

#### **4. THE FUTURE OF SOCIAL MEDIA**

Although it is impossible to know what the future of social media holds, it is clear that it will continue with new changes for having new technologies, with new application. Humans are social animals and the more ability to communicate with each other on the level that each person likes best, the more prevalent social media will become. In rising developing country like Bangladesh, India, Nigeria and others we see an active role of these medium, especially Facebook is very popular.

##### **4.1. A Spreadable Industry**

The normal sense of media is spreadable. The theme of social media is like that, which refers potentiality. "Spread ability refers to the potential – both technical and cultural – for audiences to share content for their own purposes, sometimes with the permission of rights holders, sometimes against their wishes" (Henry et al, 2013: 03)

##### **4.2. Enhancing Global Interaction**

Social media is now a growing fast industry, though still now it showing itself as nonprofit. It has main contribution to enhancing the global integration. "The global interactive games industry is large and growing, and is at the forefront of many of the most significant innovations in new media" (Flew, 2005: 101).

##### **4.3. Platform for All**

It give an access for all. So here every people can interact. "Try to meet your learners where they are and take them where your organization wants to go for instance, Facebook and LinkedIn allow users to create group pages with discussions. Because so many people are on Facebook and tend to check in often". (Bozarth, 2010: 32 a)

##### **4.4. World is a Digital World**

Now the world turn into a digital world. Social media is the heart of this world. We can vote online instead of going to a specific venue. Companies email us surveys to ask for our opinion. As a customer you can give online feedback if you are happy or unhappy about something. We are using new technical platforms and solutions to help us in our lives. Our homes are becoming digital and we are receiving more and more information through digital channels. The digital world is helping us to communicate, exchange information and give our opinions. It encompasses a lot and is essentially here to make our lives easier.

#### **5. THE ROLE OF SOCIAL MEDIA**

Western world now in a fear after the simultaneous attacks in Paris that left at least 129 dead and scores injured on 13 November night of 2015. Islamic State (ISIL/DAESH), which is mainly active in some part of Iraq and Syria had claimed responsibility for the attacks. A number of western media, politician tries to play a religious blame game against Islam and Muslim on the basis of militant ISIL activities, where raised a demand for stop the Muslim inters in Europe and America. We see a new version of Islam o phobia there, which may bring a dangerous effect for all. But what was the reader's reaction against media, specially the Muslims, who are not responsible of ISIL crimes. How Muslims defy them against mainstream media. Here at first we look at a news of Economist and the reader's reaction of it then we will mention some comment from social media.

Nov 14th 2015 British magazine economist published an analytical news. The title of this news was 'Terror in France, What Paris's night of horror means for Europe, How Europe has become more vulnerable to terrorist attacks' (economist, 2015, online edition). Many readers commented the bellow of this news. Two comments for sampling putted on bellow without any changing though most of the comments were blindly against Islam or Muslims community with less logic. "Daydreambevisa" commented on that "Now that we have clear evidence that at least one of the terrorists came in through Greece via Turkey (along with hundreds or

thousands more), will the EU stop this suicidal infusion of young virile Muslim men, inured to hardship and war, resentful of less than abject servitude from their hosts, eager for all the fruits of the West to drop into their laps? Naaaaaah! Immigration of economic migrants from Africa and Asia is good because...because..."

"guest-nelamwn" commented on that "France started to bomb ISIS in Sirya in September. This is a medieval armee they were bombing. Was France expecting ISIS to launch tactical nuclear weapons in return, or were they expecting ISIS to send them bouquets? How else was ISIS going to respond? Do these guys not have any brains? What business is it of France to stick its fingers where they do not belong? This is a fight between two monsters - Asaad and ISIS. Why does France have a dog in this fight? Will they never learn? I just hope Obama keeps us out of this mess."

### 5.1. Campaign Tools

In the same time we see a vast campaign in social media especially in Blog, twitter and Facebook. The name of this campaign was "NOT IN MY NAME", where Muslim people were trying to tell that "we are not ISIL, so we are not responsible for Paris attack". The Italian minor Muslims hold rallies in Italy condemning violence by the name of religion. That time they show a play card "Not in my name", "Hate terrorism". Some people changed their profile name in twitter as "not in my name". We see another campaign against Islamophobia in social media, which was raised dramatically after that attack. Many Muslims change their Facebook profile picture to be sympathizing with the France. Here we are mentioning some of them, like "Mow Sony", an Italian immigrant changed her Facebook profile and cover photo after that attack. She wrote in her profile picture 'Attention, before you blame Muslims or Islam for the crime of ISIL in Paris. Remembered that ISIS has killed more than 1,00000 Muslims in past 2 years. A boy by the name of "Abid Azam" from Bangladesh changed his profile picture as like as Facebook suggested. 'Jesmin papri', a female journalist also changed her profile picture and condemned ISIL activities as a terror organization, where we see the same position of others.

