

INFLUENCE OF SOCIAL MEDIA IN THE PROPAGANDA OF PUBLICITY AND SPREADING OF HINDI LANGUAGE: A REVIEW

SREEJITH R K

Asst. Professor, Department of Management Studies

VIGYAAN COLLEGE OF APPLIED SCIENCES,

(Affiliated to the University of Kerala & recognized by the Government of Kerala)

KATTAKADA, THIRUVANANTHAPURAM

JAYASREE L

Asst. Professor, Department of Hindi

VIGYAAN COLLEGE OF APPLIED SCIENCES,

(Affiliated to the University of Kerala & recognized by the Government of Kerala)

KATTAKADA, THIRUVANANTHAPURAM

ABSTRACT

India is a land of many languages and dialects. Hindi is the official language and a sizeable population speaks Hindi while the rest are comfortable in their regional language. Though English is spoken in the metros and is the recognized official language, a majority of the Indian population do not speak the language.

English is the language most widely used on the internet and the social media. But the hold of the regional languages on the general public is strong and all important communication has to be in these languages especially in a country like India where only 76% are literate and in that only

10% knows English. That been the case the role of regional languages in the social media cannot be undermined.

Keywords: Social media, web, internet, languages, Hindi, Publicity.

INTRODUCTION

Social media has evolved the English language. By changing the meanings of words, and slang, changed the normal way average American uses proper grammar. By evolving the English language allowed for faster communication, therefore the evolved English language is for the better. The future is in our hands. We are making it for the better if mankind.

Changing the meaning of words has allowed for the American people using social media to have a wider option of words to use. With the bigger option allowed for more variety. With more variety there is less copied work. We changed the words clue which one meant a ball of yarn now means a piece of evidence used in a crime. "Naughty: Long ago, if you were naughty, you had naught or nothing then it came to mean evil or immoral, and now you are just badly behaved." These words once meant completely different things but recently social media has changed these words for the better. Social media has changed the meanings of many words. Slang has changed due to social media causing for communication to change."17,000 slang words" Slang changed communication by making it easier for humans to understand each other. When slang is used humans of different regions will understand you better determining which reason you live in. The down side to slang is that you will have a harder time understanding slang from unknown reasons. Social media has used slang to change the way we communicate. Social media has changed the way the average American used grammar. When you are texting you tend not to follow all the grammar rules you would normally during an essay you are writing for English class. Grammar is not always need due to the fact that we can all still communicate with each other and we have become faster at doing it. Due to this grammar has fallen behind and humans have tended to use less but have learned to communicate faster than ever before.

Some may disagree that social media has not helped communication but nearly destroyed the English language. But don't get ahead of yourself that's all wrong. Social media has made communication easier and allowed the English language to change/evolve for the better. Social media has made it possible for faster communication. Social media has changed the way people communicate for the better. Slang, meanings of words changing, and the way average Americans

use grammar every day. Social has evolved the English language. Therefore social media has help our daily communication.

REVIEW OF LITERATURE

Nowadays, almost everything is being measured in its social media by its presence. From every organization, person, government, company, literary to social worker and politician to actor, it is being measured on the criteria of its weight, influence and popularity in the social media.

It is natural that we also try to understand the relationship between this new techno-social power and language. Some basic things initially started in this social media is ultimately a technical thing. Every technological invention is absolute.

That is, can be used for all kinds of work, whether it is good or bad. Therefore, we should not be surprised at the misuse of every technical invention. Every scientific or technical invention, if it is interesting or useful for a wider society, makes its new place and when this new technology is connected to dialogue and communication, it is natural that it makes its place by displacing some of the old-fashioned methods, tools and techniques of communicating and communicating with its specifications.

When the printing media came, the totality of the reader dialogue decreased. When the radio came, he made a written and printed medium aside and made his place. When television came, many people announced the expiry of the printed medium. It did not end, but its development, impact and revenue had a direct impact and it is still going on. Now this new creature named Social Media has changed the world of communication media again in a big way. This process is going on and where will go and be stable, nobody knows it. But there is a fundamental difference between these new communication forums and old ones. This medium's communication capability, unlike newspapers, books, magazines, radio and television, makes it perhaps the most personal, attractive, intimate and powerful. The second medium was a directional. This new medium is interactive, interaction makes possible. Now when it has come out of desktop computers, laptops, and has come on a mobile phone, it has become universal, all time, universally and universally accessible. It has made its place in political strategies, discussions and election results. Companies and their products, the promotion of services, consumption, marketing and reaching customers, have changed the way they touch them. This

platform is important for business, industry, governance, entertainment, politics and media people.

