

has been decreasing over the last several years. Social media sites are becoming a primary source of news for Trailing Millennials.” (Digital democracy survey, 2015: 21)

6.4. Place of Business

E-commerce is getting popularity and powerful day by day. Here we are explaining this issue in Bangladesh perspective, which is a south Asian developing country with many possibilities and challenges. According to e-Commerce Association of Bangladesh, a south Asian and third largest Muslim populated country (e-CAB) Around 7,500 active Facebook pages were doing business in the country and at least 600 web pages were doing online businesses only. Have above two thousands e Commerce Company, who are almost dependent on Facebook. It’s not true for only Bangladesh, it is a worldwide reality. “Social media and online networking works really well because, as human beings, we are naturally social. We want to interact with others, show our empathy for others and share the latest news. Every day we find out about news, events and birthdays with the help of the internet.” (Sandell 2013: 21 a)

6.5. Place of Publicity

Now social media is using as a place of publicity. Political persons are active in various sites, to keep their supporters with update. Celebrities are getting update in social media, who have a large number of followers. Now we will give a look on upcoming American president election, where the candidates are competing in their own party to be a candidate of this election. We see all of candidate to be active in social media like Twitter, Facebook. Here we are mentioning two of them among others on the basis of importance. We see Hilary Clinton, who is competing to be the president candidate from Democratic Party, the running ruling party of USA the running ruling party of America to campaign in twitter specially. 8 February (2016) Hilary updated his was by this status, “Time to #GOTVforHRC! Call 3 Hillary supporters in NH and remind them to vote on Tuesday. You don’t even need a □!” before two hours ago of this status, Hilary posted a video “What’s it like to watch football with @billclinton? Hillary explains.” (Hillary Clinton, 8-2-16, twitter). The most discussed president candidate from Republican Party, the main opposition party is Donald J. Trump, who is American business magnate. We see him more active in twitter, where in the same day Trump posted on his twitter wall, “Jeb Bush has zero communication skills so he spent a fortune of special interest money on a Super Bowl ad. He is a weak candidate!” In the same day hi posted, “I am in New Hampshire having a great time! Loved the #GOPDebate last night! Everybody enjoy the Super Bowl. #SuperBowlSunday #SB50.” (Donald J. Trump, 8-2-16, Twitter). We see them to getting update in twitter within minute! Maintain an active interaction with their supporters.

6.6. Platform for Expressing Opinion

Social media give a freedom to people to express themselves, which is not possible in mainstream media because of various reasons and reality. So people are preferring social media to express themselves, to spend time and to gain their own purposes. Here we see a reflection of people’s choice theory, which relevancy in running world is more proved by social media. Media is not out of question. They are accountable and interpretable. A content of media can be polysemy (ic). So people can take one of them, which one he prefers. We can tell this right of people choice. This is the main theme of reception model of mass communication.

Stuart Hall took this new attitude towards audience consumption, how people take the message of Media. In 1980 he developed his thought by the name of encoding and decoding. This is the best development of audience reception theory. Hall says that there are three different positions audiences (receivers) take in order to decode the meanings within cultural texts, particularly televisual discourses. They are the dominant-hegemonic position, the negotiated position and the oppositional position. (Hall, 1993: 101).

Dominant or Preferred, Reading: The dominant position where the viewer takes the meaning of the message the way the producer intended.

Negotiated Reading: The negotiated position where the viewer accepts parts of the message but rejects others that don't fit their interests.

Oppositional Reading: The oppositional reading where the reader decodes the message and rejects the entire message.

Here we see an active role of audience. Watson and Hill (2000: 15) write, "The notion of the active audience considers audiences proactive and independent rather than docile and accepting. The active audience is seen to use the media rather than be used it". While cultural imperialism focuses on the producers, nations, or organizations to explain the flow of information and Media products, active audience approaches can add the role of audiences to this discussion. In addition, they would be a keystone of this study because active audience theories move attention from the state of the film market to the viewpoint of audiences, which are the ultimate subjects of this research.

It's creating audience ethnography, which demands Media are to be interpreted for the subjective constructions of meaning. The effects of the media can be interpreted also. So we can tell that reception theory is a concept of recent modern world. "One of its central features is its focus on how various types of audience members made sense of specific forms of content." (Baran & Davis, 2011: 257). So we can tell that social media is a reflection of audience reception theory. Actually it representing this theory.

6.7. Alternative News Source

We see social media as an alternative news source. People depend on social media to get the real story about a certain issue, especially about for political update of a region because of partial position of conventional media. Have many Facebook based news agency, who are getting update with many serious issue, which is confined only Facebook with large number of readers.

