



A scenario on social media communication prolong towards modern society

Dr C A Anuradha, Sumathi A

Assistant Professor, Department of Commerce PA & IT, Sankara College of Science and Commerce, Autonomous
Coimbatore, Tamil Nadu, India

Abstract

The research study on the topics is “A scenario on social media communication prolong towards modern society” SMC indicates on the Social media platforms have revolutionized the way we communicate and connect with others. It staying in touch with friends and family, following our favorite celebrities, or engaging in online communities, the digital world has become a significant part of our social lives. The extensive usage, we need to critically analyze the impact of social media on our society. social media platforms have become essential tools for sharing news and events in real-time, enhancing the speed and reach of information dissemination. The modern means of communication would include the cultural realm, communication instrument, geographical location, and other factors. Important modern means of communication include social media, blogging, voice calling, and so forth. The objectives of the study indicates on: 1)To study the awareness of social media communication; 2)To study the challenges and concerns with social media communication; 3) To understand the futuristic tools on social media as a communication. Social media platforms serve as a digital agora, where communities congregate, connect, and mobilize around shared interests and causes. The social media impact on communication is profound, as these platforms allow individuals to communicate in real-time, share ideas, and collaborate across vast distances. By using social media as a communication channel, businesses can gain an edge over their competitors by staying connected with customers, increasing brand loyalty, and generating leads. In the research study the futuristic tools like Integration of AI were majority of 48% on SMC towards modern society.

Keywords: Social media, communication, challenges and concerns, futuristic tools, elements, modern society

Introduction

The study of SMC indicates on the Social media platforms have revolutionized the way we communicate and connect with others. It staying in touch with friends and family, following our favorite celebrities, or engaging in online communities, the digital world has become a significant part of our social lives. The extensive usage, we need to critically analyze the impact of social media on our society. One of the primary benefits of social media is its ability to connect people from all walks of life. It allows individuals to communicate easily across borders, fostering global friendships and enabling the exchange of ideas on a massive scale. Additionally, social media platforms have become essential tools for sharing news and events in real-time, enhancing the speed and reach of information dissemination. The modern means of communication would include the cultural realm, communication instrument, geographical location, and other factors. Important modern means of communication include social media, blogging, voice calling, and so forth. Revolution in the field of communication is brought about by the modern means of communication. Modern means of communication are required for many daily based activities. When the sender shares their message with the recipient, communication has taken place.

Elements of Communication Process

The elements make up the communication process: the sender, the receiver, the channel, the message, and the feedback. It is clear that a sender and a receiver are necessary for the transmission of a message. A sender is anybody who sends a message. She or he enters at the start

of the conversation. On the other hand, a receiver is defined as a person who receives communication. At the opposite end of the process, she or he is present. Every communication between a sender and a recipient occurs through a channel. The message's medium is another name for this channel. The channel is crucial in assessing whether communication is necessary. Additionally, it aids in shaping the message to match the channel properly. For instance, the telephone serves as the message's channel during a telephone conversation. The communication delivered through the channel may occasionally experience certain technical difficulties while being received by the recipient. Noise is what this is. The recipient could not get the intended message if there is channel noise. Therefore, it is crucial that the channel is in good working order in order for the message to be sent and received without any problems. Feedback is the final crucial element that completes the communication process. Upon receiving the communication, the recipient provides the sender with feedback. Feedback enables the sender to understand the message and, if necessary, make any necessary revisions. The sender is also reassured by the feedback that the recipient has received their communication. Any message that needs to be sent from the sender to the receiver must first be encoded. The receiver decodes the message as soon as it is received. Thus, when the recipient comprehends the sender's message, the communication process is said to be finished.

Definition

According to CorEthos, Social Media Communication is “the process of creating, sharing and exchanging

information and ideas in virtual communities and networks. It involves the use of social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, and YouTube, among others. The communication can be text-based, image-based, video-based, or a combination of these.”