STATEMENT OF PROBLEM

Hindi, Gujarati, Marathi, Bengali, Sindhi, Tamil, Bhojpuri...and many more – the languages that define the essence of the Indian state and mark the character of the Indian media. Mass media is not only a tool of communication; it is also a representative of the local culture, ethos and beliefs. A similar role is played by „language“ which in itself is a cultural parameter. Hence, there is bound to be a deep relationship between the way the Indian media works and the resulting effects it has on the development of Indian languages. This relationship between the media and regional languages is the focus of examination of this research paper. Indian language experts and scholars are of the view that the survival of Indian languages is under threat in purview of globalization and the onslaught of western English media. With the advent of a media which does not recognize any borders, they observe a decline in the growth of regional languages and feel that their survival is in danger. The empowerment of the media has grown by leaps and bounds in the last few decades. The content of different types of traditional and new media is becoming increasingly global in nature.

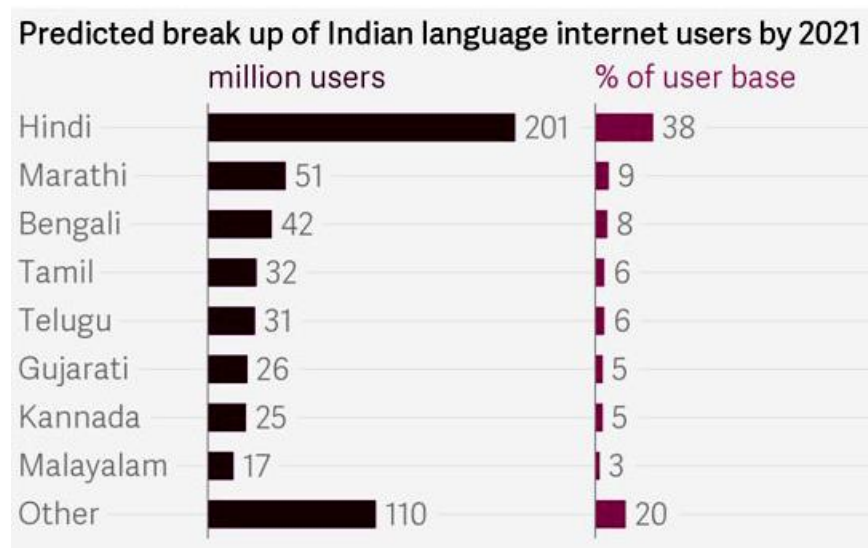
In such scenario, the paper seeks to address a few pertinent issues like: The contribution of the Indian language media in the growth and survival of Indian languages, the authenticity of the perceived threat by the English and western media to regional languages and culture, the quality of content presented by the regional media – the caretaker of the local identity. The paper will also suggest some measures that can be implemented by the regional media in their bid to promote Indian languages. Key Words: language, media, communication, globalization, English media, Indian language media.

OBJECTIVES

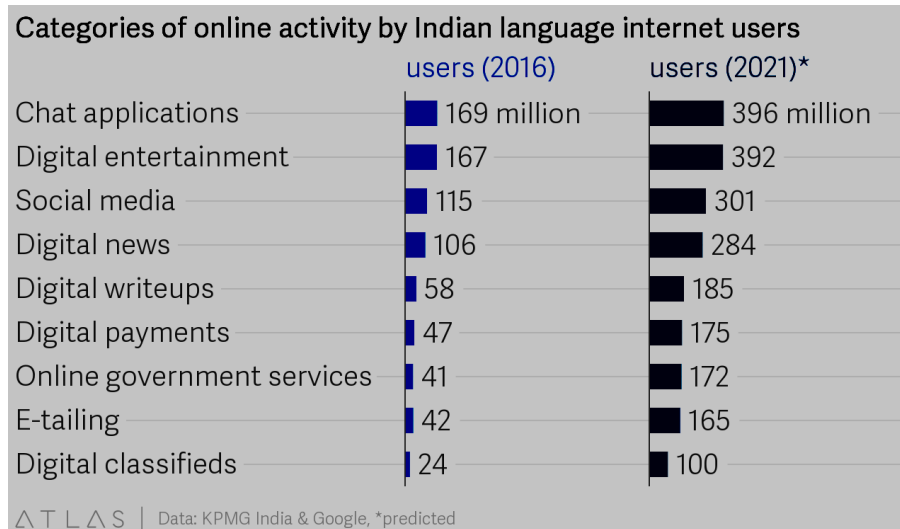
1. Why social media is so important for a country's growth.
2. Importance of social media in growth
3. Role of Regional languages in social media

