

Impact of Social media on Assamese Folk Culture: An Analysis

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Abstract:

The purpose of this study is to analyze how social media affect the Assamese society and folk- culture. The findings reflect that social networking sites not only affected Assamese society and folk- culture adversely but on the contrary, the usage of these sites positively helps them in understanding the sites more efficiently. Facebook, My Space, LinkedIn, Twitter, Skype all these are a few such sites that attract maximum of the youths and thereby embodies their own merits and demerits that desperately necessitate in creating an actual impact among the youth at large in Assam. Social media platform like Face book, Whatapp, Twitter, Koo, etc. come to light and they have huge numbers of viewers as well. Means Assamese people are very much dedicated to sustain their culture in the form of literature and all. Government of Assam is also providing a key role for making folk culture enrich among the people through using social media app and implementing Modern technology, culture and historical aspects in the form of data base.

Keywords: Social networking; Facebook; Twitter; Internet,

Introduction:

In recent time, debate on uses and impact of social media in our society is one of the most popular topics of discussion. Social media is the interactive technology and digital platforms that facilitate the creation and sharing of information, idea, interest and other forms of expression through virtual communication and networks. Face book, Whatap, Twitter, Koo, etc. are the important social media app widely used by the people of Assam. All these have access through digital media tools like mobile, computer etc. It is now a well known and influential medium of communication through which Assamese culture, tradition, folk, food habit etc. have reached to a greater height. When we talk to Assamese culture folk-culture usually comes to our mind a healthy, strong society surrounding by elements like knowledge, faith, customs practices art and morality etc. Now social media has greater impact on these elements of our society. Thus impact of social media on Assamese folk culture is immense.

Dimension, purpose and objectives of the study:

The main objectives of the study is to analysis how social media impacting the Assamese folk culture and society and also the adverse affect of it in the Assamese society which causes destruction in the society.

Method and sources of Fact extraction:

While discussing the research paper, the study used descriptive methodology where facts have been collected from various research paper, reports, studies, internet, news paper etc.

Impact of Social media on Assamese Folk Culture

Social media is one of the most discussed topics in the world in 21st century. Social media is a medium through which people share their thinking, talent, entertainment, news happiness etc among other. When spoke about Assamese folk culture usually comes to our mind a portrait of a simple village society, where rituals, practices, religion, art culture etc. are exist. At present time Assamese society, civilization, culture has evolved to a greater extent through social media. So the impact of social media in Assamese culture is immense.

The present era is the age of machines. In this age of machines it is impossible to survive without social media. A society exists through some of the customs ethics that people find and through this ritual ethics values are created and this rituals practices, faith, religion, passion, feelings, literature etc. All make their debut through social media. Village people have gained a lot of knowledge about folk culture through social media. Evil reforms, superstition are vanished from the mind. It has the advantage of expressing people's feelings which can't be expressed through print media.

Although social media has made a far reaching impact on the world of folk culture, but at the same time due to its adverse effect people has lost their values, humanity, respect and devotion. Social media has compressed people's happiness and feeling in such a way that human morality has disappeared. People have forgotten proud Assamese culture and plunged into western culture. Parents have limited their happiness by introducing electronic media and social media to their children through mobile, laptop's, computer etc. from an early age. Today's children can't feel the pleasure of listening fable from the mouth of their grand Parents. Fable seems to be on the verge of the getting last from us now. People are so busy that people are running out of time to adapt to Assamese culture. Today's new generation spends most of their time busy with whatapp face book instagram etc. The pleasure are distinct . Social media has also eliminated the habit of studying books.

If you are going to talk about "Bihu" the enthusiasm and joy of that earlier "Bihu" is not their today. The ethos and rituals that were practiced have also disappeared. Bihu on the tree floor 'Nai pariya' bihu has now stage centric. Similarly religious festival like 'Bhatheli', 'Mahoho', which have traditionally been prevalent in the village area, also started disappearing gradually. There is now a worldwide adultery in the name of religion. Religious festivals are often seen in the chaos, indignation, misdeeds of some illiterate youth. Social media is at the route of all this. For this Assamese people have to be aware in the content of Assamese folk culture. School college student should given knowledge about the measures to be taken to preserve Assamese folk culture and lesson on folk culture must be include in text books and make Assamese culture rich.

Conclusion:-

As far as Assamese culture is concerned there is widespread use of social media in Assamese culture especially on folk culture. Social media platform like Face book, Whatapp, Twitter, Koo, etc. come to light and they have huge numbers of viewers as well. Means Assamese people are very much dedicated to sustain their culture in the form of literature and all. Government of Assam is also providing a key role for making folk culture enrich among the people through using social media app and implementing Modern technology, culture and historical aspects in the form of data base.

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