Review Of Literature

Md. Abu Issa Gazi 2024 ^[1], This study is a discussion about the role that social media plays in enhancing communication among individuals, highlighting its prospects and related challenges. This research examines the impact of social media on improving communication among individuals and its prospects and challenges. This study had taken an integrated approach of secondary data analysis methodology through an extensive systematic review of the existing literature, along with the Canadian Research Data Collection (CREDC) national web-survey, to collect the attitudinal and behavioral insight of social media users on different platforms like Facebook, Twitter, and LinkedIn considering theoretical frameworks like Social Presence Theory and Media Richness Theory. Further, this conceptual review used PRISMA guidelines to examine how social media improves communication. Eligibility and exclusion criteria ensured peer-reviewed article selection and credibility. Study reveals that social media platforms significantly enhance interpersonal communication by fostering increased interconnectedness, more accessible information, and community formation. Notably, while these digital environments have considerable benefits, such as the facilitation of learning and support networks, they are also fraught with challenges, including misinformation, privacy concerns, and potential adverse effects on mental health. Muammar Revnu Ohara 2023 ^[2], Social media has experienced rapid development and become an important part of people's daily lives. This phenomenon has also impacted the world of education, where educational institutions and students are increasingly using social media as a means of communicating and interacting. This research aims to dig deeper into how social media can be optimised to strengthen educational communication effectively while addressing the potential risks that arise. The current research type is qualitative. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing. This study found that social media has a significant role in educational communication management. By facilitating information sharing, collaboration, active participation and professional development, social media has changed the way we interact and learn in this digital era. However, the use of social media also brings challenges related to invalid information, privacy, cyberbullying and online bullying. Sihag, A. V. (2025) ^[11], The proliferation of social media platforms has fundamentally transformed the landscape of constitutional rights, particularly in the realm of free speech and hate speech regulations in India. This paper critically examines the tension between Article 19(1)(a) of the Indian Constitution, which guarantees freedom of speech and expression, and the increasing need to regulate hate speech in digital spaces. Through a comprehensive analysis of legal frameworks, judicial precedents, and empirical data from

Indian contexts, this study explores how social media has both expanded and constrained constitutional rights. The research employs a mixed-method approach, analyzing landmark cases, legislative developments, and enforcement patterns from 2015-2024. Findings indicate that while social media has democratized free speech, it has simultaneously created new challenges for hate speech regulation, leading to inconsistent enforcement and potential constitutional violations. The paper concludes with recommendations for balanced regulatory frameworks that protect both free speech and social harmony in India's diverse democratic society.

Objectives Of The Study

1. To study the awareness of social media communication
2. To study the challenges and concerns with social media communication
3. To understand the futuristic tools on social media as a communication

Research Methodology

The methodology behind the framework on social media communication prolong towards modern society is the media platforms have revolutionized the way to communicate and connect with society. The study indicates descriptive in nature on mixed research methods by using 5 point likert scale with primary and secondary source was used for data collection. The methodology utilizing on virtual communities and networks and it involves the use of social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, and YouTube, among others both present and future generations' prosperity of the present study.

Smc On Modern Society

1. Cultural Shifts

Social media has catalyzed a seismic cultural shift in the way information flows and narratives are constructed, demonstrating how social media impacts communication. The once centralized authority of traditional media has been disrupted, allowing for a diverse array of voices and perspectives to permeate mainstream discourse. This democratization of information holds the promise of fostering greater inclusivity and representation within society, challenging entrenched power structures, and amplifying marginalized voices.

2. Community Building

Social media platforms serve as a digital agora, where communities congregate, connect, and mobilize around shared interests and causes. The social media impact on communication is profound, as these platforms allow individuals to communicate in real-time, share ideas, and collaborate across vast distances. From hyper-specific subreddits to sprawling Facebook groups, these digital communities transcend geographical boundaries, offering a sense of belonging and solidarity to individuals across the globe. In an increasingly fragmented world, social media acts as a unifying force, fostering social cohesion and collective action by enabling communication that is both immediate and far-reaching.

3. Political Engagement

Social media has emerged as a potent tool for political engagement, empowering citizens to participate in civic discourse, mobilize for social change, and hold elected officials accountable, with features like a QR generator enhancing accessibility to key resources. However, the proliferation of misinformation, filter bubbles, and echo chambers presents challenges to the integrity of democratic processes. Addressing these issues requires a concerted effort to promote media literacy, critical thinking skills, and digital citizenship, ensuring that social media remains a force for positive political transformation.

