves when the form changes from literature to motion. For this purpose, it seemed only appealing to conduct a study of work of film adaptations. The way fiction functions in literature and the way it shifts form when it is adapted for a film seemed rather an exciting study to undertake. It is believed that the narratives to be studied do not varieties as the form changes. It is simply the way they are moulded in both written literature and visual arts.

The plot and the setting form the plinth of narrative structures. A lot has been said and written about the basics of narrative structure. It is only mandatory to discuss these while considering the shifts in narrative. But that will not be the only parameter to look out for while conducting this research work. It is believed that as one delves deeper into the study of the two disciplines, new challenges will present themselves and this study will help one understand how a work of art functions when it is put into a different mould than the one in which it was originally created.

For the purpose of this study, two texts of literary fiction and the film adaptations based on them are selected. The aim of the study the narrative structure of each text and in turn also that of the adapted work. It is my belief that the text will primarily remain the same irrespective of the change in the discipline. The treatment met out to the adaptive work may or may not change based on the filmmaker's own perception of the original work of art. Let me elaborate this statement, when the literary work is adapted by a film maker, he/she moulds the narrative of that work to suit the medium he/she deals with. While literature is an art of writing, film is a visual art that appeals to visual and aural senses both at the same time.

Both forms are poles apart. And thus it is mandatory to understand each discipline in the light of its own merits and demerits. This can be elaborated such that the written text draws heavily on the written word alone. Here the craft lies in weaving the words such that the reader is mesmerized and taken into the realm of imagination simply by the power of words alone. For visual arts such as the film, the visual and auditory subdivisions are at bay and so the craft here lies in emulsifying these and the creator's own dimension of imagination. The texts chosen for the purpose of my research are as follows

Film

Basically a film, also called a movie, motion picture, moving picture, theatrical film, or photoplay, is a series of still images that, when shown on a screen, create the illusion of moving images. The word „cinema‟, short for cinematography, is often used to refer to filmmaking and the film industry, and to the art of filmmaking itself.

The modern definition of cinema is the art of simulating experiences to communicate ideas, stories, perceptions, feelings, beauty or atmosphere by the means of recorded or programmed moving images along with other sensory stimulations.

Film Adaptation

It is the transfer of a written work, in whole or in part, to a feature film. It is a type of copied work. A common form of film adaptation is the use of a novel as the basis of a feature film. Other works adapted into films include non-fiction, autobiography, comic books, scriptures, plays, historical sources, and even other films.

From the earliest days of cinema, in nineteenth-century Europe, adaptation from such diverse resources has been a ubiquitous practice of filmmaking. Between 1994 and 2013, 58% of the top grossing films in the world were adaptations. (definitions.net)

Adapting material before published in another genre is not something that the film industry invented but some Greek playwrights adapted myths that had been passed on through an oral tradition and as soon as the makers of cinema recognised that telling a good story in moving pictures required a „good story, " adaptations of novels, plays, and short stories became common place. Shortly thereafter, critics began to analyse these adaptations, and various schools of thought developed. (chapman.edu)

- The Kite Runner- Khaled Hosseini
- Tuesdays with Morrie- Mitch Albom

Both these novels have sold more than 14 million copies each worldwide and have been the bestselling novels with huge popularity among the readers.

Kite Runner

Story and writer's background

Khaled Hosseini was born in Kabul, Afghanistan, on March 4, 1965, and was the oldest of five children. Just as he describes in The Kite Runner, Kabul was a cosmopolitan city at the time. Western culture, including movies and literature, mixed with Afghan traditions, such as kite fighting in the winter. Lavish parties were normal at the Hosseini family"s home in the upper-middle class neighbourhood of Wazir Akbar Khan. Hosseini"s father served as a diplomat with the Afghan Foreign Ministry, and his mother taught Farsi and history at a local high school for girls. Then, in 1970, the Foreign Ministry sent his father to Iran.

While the family only spent a few years there, Hosseini taught a Hazara man, who worked as a cook for the family, how to read and write. By this time, Khaled Hosseini was already reading Persian poetry as well as American novels, and he began writing his own short stories. Repeated moves marked the next decade of the Hosseini family"s life. They returned to Kabul in 1973, the year Mohammad Daoud Khan, overthrew his cousin, Zahir Shah, the Afghan King, in a coup d"etat.