RESEARCH METHODOLOGY

The research approach selected for the study was an exploratory descriptive survey as per the nature of the study. The present study was concerned with the collection of information on social media and all other languages but special consideration given to Hindi language. For this purpose, an exploratory descriptive survey approach was considered most appropriate. Marathi, Bengali, and Tamil follow, capturing 9%, 8%, and 6% of the user base respectively.

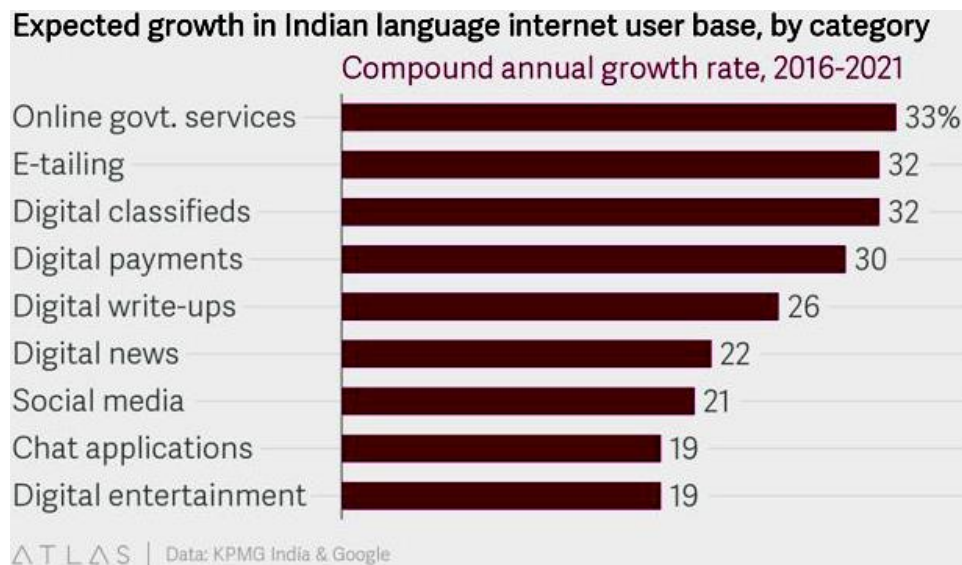


So, native language apps and sites proliferate to make it easier for people to grasp online information. Moreover, increasing the use of native languages could help chat applications and digital platforms deepen their user base.



The KPMG/Google report identifies a number of apps and web categories that currently have relatively low penetration rates in India but could see rapid growth if local-language integration picks up. Payments, government services, news, and classifieds all could grow at a compound annual growth rate (CAGR) between 26% and 34% from 2016 to 2021 if there is local-language expansion. For example, among those who traditionally shop offline, 50% were willing to shift online if provided with an end-to-end Indian language experience.

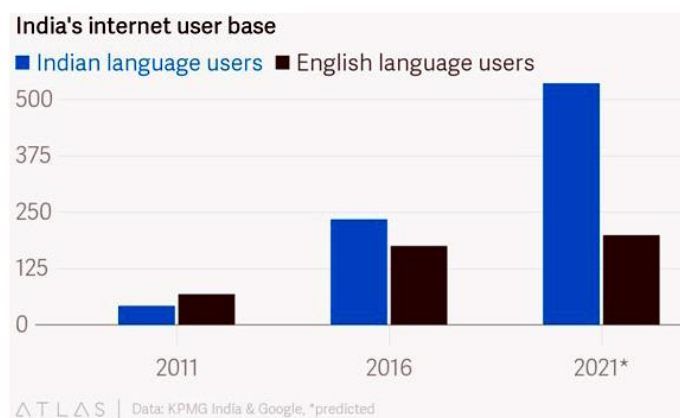
Expected growth in Indian language internet user base, by category



Similarly, over 60% of rural users consider language a barrier to accessing online government services, the report says. Increased use of Indian languages on the internet will come

as a relief to them. It could also help better dissemination of regional news as almost 60% of Indian-language internet users prefer such news. Also, nearly 90% of them are more likely to respond to a digital advertisement in their local language as compared to English ads.