4. Economic Implications

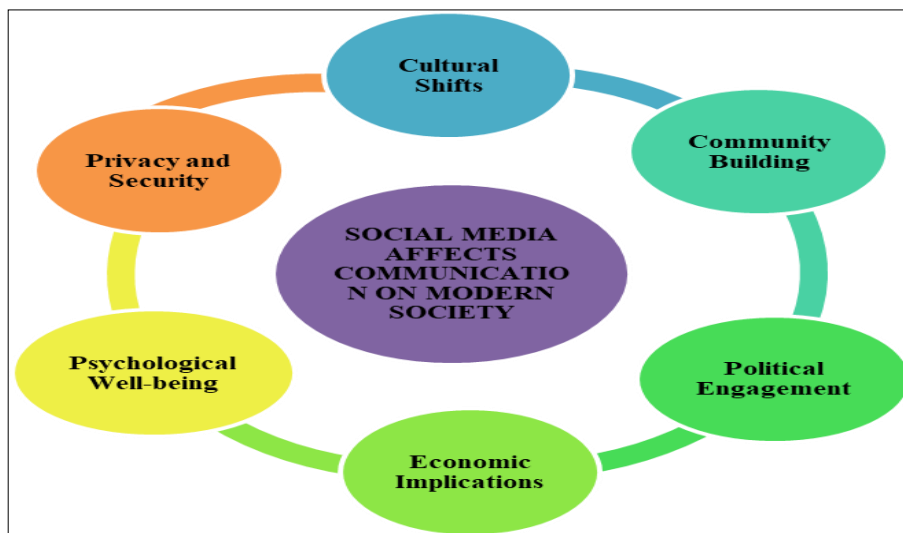
The rise of social media social skills influencers and digital marketing has upended traditional models of commerce, revolutionizing consumer behavior and brand engagement. Businesses leverage social media platforms to target niche audiences, drive sales, and cultivate brand loyalty in ways previously unimaginable. This symbiotic relationship between technology and commerce underscores the transformative power of social media in shaping economic landscapes and driving innovation.

5. Psychological Well-being

The omnipresence of social media in our daily lives has profound implications for mental health and well-being. On one hand, social media provides avenues for social support, connection, and self-expression, enriching our lives in meaningful ways. On the other hand, the incessant barrage of curated content, comparison, and validation-seeking behavior can contribute to feelings of loneliness, anxiety, and depression. Balancing the benefits and drawbacks of social media requires mindfulness, self-awareness, and a commitment to digital well-being.

6. Privacy and Security

The ubiquity of social media raises significant concerns regarding privacy, data security, and digital surveillance. As individuals share increasingly personal information online, they become vulnerable to data breaches, identity theft, and exploitation by malicious actors. The ethical and regulatory implications of data privacy are hotly debated, prompting calls for greater transparency, accountability, and user empowerment in the digital realm.



Challenges And Concerns With SMC

1. Misinformation and Fake News

One of the significant challenges associated with social media communication is the spread of misinformation and fake news. The rapid dissemination of content, coupled with the ease of sharing, makes it easy for false information to go viral. This misinformation can lead to public confusion, panic, and mistrust. It underscores the importance of verifying information before sharing and promoting media literacy among users.

2. Privacy and Security Issues

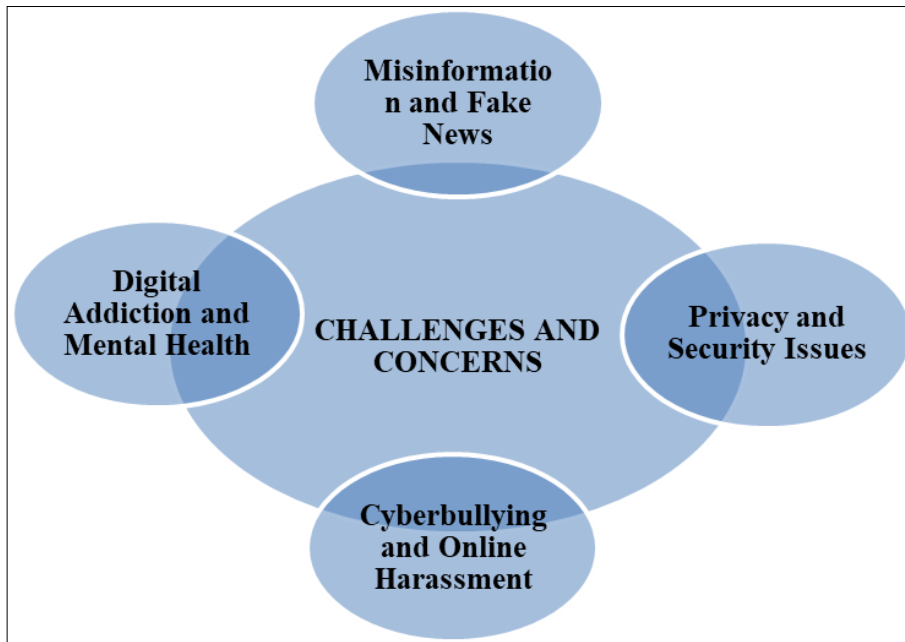
Social media platforms collect vast amounts of user data, raising concerns about privacy and security. Users are often required to share personal information, which can be vulnerable to data breaches and misuse. Ensuring robust privacy settings, using strong passwords, and being cautious about the information shared can help mitigate these risks.

