SUPPORTIVE ROLE OF NEW MEDIA IN EXECUT-ING DEMOCRACY IN METROPOLITAN

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1.1 ABSTRACT:-

Mumbai is one of India's most commercially developed metropolitan cities. Hence, this city accepts technological advancement easily / without many efforts. Here age groups of 18 to 30 have considered under above research title. This age group will be future tycoons both technologically & socially.

If we look at history of international revolutions in new media, we come across a fact that an age group of 18 to 30 has been backbone or rather responsible for constructing revolution of new media. There has been radical shift in the means used for social networking democracy. The new media technologies are adapted as a result in context with changing political and social relations in India. Social media website -such as facebook and twitter - has become a melting pot for all continents, races, and peoples, and a space for communicating and exchanging ideas and aspirations.

It has become fashionable for many western journalists and academics to enthusiastically endorse the idea that digital media and the internet are facilitating a praiseworthy grassroots - driven activism across the globe. Mobile phones, social media and you tube are deemed to be tools making possible the spontaneous upwelling of pro-democratic agitation. Within this logic, digital media inherently becomes an agent of positive social change. More importantly, within this logic, digital media become associated with spontaneous grassroots activism - wherein ordinary people are now empowered to change their world for the better.

New communication technologies -

especially social media via the internet - have become important resources for the mobilization of collective action and the subsequent creation, organization, and implementation of social movements around the world. The development of social media created opportunities for web - fueled social movements, or cyber activism, to change the landscape of collective action. This paper investigates potential of new media in democracy by age group of 18 to 30. A helping to develop technologically advances media culture.

Keywords :- supportive role , new media , democracy

1.2 INTRODUCTION:-

New media is that it takes into consideration the context of India's class that uses the media in India has a large number of young class. Agriculture is the backbone of India. Therefore, rural India is main part of India and the rest in approximately 70 percentages is part of the urban. Among the cities, Mumbai is the major capital city of India. Mr. Ravi Kolkota Says - the internet is the most well-known component of the information superhighway network infrastructures. Information technology in the next decade will dramatically change the way we will live our lives, transact business as well as get information.

Development of media technology is evolving structure. Marshall McLuhan says - the most powerful shift in media, and thus the most important influence shaping the modern mind, was the electrification of media that began with the telegraph, and continued through motion pictures, telephones, radio and television. Traditionally distinguished from 'old' media including newspapers, magazines and even television. New media is a term typically used to encompass the assortment of so-called 'digital' media, which complement and conflict with the traditional media. These media are usually informal. Often principally social and are not easily reducible to specific categorizations: much of the content is extremely diverse and even mundane activity can harbor political content. Essentially, 'New Media' should be understood as a series of platforms; it encompasses a vast field of digital activity including web blogs, micro - blogging (such as twitter), social media (like facebook), video - sharing (as on you tube), online reporting (by both institutions and individuals) and RSS feeds (information): is short, New Media is synonymous with digital mass peer-to-peer communication as it involves the usage of mobile devices from cell phones and smartphones to computers and laptops. We shall consider 'New Media' in its widest possible sense that is to say, any form of political and/or social activity includes offline activities such as citizen journalism and informal social/political organization. This par-

ticular point is vital since new media understood here is not merely restricted to digital 'online' activity but encompasses a large array of activity offline.

Democracy is "government by the people; that form of government in which the sovereign power resides in the people as a whole, and is exercised either directly by them … or by officers elected by them."   The Indian media has considered the fourth pillar of democracy. Social life is an important part of the Indian media. The media has played a key role to gained freedom. Some studies say that, the 2011 census, 30.16% of the population lives in the city. 2012 - 13 years was 45.2% of population lives in the city. By 2030, it will expect to be 58%.

 The purpose of this research is to find out, "SUPPORTIVE ROLE OF NEW MEDIA IN EXECUTING DEMOCRACY IN METROPOLITAN"

1.3 OBJECTIVE:-

Objective menace once the need for research information has been clearly defined; the researcher must specify the objectives of the proposed research and develop a specific list of information needs. Research objectives answer the question "Why is this project being conducted?