“Almost every new user that is coming online—roughly nine out of 10—is not proficient in English,” Google vice-president, India and south Asia, Rajan Anandan, told the Times of India. “So, it is fair to say that almost all the growth of usage is coming from non-English users.” Indian language users already far exceed the number of English language users in the country and will continue to do so—their user base grew from 42 million in 2011 to 234 million in 2016. In the five-year period after that, Indian-language users are expected to grow at an additional rate of 18% to 536 million. In the same period, English-language users are likely to grow by a mere 3% to reach 199 million.



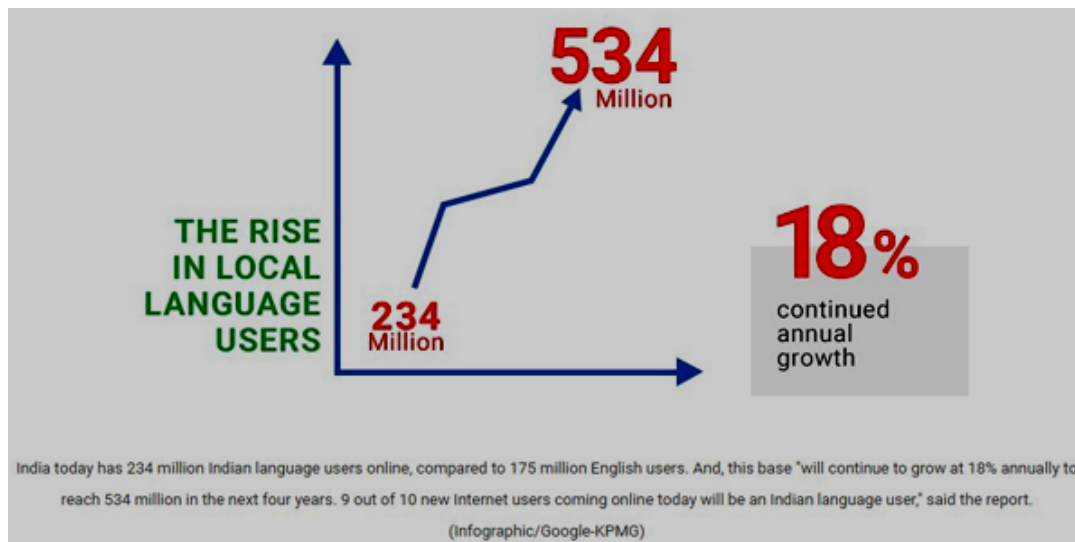
Meanwhile, technological advancement could aid and encourage the increased use of local languages. “Advance voice translation and recognition technology could help Indian language internet users, who find and search navigation using text inputs in their regional language a challenge,” the report suggests.

Other factors that will likely contribute to bringing India’s next billion online are reduced data charges, rising disposable income, growth in overall internet penetration and smartphone production, and improvements in digital literacy in rural India, as well as more Indian language-friendly devices and websites.

While Reliance Jio’s low prices and freebies are already moving in that direction, companies like Google are increasingly providing Indian language interface and content. For

instance, in April 2017, Google Translate began carrying out neural translations between English and nine widely used Indian languages.

Similarly, domestic handset-maker Micromax uses regional language operating system Indus to tap into the non-English speaking share of the market. Chinese phonemaker Xiaomi's latest handset, Redmi 4A, too, supports 13 Indian languages. In the coming years, Hindi speaking users alone will overtake English speaking users and will be the most used language on the Internet in India. Marathi, Bengali, Tamil and Telugu will form 30% of the total Indian language internet user base.



It is not anymore English that is dominating the Internet in India. According to a report from search giant Google and consulting firm KPMG India, the Indian language users have overtaken English language on the Internet in India. "In the last few years, the rapid scale of adoption of Internet across the country has set the ball rolling and today Indian language users have already overtaken the total number of English language users on the Internet in India," said the report.

India today has 234 million Indian language users online, compared to 175 million English users. And, this base "will continue to grow at 18% annually to reach 534 million in the next four years. 9 out of 10 new Internet users coming online today will be an Indian language user," said the report.