The Afghan Foreign Ministry relocated the Hosseini family to Paris in 1976. Though they hoped to return to Afghanistan in 1980, that was not possible because of a military invasion by the Soviet Union. Instead, the Hosseini"s moved to San Jose, California after they were granted political asylum in the United States. Khaled Hosseini went on to graduate from high school in 1984 and attended Santa Clara University, where he received his bachelor"s degree in Biology in 1988. In 1993, he earned his Medical degree from University of California, San

Diego, School of Medicine, and in 1996 he completed his residency at Cedars-Sinai medical

Centre in Los Angeles, making him a full-fledged doctor. While Khaled Hosseini has said before that his first novel is largely fictional, he acknowledges that the

Afghanistan he knew as a child inspired it. Like his main character,

Amir, Khaled Hosseini enjoyed Western films and kite fighting. He also lived in a pre-revolutionary Afghanistan that had not yet been ravaged by the Soviet invasion and subsequent Taliban rule. In a 2003 interview with Newsline, Khaled Hosseini said the passages in the book most resembling his life are those of Amir and Baba as immigrants in the United States. When the Hosseini"s arrived in California, they had difficulty adjusting to the new culture, and for a short time his family lived on welfare. He also remembers the local flea market where he and his father worked briefly among other Afghans, just as Amir and Baba did in the book.

Although the period of adjustment passed and Khaled Hosseini became a successful practicing doctor in 1996, he felt deeply influenced by what he recalled of his homeland, and he began writing "The Kite Runner" in March 2001. Two years later, in the midst of the U.S. war in Afghanistan, Riverhead Books published the book. "The Kite Runner" became an international bestseller, with more than eight million copies in print. It also received numerous book awards, including the the Booker Prize, the Barnes and Noble Discover Great New Writers Award, and the Literature to Life Award. In 2007, it was made into a feature film. The movie encountered some problems.

The children who played Hassan, Amir and Sohrab, and a fourth boy with a smaller role, had to be moved out of the country. Hassan"s rape scene in the film, along with Sohrab"s abuse at the hands of the Taliban, put the young actors and their families in possible danger, as some

Afghans found the episode insulting. In May 2007, Khaled Hosseini published his second book, "A Thousand Splendid Suns," which also became a bestseller.

Khaled Hosseini"s literature also changed his personal life. After nearly twenty-seven years, he returned to Afghanistan to see what had become of his country and his people. Like Amir, he was able to find his father"s old home, but he also recognized that war and brutality destroyed the place where he grew up. His efforts to bring attention to the plight of refugees earned him the Humanitarian Award from the United Nations Refugee Agency in 2006. Today, Khaled Hosseini writes full-time. He continues to live in Northern California with his wife, Roya, and their two children.

Tuesdays with Morrie

Story and writer's background

Mitch Albom, the book's narrator, recalls his graduation from Brandeis University in thespring of 1979. After he has received his diploma, Mitch approaches his favourite professor, Morrie Schwartz, and presents him with a briefcase. While at Brandeis, Mitch takes almost all of the

Though most of the film is set in Afghanistan, these parts were mostly shot in Kashgar, China, due to the dangers of filming in Afghanistan at the time. The majority of the film's dialogue is in Dari, with the remainder spoken in English and a few short scenes in Urdu. Filming wrapped up on December 21, 2006, and the film was expected to be released on November 2, 2007.

However, after concern for the safety of the young actors in the film due to fears of violent reprisals to the sexual nature of some scenes in which they appear, its release date was pushed back six weeks to December 14, 2007. Made on a budget of $20 million, the film earned $73.2 million worldwide. The film received generally positive reviews from critics, and was nominated for the Golden Globe Award for Best Foreign Language Film in 2007. The film's score by Alberto Iglesias was nominated for Best Original Score at the Golden Globes and the Academy Awards.

Tuesdays with Morrie is a 1999 television film adaptation of Mitch Albom's book of the same title. It features Jack Lemmon in a role for which he won an Emmy award. The film was directed by Mick Jackson. Produced by Kate Forte and Oprah Winfrey. Originally released on 5th December 1999.

Methodology

In this research, the researcher is going wants to find out about the different opinion of people about adaptation of movies from novels and draw the attention to „Literature and films." Both the novels chosen for this research are twenty first century novels, and they are chosen in terms of their canonical value to literature. The novels chosen are not specific to a particular language, or a geographical area.

The aim is to conduct a study of the novels and the films adapted from the novels, in order to figure out whether the adapted text remain a mere copy of the original or transforms into an independent art and thus the researcher will use the survey method and a questionnaire with the sample size of 20 people will be distributed and the result will be analysed.