1.3.1 Objectives of this research are as follows:

1.	To find, young people use new media as a platform.

2.	To find, young people are feeling that, new media is support system of democracy.

3.	To find, they solve their problems by using new media.

4.	To find, the value of new media in democracy.

5.	To find, New media is effective than other media in democracy.

6.	Find a relation between old and new media in democracy.

1.4. Hypothesis:-

Hypothesis Means, a supposition or proposed explanation made based on limited evidence as a starting point for further investigation.

1.4.1	Hypothesis of this research are as follows:

1.	Injustice can be away through by new media.

2.	Young people's are believe on new media because they getting a quick response in new media.

3.	New media is not hiding anything

4.	As a medium like of new media, any news will be publishing in a second.

5.	New media gives justice to the democratic way.

6.	New media is the medium of young people.

1.5 LIMITATION OF RESEARCH:-

"SUPPORTIVE ROLE OF NEW

MEDIA IN EXECUTING DEMOC-RACY IN METROPOLITAN" is a vast subject. So researcher focus only on Mumbai area. Researcher will take peoples from age group of 18 to 30 as a sample size.

1.6 IMPORTANCE OF THE SUB-JECT:-

Transmission of news through the modern world of the 21st century and are subject to change methods. Since the rapid development of the technology revolution that is unprecedented. There are a large number of smart phone users in India. This new revolution become possible using new media. Blog, News Channel, Facebook, Google, whats app are examples of the New media. Only New media can connect business, politics, and culture to each other. The media not remained limited to the local area. The media has captured around the world through online media. The popularity of online media has been increasing day by day. New media is inserted people of all ages. There are many successful examples of new media, which are useful in democracy. "Egyptian revolution" is most popular example in new media. This was use by democratic way. This revolution made by youth. In addition, another powerful example is "AAP". "AAP" means a "AAM AADMI PARTY'. 'AAP' is becoming powerful in India by using new media like facebook, twitter. Fact is young people are using new media on large scale.

1.7 RESEARCH METTHDOLOGY:-
Survey research often used to assess thoughts, opinions, and feelings. Survey research can be specific and limited, or it can have more global, widespread goals. Today, survey research used by a variety of different groups. A survey consists of a predetermined set of questions that is given to a sample. With a representative sample, that is, one that is representative of the larger population of interest, one can describe the attitudes of the population from which the sample was drawn. Further, one can compare the attitudes of different populations as well as look for changes in attitudes over time. A good sample selection is key as it allows one to generalize the findings from the sample to the population, which is the whole purpose of survey research. "So, researcher chooses a survey method for research.

Therefore, researcher uses questioner method for survey. Questionnaires are the most commonly used tool in survey research. However, the results of a particular survey are worthless if the questionnaire is written inadequately Questionnaires should produce valid and reliable demographic variable measures and should yield valid and reliable individual disparities that self-report scales generate. .1 Research chooses 30-sample size from age group of 18 - 30. Because research is only focused on 'how can
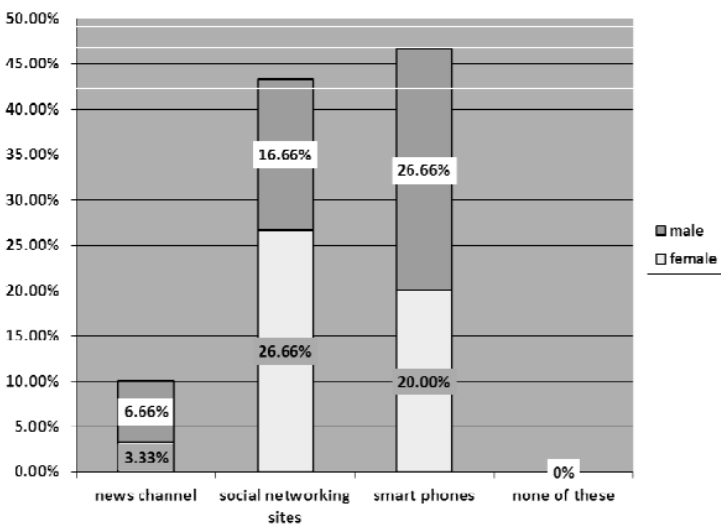
new media be use in democracy'.

## 1.8 Primary Findings of This Research:-

THE FOLLOWING RESULTS FOUND IN THIS RESEARCH:-

1. Which type of new media you use more than traditional media

 The above graph indicates that, 3.33% female and 6.66% male are watching news channel. 26.66 % female and 16.66 % male are uses social networking sites. 20% female and 26.66% male are using smart phones. Conclusion is, all samples are using new media more than tradition-al media.