Tamil, Hindi, Kanada, Bengali and Marathi speaking users have the highest adoption online services, followed by Telugu, Gujarati and Malayalam. In the next four years, report said, Hindi speaking users alone will overtake English speaking users and will be the most used language on

the Internet in India. Marathi, Bengali, Tamil and Telugu will form 30% of the total Indian language internet user base.

As far as what categories of services Indian language users are preferring more, the report point out that messaging, entertainment, social media and online news are the top four categories that have the highest adoption amongst the language users. “About 169 million Indian language users are using messaging, 167 million use it for digital entertainment, 115 million use for social media and about 106 million are using for online news,” said the report.

Report forecast that digital payments, online government services, e-tailing and digital classifieds are small today but will see the fastest growth in adoption by language users. Currently, 47 million people use Indian language for digital payment, 41 million use for online government services, 42 million use for searching e-tailing products and 24 million use it for digital classified.

On the growth, the report said that compounded annual growth rates for messaging and entertainment is 19%; for social media, it is 21%; for online news, it is 22%; digital payments will see 30% growth; online government services will witness 33% growth; for e-tailing, it is 32% and digital classified will see 32% growth. On the behavioural aspects, the report highlighted that 99% of Indian language users access internet through their mobile devices. The overall share of internet users in India accessing internet through mobile devices is 78%. In fact, 68% Internet users consider local language digital content to be more reliable than English.

“About 35% of Indian language internet users access government services, classifieds, news and payment services exclusively online. Also, language enabled pre-loaded applications and web browsers see higher adoption among first time/new Indian language internet users. The report also predicts that 88% of Indian language internet users are more likely to respond to a digital advertisement in their local language viz a viz English.

On the challenge faced by local language users, the study said that 60% of Indian language internet users stated limited language support and content to be the largest barrier for adoption of online services. “80% of Indian language internet users face challenges in using English keyboards. About 55% of the users find the high cost and limited internet access as key barrier for using the Internet regularly,” said the report

✓ **WHY SOCIAL MEDIA IS SO IMPORTANT FOR A COUNTRY'S GROWTH**

Social Media as an Equalizer

Social media helps bring access to information to anyone who can see it. In developing countries, this means that people in rural areas, or with little access to services can now obtain educational, mobile health and financial services in ways that were impossible before mobile technology and the spread of social media. As one World Health Organization article recently stated, “one fact sheet or an emergency message about an outbreak can be spread through Twitter faster than any influenza virus.”

Social Media Saves Lives

Social media provides real-time insight into the lives of people around the world. As a result, when major illnesses occur social media is often the first to know. Clever monitoring of social media can predict disease outbreaks and enable intervention to begin often weeks before the traditional methods would pick up similar results. The Chronicle of Education recently concluded that “Twitter Tracks Cholera Outbreaks Faster than Health Authorities.” Likewise Science Daily reports that Twitter has been used to predict flu outbreaks. Likewise, social channels helped predict ebola outbreaks.

Social Media for Economic Empowerment

Be it providing micro-lending or crop prices, social media is helping to empower those at the bottom of the economic ladder. Farmers in developing countries often do not know what the going price is for the crops they are growing. The World Bank's International Finance Corporation (IFC) details a project they have funded to help rural farmers via SMS messages, “by providing farmers current market information, even rural farmers can make educated, cost effective decisions when buying and selling their crops. As a result, they are more likely to see greater returns.”

Social Media to Mobilize Public Opinion

Many of the examples cited here include using social media to mobilize public opinion – whether it be to protest, to learn, or to strive for fairness. Other examples include more targeted campaigns such as the video and campaign to catch Joseph Kony – the rebel leader who has brutalized Uganda and neighboring countries. The Kony results were swift and impressive in moving political will. Of course social media can be used to mobilize public opinion toward evil as well, as we have seen with ISIS' recruitment efforts.

Social Media for Organizing Protests

Social media is well known for the ability to coordinate protests. The best examples of this are throughout the Middle East during the Arab Spring. Twitter, especially, played a critical role in enabling protesters to organize, meet and resist government security. The Wired article, “Facebook, Twitter Help the Arab Spring Blossom” provides a good glimpse into this phenomenon.

YouTube to Share Atrocities & Rights Violations

Prior to smart phones, it took special gear to capture everyday life on video. Before YouTube it was difficult to share your video – even if you had important, unique footage. Now many people have a video camera in their pocket or handbag at all times and can share the footage with the world in an instant. This has had a dramatic effect in many realms – not least of which is the ability for those in developing countries to share atrocities in nearly real-time. This footage from Cairo to Syria has helped to focus world attention even when traditional media has not been present.