7. WHY SOCIAL MEDIA!

Have an allegation about conventional media that Media is not responsible to publishing news, with actual fact, where it published many news as their business purposes, maintain a political lobby. Actually they are serving the demand of their owner company, where they are accused for pervert the truth or hide. In rising developing world like Turkey, Brazil, Malaysia media have a divided position, which is more in others developing countries. This allegation have logic that media work with some purposes, where people are depriving from knowing the truth, for what they are cordial to alternative sources. For various reasons like these a large number of people cannot be trustful to mainstream media. So they depend on social media to get the real update, depend on their virtual friends.

8. SOCIAL MEDIA AS A SOURCE OF TRADITIONAL MEDIA

In 2014, ING has performed an international study into the impact of social media on the activities of PR professionals & journalists and the way social media has influenced the news and the way news is disseminated. (Impact of social media on news, 2014, ingcb.com)The research showed the following discoveries:

- Social media are the main source of information for 50% of the journalists, despite the low degree of reliability.
- The people's opinion is more reliable than a statement issued by an organization.
- 'Publish first, correct if necessary' is the order of the day.
- Journalists (70%) act differently social media than in traditional media.
- Journalists are nowadays less fact-checking (44%); crowd-checking (55%) is becoming more important. Journalism is more driven by clicks and views.
- 32% of journalists find posts on social media to be unreliable. It is nevertheless the main source of information for 50% of journalists.

- 80% of journalists occasionally publish without fact-checking.
- Journalists feel they are less bound by rules of journalism on social media than in traditional media. Journalists share their personal opinion more openly via social media than via traditional media.
- Social media are important for the performance of daily activities for 72% of the journalists.
- Journalism can no longer operate without social media for 68% of the press.
- The quality of the reach is higher via social media than via traditional media in the mind 62% of journalists.
- Journalists find that their influence has grown due to social media.

And if so, journalists started going on social networks to find information, how does it work? For example, the news of Bin Laden's death not only came as a shock and surprise to the public, but the way in which the information broke on real-time social media heavyweight, Twitter. Although there is speculation as to where the news first appeared, it cannot be denied that social media played a huge role in spreading the news. Before CNN or The New York Times confirmed that U.S. Navy SEALs did in fact kill Osama bin Laden, millions had already taken to their Twitter and Facebook pages to virally disperse the information. The traditional media followed the social network in question and then confirm the death, having also other official sources. "Clearly, the digital age has not only revolutionized the way news is disseminated (virally and immediately), but also the way in which we consume it. Thanks to the instant publishing capabilities of social sites like Twitter, we're able to both individually broadcast and communally watch as events unfold in real time across the globe. But traditional journalism still has a crucial role to play, especially when it comes to sharing the bigger picture through a trained eye, verified sources and a contextualized perspective. We must also keep in mind that Twitter — though credited with breaking the news of Osama Bin Laden's death — is also responsible for erroneously reporting the demise of countless others. At the end of the day, there's a place for both at the table. In fact, they can often work in tandem, with journalists harnessing the power of social media to acquire and break vetted news. Twitter may yet be the news ticker of our time". (Thaler, 2015: nywici.org). Therefore, people have where to choose from nowadays, but journalists are also trying clearly to use social media as a source, to calm their rush of being first, of posting the first news. But in this process, they tend to forget that a source should always be checked before being used.

8.1. Danger of Social Media As A News Source

There have been cases in which serious news channels as CNN took information from social media without checking it and after it realizing there were fake. That is the case of "The death of Morgan Freeman". Rumors of the actor's alleged demise gained traction on Saturday after a 'R.I.P. Morgan Freeman' Facebook page attracted nearly one million of 'likes'. Those who read the 'About' page were given a believable account of the American actor's passing: "At about 11 a.m. ET on Saturday (January 09, 2016), our beloved actor Morgan Freeman passed away. Morgan Freeman was born on June 1, 1937 in Memphis. He will be missed but not forgotten. Please show your sympathy and condolences by commenting on and liking this page". Hundreds of fans immediately started writing their messages of condolence on the Facebook page, expressing their sadness that the talented 78-year-old actor was dead. And as usual, twitter sphere was frenzied over the death hoax. Whereas some trusting fans believed the post, others were immediately skeptical of the report, perhaps learning their lesson from the huge amount of fake death reports emerging about celebrities over recent months. On Sunday (January 10) the actor's reps officially confirmed that Morgan Freeman is not dead. "He joins the long list of celebrities who have been victimized by this hoax. He's still alive and well, stop believing what you see on the Internet," they said.

9. IMPACT ON SOCIAL LIFE

In present time social life is turned into social media, where People exchanging greetings by browsing internet. Like as Eid greetings, the biggest festival for Muslim nation, Christmas, the biggest festival of Christian people etc. are celebrating in virtual world, where religion is not a barriers as far as my observation. We see debate on various serious issues in social media, which have an effect in real world. We see the use of social media about daily fashion, shopping, and other also. So we have to recognize that social media have an impact on our social and daily life, which can influence to take a decision or make a change.