



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2019; 5(8): 91-92
www.allresearchjournal.com
Received: 24-06-2019
Accepted: 25-07-2019

Dr. MK Sheeba
Contract Lecturer in English
Rashtriya Sanskrit Sansthan
Guruvayoor Campus, Kerala,
India

The apollonian and dionysian elements in social media

Dr. MK Sheeba

Abstract

Social Media is a platform for the people to interact with each other and present their opinions and convey their thoughts via virtual communities and networks like Facebook, Twitter etc. Their usage primarily depends upon individual interests. Whether this incredible power of the Social Media is a Blessing or a Bane is a Big Question. People are now surfacing with a whole lot of new ideas which would have sounded crazy initially, but later it turned into a huge brand and the people started it have become millionaires and billionaires in no time like Google, Facebook, Twitter. Thereby it has tremendously increased the living standard individually. Social media is a blessing in many ways. It is one of the foremost evidence representing the progression of technology. It is also responsible behind human development in every sphere of life. Unfortunately, social media is also a curse. It has changed the traditional way of life from good to better and from better to worse. Social media, which should potentially just be a part of human life, has become the most prominent aspect around which everyone's lives revolve.

Keywords: Apollonian, dionysian elements, social media

Introduction

“Everybody gets so much information all day long that they lose their common sense” said Gertrude Stein. Everyone has seen the moody, withdrawn kid with music blasting out of his white ear buds, or the girl rapidly texting on her phone. The youth of today are constantly immersed in technological advancements that promote nonstop communication and instant gratification, whether through cell phones, gaming systems, laptops, or MP3 players. The growth of technology has negatively influenced the social interactions of today's youth because it isolates individuals from reality, hinders communication, and perpetuates the concept of immediate satisfaction. Technology has a negative influence on us because it separates individuals from reality. By putting in your ear buds and immersing yourself in music while in public, you are disconnecting yourself from the real world. Today's society is faced with the continually growing problem of electronics and social media. What used to be considered a precious treasure is now the cause of teenage obesity, lack of concentration, inadequate communication, and above all a far less intellectual society. Cell phones, internet, video games, television all have taken over the youth in society and corrupted them into unimaginative, unqualified, dull robots. Facebook is merely a tool to drain the intelligence from teenagers until they are forced to speak in instant messaging jargon. Twitter is a mechanism for teenagers to become hermits, living in their rooms updating their statuses in every two minutes. Video games and television suck imagination from children's minds, their eyes becoming surfaced to a small pixel screen, their inactive bodies molded into the couch cushions.

Students have started relying more on the information accessible easily on these social networking sites and the web. This reduces their learning and research capabilities. Multitasking Students: who get involved in activities on social media sites while studying result in reduction in their focus of attention. This causes reduction in their academic performance, and concentration to study well. The more time the students spend on these social media sites, the less time they will spend socializing in person with others. This reduces their communication skills. They will not be able to communicate and socialize effectively in person with others. The employers are getting more and more unsatisfied with the communication skills of the fresh graduates due to this reason. The effective communication skills are key to success in the real world.

Correspondence
Dr. MK Sheeba
Contract Lecturer in English
Rashtriya Sanskrit Sansthan
Guruvayoor Campus, Kerala,
India

The student's motivational level reduces due to the use of these social networking sites. They rely on the virtual environment instead of gaining practical knowledge from the real world. The excessive use of these sites affects the mental as well as physical health. Students do not take their meals on time and take proper rest. They take excessive amount of coffee or tea to remain active and focused which effects negatively on their. The overuse of these sites on a daily basis has many negative effects on the physical and mental health of students making them tired and unmotivated to create contact with the people in person. Facebook, Twitter and other social networks conveniently allow students to integrate into their enormous collegiate setting one click at a time. Social media has simplified the process of creating friendships into a matter of exchanging messages and tagging other people in photos. At first glance, it may seem as if we are successfully forming bonds that will last a lifetime. But a more realistic view will assert that using Facebook, Twitter and other types of social media can never compare to reaching out and making friends face to face. Social media serve as windows through which we can observe others without the need to converse. Thus, we end up choosing quantity over quality, collecting friends to add to our list or to follow instead of directly interacting with them. In our mission to add the most friends, we forget the value in getting to know someone on a personal basis. The truth is that exchanging emoticons and typing "hai" and "wow" are not the same as seeing someone smile or seeing a person's reaction. This type of beauty can be seen only when interacting with someone in person. Since our friends are figuratively pushed away in our pockets, within the recesses of our smartphones, they are available to us when we need to see them. Ironically, as we connect more and more people, we become increasingly distant from those around us. Social media has its merit and demerits. The benefits of science have reached every man so, it can either be a blessing or a curse, depending on how the person uses it so we should try our best to utilize it in a positive way and prove it to be a blessing for us.

I believe the advancement of technology has negatively impacted our social interactions because it detaches us from what is happening around us, obstructs communication, and spreads the concept of instant gratification. Society must be able to utilize technology while not allowing it to hinder social interactions, particularly for those who are easily influenced during our formative years. Our world must learn to embrace technology without allowing it to negatively impact the creation of functional adults in society.

Social Media has expanded the horizons of communication more than ever and has changed the pace of life forever. While eliminating Social media from our lives is out of question, its usage can be moderated by limiting our time on it. Catching people with identical interests. Many people have the same thoughts, opinions and thinking. But, they seem to be disconnected because they don't have a common medium to interact. Social media is a place where you can find someone who is of your type and have think pattern of your same wavelength. Finding such people often make our lives happier and much more comfortable.

Conclusion

However, social media comes along with some disadvantages as well which are beyond your control. So, with that, one must always be careful while connecting with

people on social media. Try to be minimal in social media and share less of your personal information on any account. By keeping a calculated approach and maintaining your sensitive information, you can enjoy social media to the fullest. Despite there being a host of negative issues of social media, it still is very important for society as a whole due to a large number of benefits it is associated with. Social media is effortlessly available and it's additionally the gathering purpose of the present web intelligent group of onlookers. Social media also opens potential outcomes of direct access to customers with no outsider intercession.

References

1. <http://socialnetworking.procon.org/>
2. <http://blog.hubspot.com/marketing/awesome-socialmedia-campaigns-of-2014>
3. <http://www.slideshare.net/LHInsights/indian-socialmedia-campaigns-q2-2014>
4. <http://www.quora.com/What-are-some-examples-of-social-media-campaigns-that-went-viral-in-India>
5. <http://www.mediacenterimac.com/social-media-a-boonor-a-curse-for-society/>
6. <http://www.crisil.com/crisil-young-thought-leader2013/dissertations/Jasbeersingh%20Arora%20S%20Win%20ner..pdf>