2.Do you think, new media is useful for social, political, and cultural changes?
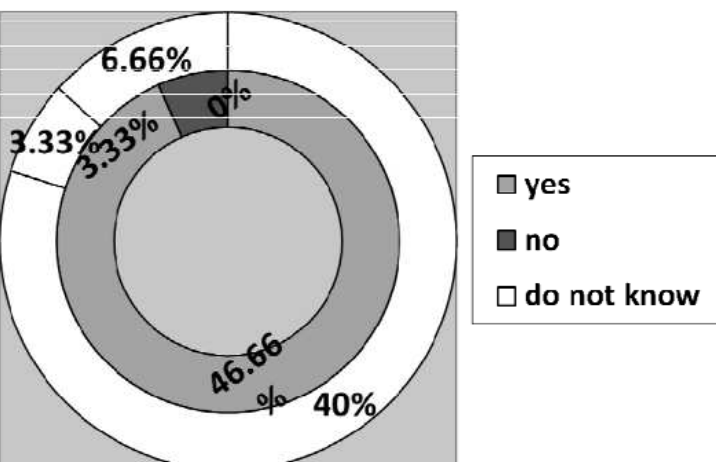

 The above graph indicates that, 46.66% female and 40% male do think new media are useful for social, political and cultural changes. 3.33 % female and 3.33 % male say that, new media is not useful for social, political and cultural changes. 0% female and 6.66% male are not aware about uses of new media.

3.You can use of new media to get the justice?
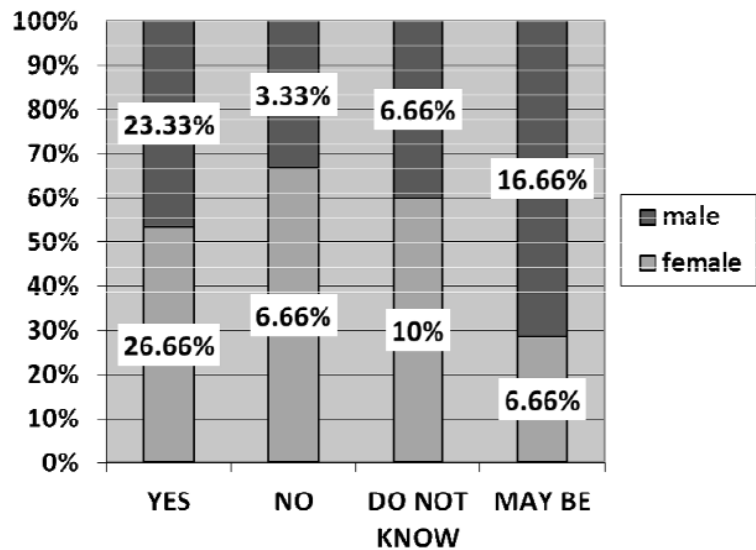
The above graph indicates that, 26.66% female and 23.33% male do think new media can be used for get-ting justice. 6.66 % female and 3.33 % male say that, new media cannot give justice. 10% female and 6.66% male replied they do not know and 6.66% female and 16.66% male said, 'may be new media will be useful for getting   justice.'

4.Can new media do social and political revolution?
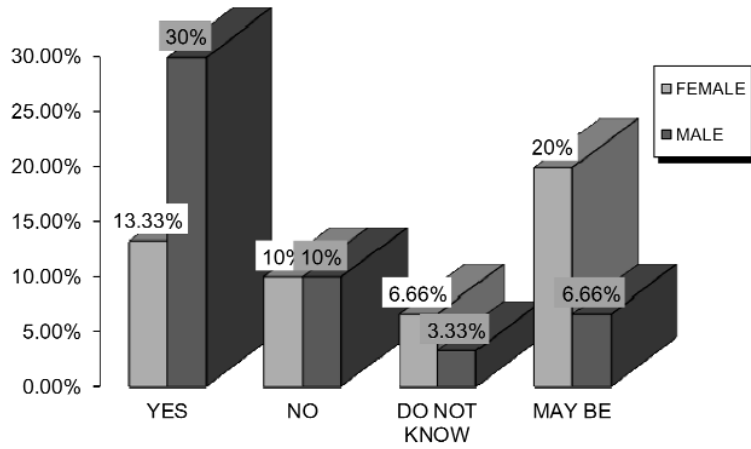
The above graph shows that, 13.33% female and 30% male are thinking new media can do social and political revolution. 10 % female and 10 % male say that, new media cannot do social and political revolution. 6.66% female and 3.33% male replied they do not know and 20% female and 6.66% male did say, 'may be new media will be doing social and political revolution.