Findings & Conclusion

Since the inception, the research included certain set of objectives taken as basis for the following research. The objectives were as follows:

- To determine the difference between novels and film adapted and see how different the films are from novels.
- To find the effect of adaptation on the inter-textuality from a novel to a film.

- To understand the changes in character.
- To know the views of people about Film adaptations.
- Additionally, the hypothesis for the research was that when a novel is converted into a

Movie, a lot of expressions, emotions, narration and a few scenes are lost. Dialogues are generally changed and sequencing of the story is also changed a bit effecting in the impact of the story.

After the survey and findings being observed, the most important thing is clear that people do believe that novel creates much better impact. The reasons observed for that are:-

- There is a change in the story line of the novel when adapted into a film.
- The significance of characters, scenes, dialogues get changed.
- The essence of writer"s thoughts, impact of emotions and narration is the missing element in films.

On the other hand while all of the above is missing and lacked in the film adaptation respondents do have knowledge of how difficult is the concept of adapting a film from a novel. It is made clear by them that:-

- Sometimes it is necessary to change the scenes, dialogues and significance of a character or scene.
- It is justified to change the story a too an extent where the real meaning do not gets lost.

IMPACT OF SOCIAL MEDIA ON POLITICAL PROCESSES

Chetan Chauhan

INTRODUCTION

Communication is when a message is passed from a sender to a receiver using a medium. It is a two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas and feelings but also create and share meaning. In simple words, communication is a means of connecting people or places. It is a key function of management in business. An organization cannot operate without communication between departments, level and employees. Communication can also be defined as a process concerning exchange of facts or ideas between two or more persons holding different positions in an organisation to achieve mutual understanding. The communication process is dynamic in nature rather than a static phenomenon. Communicating policies at that time was a very slow process as each and every household do not have the availability of newspapers at their home. So some people were aware of the policies and some was unaware about changes in the policies by government. The British colonial rule was responsible for the commencement of radio broadcasting as an instrument of political propaganda in India. It was developed as a prominent means of communication in the post- independence era in India. Radio has certain in-built characteristics that have made it an inexpensive medium of communication and the actual number of listeners has absolutely no effect on production expenses. The public radio and private radio have developed in India over a period of time on account of territorial spread, notional reach of the population and development broadcasting services. According to the latest statistics, there are 413 radio centres in India which cover 92% of geographical areas and 99.19% of the population in the country. The FM radio policy was based on the recommendations of Dr Amit Mitra Committee and TRAI. Due to the impetus given by the FM policy, the size of the radio industry has grown from 600 crore in 2006 and is expected to be valued at 1540 crore in 2014. The FM broadcasters were allowed to air news bulletins of All India Radio such as sports, traffic, weather, cultural events, festivals, educational information related to examination, examination results, admission, career counselling, employment opportunities and information related to civic amenities. The radio equipment involved in communication systems includes a transmitter and a receiver, each having an antenna and appropriate terminal equipment such as a microphone at the transmitter and a loudspeaker at the receiver in the case of a voice-communication system. The power consumed in a transmitting station varies depending on the distance of communication and the transmission conditions. The power received at the receiving station is usually only a tiny fraction of the transmitter's output, since communication depends on receiving the information, not the energy that was transmitted. Political parties used the radio to communicate with the people. At that time there was only print medium in which the news came very late, so the people used to listen news and other political affairs on the radio only. They would listen to all the news regarding the nation on radio. The only problem faced was of news delay as on radio the news came in the morning and in the night. The biggest example of communicating political news through radio was of Indira Gandhi's death. People got to know about these news from radio.. Political mobilization is an activity of stimulating masses to express themselves politically and undertake political action. Almond postulates seven functional requisites which must be fulfilled by any political system Communication channel play an important role to present the inputs of political system as well as conveys the feedback of all activities. Problem One of the major problem is that the political parties uses fake news as the medium to brainwash the minds of people and change their opinion towards a person or a party. Fake news can easily spread in today's time as each and every person has a phone and an internet connection. Fake news is a type of yellow journalism or propaganda that consists of deliberate disinformation or hoaxes spread via traditional print and broadcast news media or online social media. In simple words fake news means spreading a false rumour to misguide the public and change their opinion. The middle age group which is more on the social media today gets easily influenced as they think all the news or information provided on the internet is true.

Objectivity of the research

● To know the level of political engagement through social media

● To know whether online social networking sites impacting on politics.

● To know whether social networking sites playing some role in formation of public opinion.