Social Media for Fair and Just Elections

Social media can help document and disseminate vote rigging and voting rights violations. TechPresident.com documented One Bulgarian nonprofit that created a mobile app called “I vote.” The platform informs users of their voting rights and obligations and will let them monitor the fairness of the election.

Social Media to Monitor and Report on Corruption

Social media is being used to expose corruption and help root it out. One important player is the websites “iReport” where individuals can provide the details of bribes they gave and the officials who took them. Likewise, it was a young Tunisian man who is often credited with starting the Arab Spring by setting himself on fire to bring attention to the corruption of the local police. He began the revolution but social media allowed to spread and organize.

IMPORTANCE OF SOCIAL MEDIA IN GROWTH

Social media has revolutionized the way the world functions. Face book, twitter, Instagram, LinkedIn to name a few ensure that you are up to date with all latest happening in the lives of your family and friends and the world at large. Here is a platform that can transform developing countries. It has never been easier than now to reach a wide segment of the society and educate them, provide valuable inputs on health and finances.

- Social media plays a crucial role in saving lives. The outbreak of any major disease or a natural calamity is first known on social media. With clever monitoring of the situation many lives can be saved.
- Farmers in the rural area can check on the current buying and selling price of crops and make profits.
- Artists and small time entrepreneurs can market their products and services online and improve their business.
- Social media plays a key role in the spread of education.

These are few of the more noticeable roles that social media plays in fostering growth in the society.

Role of Regional languages in social media

Majority of the Indian rural population is not well versed in English and is most comfortable in their regional tongue. Some of the top brands have realized that if they want a greater audience they must make the foray into regional language on social media. They have realized that close to 60% of the urban population too access content in regional language when compared to English. And that is the reason that Facebook is available in several local languages. According to Google, local language consumption is four times that of English language.

Therefore not only to enhance your personal business and to express yourself most satisfactorily is regional language essential, but also for the growth of the nation. To understand all the nuances of the various plans and schemes introduced by the government, the use of regional languages is a must otherwise the purpose will stand defeated.

Several studies have shown that social media activities which are expected to get maximum returns are in regional languages because 45% of online users consume regional language content. Today low costing smart phones are available which along with low data plans have made internet available in almost all rural areas. According to Mind shift, a social media research agency vernacular websites are growing at a phenomenal rate of 56 % per year when compared to English websites which are growing only at 11%.

Thus we see that regional language in social media is important for:

- Its reach to the interior most part of the country where English is not spoken.
- It will lead to development and growth of internet and the spread of knowledge

- Only 10% Indians speak English while the remaining literates are well versed in a local language.
- Reports suggests, by 2018 India will have 850 Smartphone users hence the greater need for regional language.

FINDINGS

The future is bright for regional languages

To make an informed decision it is paramount that you understand the language and hence the regional language plays a very crucial role in the social media. But previously there was no supporting infrastructure like compatible software and data connectivity for the growth of local languages. With technology advancing by leaps and bounds and it has defined the way local language reaches the public.

According to IMRB if regional languages are made available online then 10.72 million rural populations will opt for internet which in turn will increase the reach to 43% of the population. Hence the switch to regional language will usher in an era where there will be more internet consumption, greater growth, more literacy, better health and greater economic boost for the country.

Web media enhanced Hindi scope

It's the one of the fabulous opportunity given by the web media that we can read many types of Hindi books through online from our home. We can write and express our ideas in Hindi and publish it into web so that it can reach worldwide within seconds. People are getting more and more interested into this new media ie the World Wide Web medium. Now a day the statistics shows that the languages and the web are closely related to each other which are supporting each other very much for sharing the information resources.

It's true that by the influence of web based applications and programmes in daily life made so many alterations in the regional languages. But it doesn't affected Hindi; it has its own privilege and importance in terms of programmes and services.

The use of some words from other languages made Hindi worth the web, otherwise it would have been restricted to Hindi realm in its original form. Hindi development in the web media began in 2003 after the arrival of Unicode in 2000. Internet search and e-mail facility in Hindi started in 2003. If seen, it proved to be a milestone in the development of Hindi. In the first

decade of the 21st century, tools such as Google News, Google Translator and Online Phonetic Typing have made important contributions to the development of Hindi in the world of the web.