5. New media used as an important pressure group in the democracy.

	YES	NO	DO NOT KNOW	MAY BE
MALE	26.66%	0%	6.66%	16.66%
LE	23.33%	3.33%	3.33%	20%
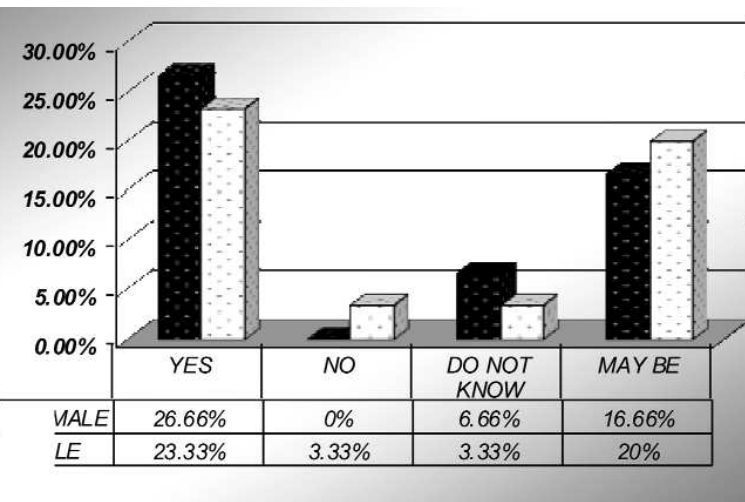
The above graph shows that, 26.66% female and 23.33% male are thinking new media use as an important pressure group in the democracy. 0 % female and 3.33 % male says that,

new media cannot become an important pressure group in the democracy. 6.66% female and 3.33% male said do not know and 16.66% female and 20% male replied that 'may be new media will be an important pressure group in the democracy.'

6. Can be used new media in the democratic way?
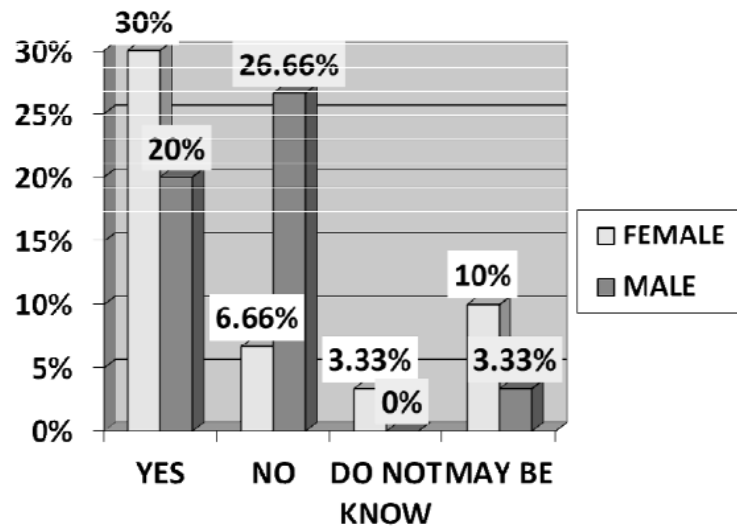
The above graph shows that, 30% female and 20% male thinking new media can be use in democratic way. 6.66 % female and 26.66 % male said that, new media cannot be use by democratic way. 3.33% female and 0% male said they do not know and 10% female and 3.33% male replied, 'may be new media can be use by democratic way.

