

BIZARRE EFFECTS OF SOCIAL MEDIA ON INDIAN YOUTH

Sewa Singh Bajwa

Associate Professor, Department of Journalism and Mass Communication, Ch. Devi Lal University, Sirsa, India

Received: 01 Jun 2021

Accepted: 05 Jun 2021

Published: 16 Jun 2021

ABSTRACT

The invention and introduction of telephone was aimed at making the vital link of communication possible between the people living at distant places as communication through exchange of letters used to be quite time consuming. Mobile phones, as cellular phone are usually referred to, made cordless telephony possible and hence enabled people to communicate with people living at far off places. Making phone call to any one, any time and virtually at place became possible. The ease of contacting near and dear ones revolutionised the communication patters of society to a great extent in advanced countries and to a bit lesser extent in developing countries. People started feeling the joy of calling or sending SMSs to their relatives and companions. Introduction of Smart Phones further multiplied the joy of telephony.

KEYWORDS: *Smart Phones, Social Media*