### 5.2. Benefits

Social media made our life easy, which is visible in our daily life now. It helps people to come close to each other. It give a chance to introducing with unknown someone, where people can enrich and can know new something. The main benefits of social media is that it has no boundary and the barriers of language is not big problem for this world. It provides Wide range of information Increased connectivity and collaboration, Educational benefits, Global nature of online, new creative opportunities, Learning criticality, increased accessibility for those with disabilities and others.

### 5.3. Easy Way of Communication

We have tools such as mobile phones and computers that make it very easy for us to expand our network and interact with more people. I think this is one of the reasons we can become so dependent on social media and online information. We can't help it; we're programmed to connect with others and we want to stay connected to the people we like. We can go without saying that "internet and internet", how an invention! The best one of modern decade.

### 5.4. A Revolution for Communication

Social media break down many custom of communication as well as many norm and forms. Present world is known as global village for which social media have a great contribution. Globalization means "more than expansion of activities beyond the boundaries of particular nation states". (Thompson, 1995: 150). The new media, especially social media did it with success. Now boundary is not important. People all are have a common interaction in social world of social media. We see a boy from Asia, who has some friend from America or Africa and they are sharing experience and view with each other. For that both are getting a chance to know the each other culture, get a chance to exchange view and discover themselves. According to Neuman, "We are witnessing the evolution of a universal interconnected network of audio, video, and electronic text

communications that will blur the distinction between interpersonal and mass communication and between public and private communication.” (Croteau & Hoynes, 2003: 303)

### **5.5. World is One Community**

It is very easy to share opinions with others using digital and social media. It is possible to build a community of like-minded individuals that are active worldwide with the digital tools now available. “The world has never been as informed as it is today, nor has there been such ready and easy access to the news. And communication in human society has come a very long way. From the primitive era, through the era of supremacy of the mainstream media to the emerging era of reign of the new media, communication has remained the live wire of the society.” (Odi, 2013: 160). We see world to turn into a global village, new media has a vast contribution behind it. “As a result of the evolution of new media technologies, globalization occurs.” (Flew, 2002: 13).

## **6. HOW IT EXIST WITH IMPORTANCE!**

No one can deny the impact or influence of social media in daily or social life, where it is considering as a giant for modern communication and new dimension for mass media. In recent past where People meet friend or nearest someone to share the feeling, now a days they prefer social media to share something or communicate with someone. Users update their wall with various personal or social issues, from where other friends are being informed about their current position, outlook etc. In this case we can consider Facebook as the most effective social network, which provided many opportunities to users for interacting with each other, for expressing themselves. Actually it arguably using as a need of people, which is using as an alternative media as well.

### **6.1. A Tools for Education**

Social media is using as a tools of education, where many educational materials are available with no cost normally. The students from different countries come closer each other by using social media, where they can discuss and get a solution about various important issues. Have some group, from where students are getting their education materials, get advice from seniors. In Facebook we see many group about education and many pages of different university, organization, education ministry of different countries, who are working to ensure education for children’s, woman and all. The students, who live in abroad interact each other in social media or social network. So we can tell that social media and social network are using as an effective tools for education, which made the education easy.

### **6.2. Platform of Storytelling**

Tell your story as much you know or as much you want with no barriers. Social media give the audience this freedom, which no one can imagine in conventional media. This is the perfect platform, which give a chance to general people to express their story. Blogging might be overwhelming but thankfully for as many people who seek perfect content that is data backed and filled with mind blowing facts there are equally as many people that want to hear compelling, authentic real stories that allow them to connect with the writer.

### **6.3. Place of Sympathy**

Now it is using as a place of sympathy. Most of the users share the daily life incidents in here. Others friends like and comment on that. If they got any sad news they are being sympathize to friend. “It is deeply programmed into our DNA to show each other empathy — it’s what makes us human. This is made easier with the help of social networks and digital media where we can ‘like’, comment and share information with each other. If the train station is closed, it will be mentioned on Twitter immediately. If you have something to celebrate, you can share it with all of your friends almost instantly”. (Sandell, 2001: 233). This trend is increasing day by day. Mainstream media is facing an existing crisis also sometimes. For what social media’s popularity are increasing rapidly. “While television is still the top mechanism for getting news, its importance