● To know whether social networking sites works as a

Methodology

Both primary and secondary data has been used in the study. For obtaining primary data, semi structured questionnaire has been prepared; only close ended questions has been scheduled in questionnaire. The questionnaire schedule is administered to 90 internet users. For obtaining aggregate data, secondary sources has been used and the data has been obtained from the government publications, reports, articles and studies published in the research journals, published and research works and other relevant published material. The data so obtained has been systematized, tabulated and analysed with the help of percentage method.

DATA ANALYSIS

Why do you prefer to use that medium?
87 responses
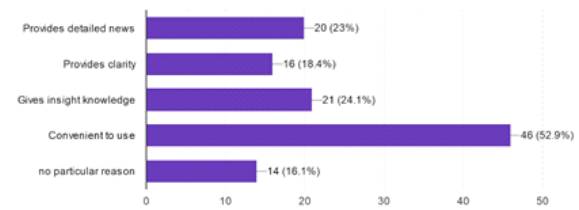
The above figure indicates why the people use that above medium. Convenient to use-52.9% Gives insight knowledge-24.1% provides detailed news23% provides clarity-18.4% No particular reason-16.1% **Observation :** The findings can clearly show people use social media because it is very convenient to use, people use television & radio to provide clarity and people use print mediums because they provide detailed news.
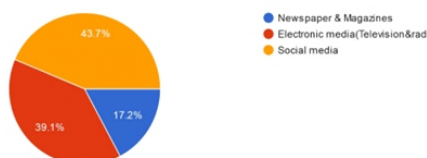

Do you read political news?
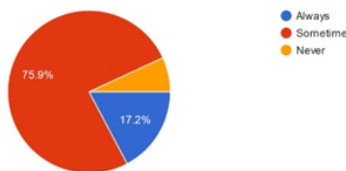
- The following data shows that how many people read political news by any medium may it be print, television or online source. As per the readings majority of people read political news. 75.9% people read the political news sometimes, 17.2% people always follow the political news, whereas 6% of people do not read political news. **Observations:** As per the observation the data presented reveals that majority of people read political news'

Do you follow political campaigns and political activities on social media ?
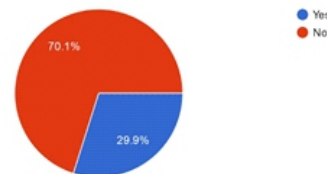
- To find out if the people follow political campaigns and participate in political activities on social media. 7.1% o people do not follow and 29.9% people follow the political campaigns and activities **Observation:** through these findings you can clearly observe that majority of the people do not follow these political campaigns and political activities on social media.

Which medium you use more to read political news?

- When asked about the medium they use to read political news there were mixed findings recorded as 43.7% of the people use social media to read political news, 39.1% people use television & radio and the rest use the print medium. **Observation:** Majority of the people use social media to read political news but you cannot neglect the television and radio as many people also use these mediums to read political news.


Do you follow any particular party on social media?
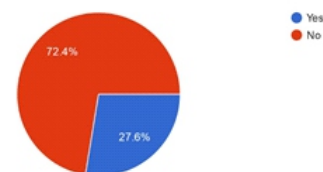
- looking for if people follow political parties on social media or not. In the pie chart you can clearly see 72.4% of people have neglected and 27.6% have people have agreed that the follow political parties on social media. **Observation:** The above data signifies that there are very less people who follow any particular party on social media. Majority of the people do not follow any political party.

Do you get invitation from different political parties to attend their campaigns?
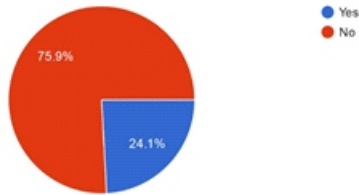

- all political parties have created pages for mass protest and gathering for movement through social media.75.9% people rejected that they do not get invitation of these events and 24.1 percent accepted that they get invitations on social media. Observation: The above findings suggest that the political parties are not able to reach maximum people for their campaigns, as many people do not get invitations of the campaigns.

What is the impact of social media on political parties?
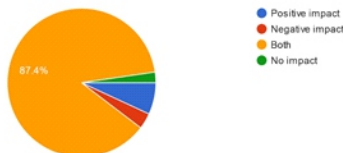
- When asked about the impact of social media on political parties majority of the people think that social media have mixed impact on political party's .87.4% people think that there are both positive and negative impact of social media on political parties. While 6.9 % think there is positive impact, 3.4%think there is negative impact and 2.3%think there is no impact Observation : Through this data we can observe that social media helps the political parties to enhance themselves on the social platform but on the other side social media also leads to provide wrong information to the people about political parties.