## 7.Do you know examples of revolution by using new media?
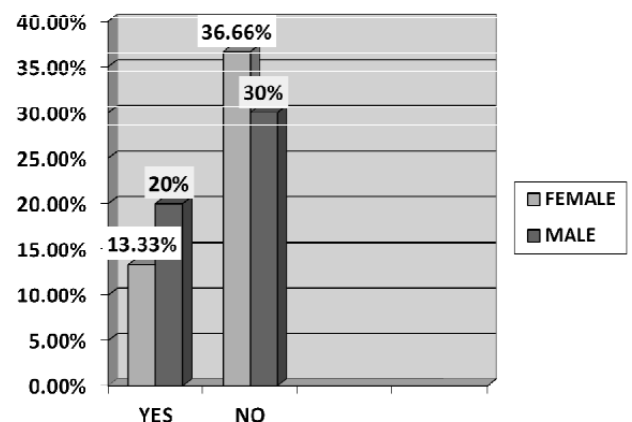
The above graph shows that, 13.33% female and 20% male are aware about examples of revolution by using new media. 3 6.66 % female and 30 % male said that, they do not know example of revolution using new media.

8.How much time you give to new media?
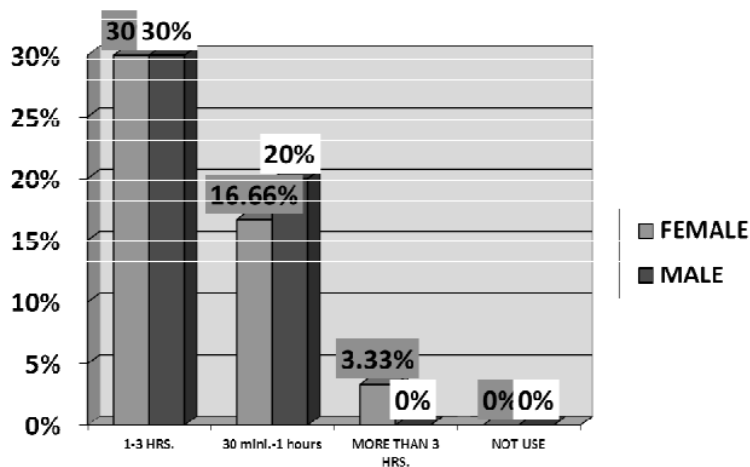
The above graph indicates that, 30% female and 20% male have given 1-3 hours for new media. 16.66 % female and 20 % male said that, have given 30 min. -1 hours for new media. 3.33% female and 0% male have given more than 3 hours for new media. There all these samples are using new media at different time span, so researcher found 0% replied with 'not use'.

9.New media is effective than traditional media?
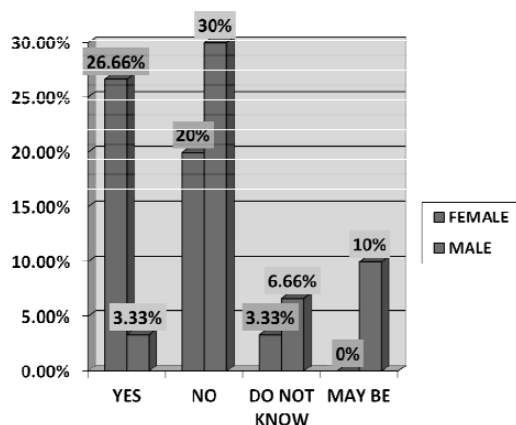
The above graph shows that, 26.66% female and 3.33% male feel new media really effective than traditional media. 20 % female and 30 % male said that, they did not feel new media effective than traditional media. 3.33% female and 6.66% male replied with do not know. Zero percentage female and 10 % male said may be new media is effective than traditional media.

APPENDIX:

QUESTIONNEIR:

FOLLOWING QUESTIONS ARE SELECTED FOR SURVEY:-
Name: -
Age:-
Education: -
male/female:-
1.which type of new media you use more than traditional media
News channels
social networking sites
Smart phones
none as above
2.Do you think, new media is useful for social, political, and cultural changes?
Yes
no
Do not know
3.You can use of new media to get the justice?
Yes
no
Do not know
may be
4.Can new media do social and politi-

cal revolution?

Yes

no

 Do not know

may be

5.New media used as an important pressure group in the democracy?

Yes

no

Do not know

may be

6.Can be used new media in the democratic way?

Yes

no

Do not know

may be

7.Do you know examples of revolution by using new media?

Yes

no

8.How much time you give to new media?

30 mini.-1 hours

1-3 hours

 More than 3 hours

not use

9.New media is effective than traditional media?

Yes

no

Do not know

may be

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