



## LEGAL IMPLICATIONS OF SOCIAL NETWORKING SITES

*\*Dr Pirshant Kumar, Assistant Professor, Dept. of Journalism & Mass Communication,  
C.C.S. University, Meerut*

### Abstract

*Social Networking Sites provided us the facility to be in touch with our friends and relatives around the world in just one-click. These sites have indeed made the world a very small place to live. The concept of “Global Village” introduced by McLuhan is now come to reality. The 'Virtual world' of Social Networking Sites has opened doors for organizations or individuals to communicate their key messages to a new audience. The nature of communication has undergone a substantial change in the past twenty years and everyday new media allows us to communicate in a different way, with a diverse audience. It all started with email, which had a profound effect on the way people keep in touch. When some people are still getting used to email effectively, the nature of communication continues to change. It is cost effective and easily implemented into a greater communications strategy. However, there is a necessity of awareness among users to share, comment or like only those messages which don't affect the harmony of the country.*

**Key Words:**-SNSs, Legal issue, Harmony, Virtual World, Global Village

The nature of communication has undergone a substantial change in the past twenty years and everyday new media allows us to communicate in a different way, with a diverse audience. It all started with email, which had a profound effect on the way people keep in touch. When some people still getting used to using email effectively, the nature of communication continues to change. The 'Virtual world' of Social Networking Sites has opened doors for organizations or individuals to communicate their key messages to a new audience. It is cost effective and easily implemented into a greater communications strategy. So we can say that this is the era of Internet mediated communication.

### **Social Networking Sites**

A social network is a social structure made up of individuals (or organizations) called "nodes", which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships, or relationships of beliefs, knowledge or prestige. Social networking is defined as the bringing individuals together into a specific group, often like a small community or a neighborhood. Although social networking is possible in person, especially in schools or in the workplace, it is most popular on the internet. Social networks are online service platforms or site that focuses on building and reflecting of social networks or social relations among people who share common interest or activities. It is a new means of communication and sharing information between two or more individuals on a virtual community called as 'online community'.

In 1954, J.A. Barnes started using the term systematically to denote patterns of ties, encompassing concepts traditionally used by the public and those used by social scientists: bounded groups (e.g., tribes, families) and social categories (e.g., gender, youth). The websites offer people a new and varied ways to communicate via Internet through computer or mobile phone. The sites allow people to create their own profile and online network contacts. In an online social networking, websites are commonly used. These are called as 'Social sites', or 'Social Media'. Some of the social networking sites

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