Do you think social media changes the opinion of people during elections?
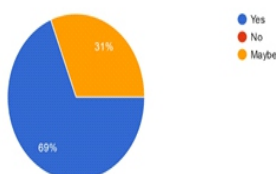
- 69%of the people agrees that the social media changes the opinion of people during elections and 31 % thinks that maybe social media affects the voting decision Observation :social media playing a great role to introduce social issues to its users. Majority of people think .social media provides different kind of helps

during the voting decision. Social media works as an awareness tool in election and political issues.

Do you think social media is a medium to spread fake news?
87 responses
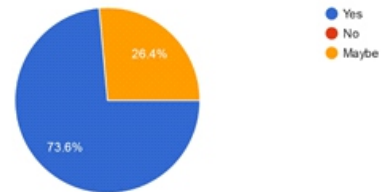
- The following data shows that how many people think social media is a medium to spread fake news. According to the readings 73.6% people think social media spreads fake news and the rest thinks it does not spread fake news. Observation: As per the observation majority people thinks that social medium is one of the medium which spreads fake news.

While reading about political campaigns on social media , do you think that you are being miss-leaded?
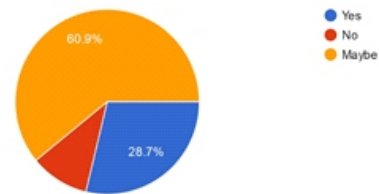
- The data interpreted shows that the people are being misled or not by the political campaigns on social media. Majority of the people are unsure about this question. 60.9% people think they may be misled. 28.75 people thinks they are being misled by the political campaigns. Observation: People are not able to decide whether they are being misled or not. Majority of the people have filled that they may be misled by political campaigns on social media.

FINDINGS & CONCLUSION
Social Networking Sites have positive and negative both features. Democratic societies like India, SNS has helped to remove the costume of hypocrisy dominant in social life (moral values, religion etc.). Thus when people are joining these networking sites, they are freely expressing their opinions and favourites like music, movies, interests and politics, sometime hiding their identities and doing all those things, which they still not dare to, do in their actual identity, which provides psychological relief to their suppressed emotions. The factors of social media affecting public opinion and their support, rapid dissemination of news, extensive messaging and ability of the individual to circulate information globally.

Findings:

To achieve the goal of this study, the researcher explored Present Study has made progress in terms of developing our understanding of patterns of Social Networking Sites (SNS).

1) The study shows 92.9% of the people read political news which shows that people are interested in reading and knowing about politics.

2) The primary data reveals 43.7% of the people uses social media to political news because it is the most efficient source which provides you the best news in less time.

3) Approximately 70% of the people do not follow the political campaigns and activities on the social media.

4) The study shows that the political parties are not able to reach the people as majority of the people do not get invitations for the political campaigns.

5) The primary data clearly shows that the 87.4% of the people say that the social media is affecting the political parties in positive as well as negative way.

6) The study shows that 69%of the people think that the social media changes the public opinion of the people during elections which ultimately covers an objective of the research.

7) 73% people thinks that social media is one of the way to spread fake news.

8) The primary data shows that 60.9% people think they are being misled by the political parties on social media.

Conclusion

The fundamental question is being raised does social media change the political understanding of the young engeration? In India, these days the use of the social is networking especially Facebook, WhatsApp and Twitter growing rapidly. The social media has now become a 24x7 activity for the people; from anywhere and any place to engage in events related to politics, sports, entertainment etc., we can see all of these have been given a platform, where these can be shared with other people not only in our society, but globally as well. The use of the social media by the political parties and their leaders in the developed countries for elections and other purpose is not new. But, for a country like India, it is new; of course, there are politicians like Shashi Throor, Sushma Swaraj, Arun Jaitley, Subramanian Swamy and Narendra Modi etc. known to the common people (that is, those people who use the social media for their tweets every day or connect with online citizens) through the social networking. Social media (like Facebook or Twitter) are an urban phenomenon, and in the election it is the people from the rural areas who come out in large numbers to cast their vote, when compared with the urban areas. Regarding the participation of young voters, the critics argue that the present young generation is fed up or frustrated with our political system and they are not interested in any political activity. Through this study we can clearly see that social media is impacting the political activities in both ways. A positive example for a political party is the 2014 elections. Social media has given a good boost to the modi government in winning the elections. But on the other many fake news have lead to defamation of the political leaders. So with this research we can conclude that social media is impacting the political processes in both positive and negative way. With the help of the research we can also say people get influenced by the social media on taking decisions regarding elections or taking decisions about any political campaigns and activities.

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