On social media, Hindi has started experimenting with pride

Even though these days 'Global Language' is the trend, Hindi is the dominant form of social media. Earlier, it was very difficult for Hindi-speaking people to work on social media, but today, the active people on social media use Hindi language not only with openness but with pride. Some time ago, 'Hinglish' was also in full swing. Talking of WhatsApp, Facebook, Twitter or bloggers, all are using Hindi language more. The younger generation is particularly involved in this. When the English-Hindi translation period emphasized the usefulness of 'translators', they gradually became marginalized due to various 'apps' like Google Translator. The special app did the right thing. Now it is such that in other languages, if you talk about something, then the language automatically starts with Hindi Translator.

Being chatting in Hindi

Whether WhatsApp or Facebook, we all do 'Friends' chat' in Hindi only. Apart from the school, they use Hindi and Hindi only. If a friend speaks in English, then we say that why do not you go to a foreign country?

Easy recipes in Hindi

The social site has become very easy with recipes in Hindi on YouTube. The names given are given in such names that are not understood, but having a recipe in Hindi has made it easier to create many dishes. New recipes are also being learned.

Better way to look different

Use of Hindi on social media has proved to be an attractive way of looking different from the crowd. Our college has a group of Hindi speakers, all of whom speak only in Hindi. It is absolutely forbidden to speak in another group in that group.

Number of bloggers increased

The number of Hindi Bloggers is also increasing. Most celebrities also write blog in Hindi. Despite the trend of Global Language, we should use Hindi language more so that it can be encouraged.

Learning from the app too

Earlier there was no app for Hindi. There is a lot of difficulty in translation. But now it's all very easy with a Google translator like App. Anything can be translated immediately.

SUGGESTIONS

Social Media's important contribution to the promotion of Hindi

Today, the writers of big Hindi who are writing, are able to get away from a limited scope to a larger section. Any book is printed from its promotion to launch, web media is contributing a lot. People are interested in reading a small part of the book on social sites by reading it. In the use of electronic communication - medium and computer etc., Hindi has made its own place. On this side Hindi is spreading through these mediums, on the other hand, Hindi is becoming the market of its own. With the formation of its own market of Hindi, the international role is getting stronger. Today, blogs are one of the most effective medium for almost every person who likes writing in Hindi. Thousands of Hindi blogs are present in the web. The pleasure of displaying your expression in your language is obtained through blogging in the web media.

CONCLUSION

Hindi is getting stronger on the internet day and night

Today, we find thousands of comments by posting our smallest things; it shows us what our reach is. There was a time when it took many days-months to deliver the message. But now it is not so. Web media has broken all these borders. First, we had to type in English only to search anything on the Internet but now it is not so. Whatever the search is available in writing in Hindi. Day and day search results are increasing. It can be estimated from the fact that the hold of Hindi is strengthening day and night on the Internet.

India's internet users have more faith in content that's not in English. Local languages are going to be key in convincing the next billion users to come online. In the mid 1990s, 80% of the world wide web had English language content. By 2011, that share had fallen to roughly 27% as other languages—French, German, Spanish, Russian, and Chinese—spread online. India's many languages, though, have lagged behind others.

Second only to the US, India has over 125 million English speakers. Online, English is still India's lingua franca, but more of its 1.3 billion people can turn into netizens only if the online use of its 22 other official languages is encouraged. A recent study of 4,612 urban citizens and 2,448 rural Indians by management consultancy KPMG India and search giant Google found that nearly 70% of Indians consider local language digital content more reliable than English content.

Of all the internet-using native speakers of an Indian language, most prefer Hindi, the co-official language of the Indian union along with English. By 2021, an expected 201 million Hindi users—38% of the Indian internet user base—will be online, according to the KPMG-Google study.

LIMITATION OF THE STUDY

Limitations for the study of cities in terms of the representability and applicability of the data, according to some previously cited scholars. This research recognizes the constraints associated with using data for the analysis of urban phenomena, with specific reference to:

- [1] the complexity involved in requesting and retrieving data according to each area;
- [2] the amount of data retrieved, whether the sample is too small to be representative or too large to manage;
- [3] the validation, selection, filtering and interpretation of data, as a process that is conditioned by the complexity of the research topic and the distinctive variables obtained from each social network.

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