3. Cyberbullying and Online Harassment

Cyberbullying and online harassment are prevalent issues on social media platforms. The anonymity offered by these platforms can embolden individuals to engage in harmful behavior, leading to psychological distress for victims. Social media companies are increasingly implementing measures to combat cyberbullying, such as reporting mechanisms and AI-based moderation tools, but users must also be vigilant and supportive.

4. Digital Addiction and Mental Health

Excessive use of social media can lead to digital addiction, impacting mental health and well-being. Studies have shown that overuse of social media is linked to anxiety, depression, and feelings of inadequacy. It's crucial to establish healthy boundaries, practice mindful usage, and seek professional help if social media use negatively impacts mental health.



Futuristic Tools on Social Media as a Communication (SMC)

1. Integration of Artificial Intelligence (AI)

The future of social media communication will be heavily influenced by advancements in artificial intelligence. AI-powered chatbots, personalized content recommendations, and enhanced analytics will further improve user experience and engagement. AI will also play a crucial role in combating misinformation and moderating content, ensuring a safer online environment.

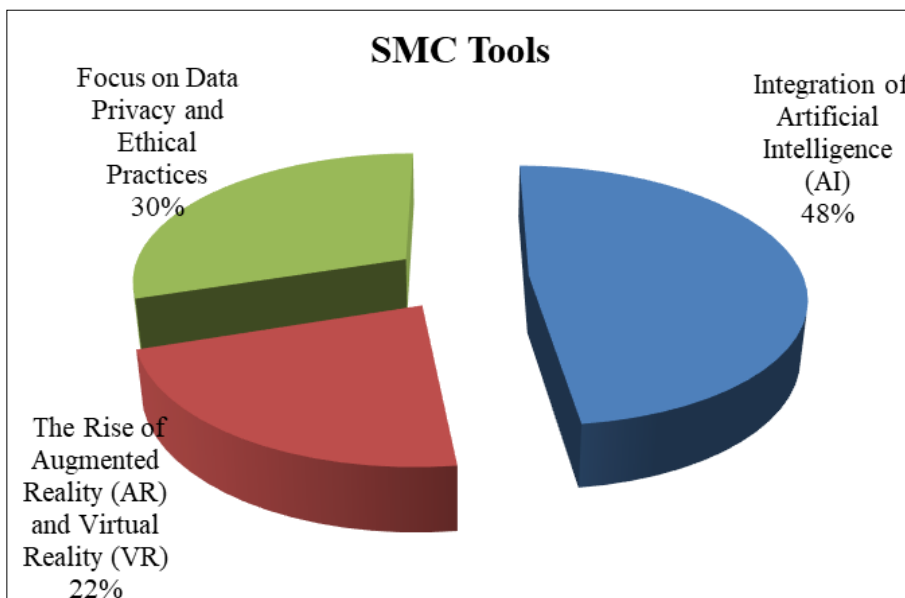
2. The Rise of Augmented Reality (AR) and Virtual Reality (VR)

Augmented reality and virtual reality are set to revolutionize social media communication. AR filters and VR experiences

offer immersive ways to engage with content, bringing a new dimension to storytelling and interaction. Brands are increasingly adopting AR and VR to create innovative campaigns and enhance customer experiences.

3. Focus on Data Privacy and Ethical Practices

As concerns about data privacy continue to grow, social media platforms will likely face stricter regulations and scrutiny. Users are becoming more aware of their digital rights, demanding greater transparency and control over their data. Ethical practices, data protection measures, and compliance with privacy regulations will be critical for maintaining user trust and ensuring the long-term sustainability of social media platforms.



Conclusion

The effectiveness of social media as a tool of communication is undeniable. Its ability to provide instant, interactive, and far-reaching communication has transformed the way we connect, share information, and engage with the world. From enhancing business

communication and public engagement to fostering personal connections and self-expression, social media’s impact is profound and far-reaching. However, it’s essential to navigate the challenges responsibly, ensuring that social media remains a safe, positive, and effective communication tool for everyone. By embracing innovation, ethical

practices, and mindful usage, we can harness the full potential of social media and continue to shape the future of communication. By using social media as a communication channel, businesses can gain an edge over their competitors by staying connected with customers, increasing brand loyalty, and generating leads. In the research study the futuristic tools like Integration of AI were majority of 48% on SMC towards modern society

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