

Digital media and youth politics contributing in globalization

Mr. Anshul Jain

Asst. Prof. Amity University Madhya Pradesh.

Abstract:-Social media are changing how youth involve themselves in politics. Educators also must change how they prepare students to be involved citizens. During the past two decades, positive

Digital media and network have become embedded in our everyday lives and are part of broad based changes to how we engage in knowledge production communication and creative expression. Digital media have escaped the boundaries of professional and formal practice and the academic governmental and industry homes that initially fostered their development. Although specific forms of technology uptake are highly diverse a generation is growing up in an era where digital media are part in an era where digital media are part in of the taken for granted social and cultural fabric of learning play and social communication.

An initial set of exploratory grants in the study of youth practices and the development of digital literacy programs has expanded in to a major initiative spanning research , educational reforms and technology development . Digital media are part of a convergence. Between interactive media ,online networks and existing media forms navigating this media ecology involves a palette of literacies that are being defined through practice but require more scholarly scrutiny before they can be fully incorporated pervasively into educational initiative media literacy involves not only ways of understanding ,interpreting and critiquing media but also the means for creative and social expression online search and navigating and a host of new technical skills the potential gap in literacies and participating skills creates new challenges for education who struggle to bridge media engagement inside and outside the classroom.

Digital media network support existing forms of mass media distribution as well as smaller public and collectivities that might center on peer groups or specialized interests. The presence of social communication professional media and armature niche media player gain new visibility and the position of previously authoritative media are challenged.

The emerging power shift where smaller and edge player are gaining more visibility and voice is particularly important to children and youth if we look at children and youth through the lens of digital media, we have a population that has been historically subject to a high degree of systematic and institutional control in the kinds of information and social communication to which they have access. 2 This is one reason why the alchemy between youth and digital media has been distinctive it disrupt the existing set of power relations between adult authority and youth voice.

Neither youth nor digital media are monolithic categories documentary how specific youth take up particular form of media with diverse learning outcome is critical to the series as a whole digital media

take the form they do because they are created by existing social and cultural contexts that are diverse and satisfied.

⁴Arthur foundation began a new grant making initiative in the area of digital media and learning and initial set of youth practice and the development of digital literacy programs has expanded into a major initiative spanning research educational reform and technology development , one component of this effort is the support of this book series as part of the broader mac Arthur foundation dissemination of new scholarship , fostering and interdisciplinary conversation and archiving the best research in the energizing field.

Youth Activism

Youth activism is youth engagement in community organizing for social change youth participation in social change focuses more on issues oriented activism than traditional partition or electoral politics.

- Youth have taken lead roles in public protests and advocacy around anti-war activism.
- Anti crime and government corruption
- Pro sexuality education, antigovernment censorship expanded educational access and public transportation access. Technology and the use of digital media has changed the way youth participate in activism globally and youth are more active in media than older generations
- youth is an elastic category the age at which it begins and ends varies with in cultural context , but it is after a very distinct stage in a person , life to which particular issues or polices are highly relevant sexuality and social issues.
- Sociopolitical development is a psychological process that covers the range of cognitions skills attitude worldviews and emotions that support social and political action (watts, Griffith & Abdul –Adil 1999)
- The process of SPD was further defined by watts flannagan “to impact young people social analysis worldview ad sense of agency and to provide them opportunity structure and support towards their societal involvement behaviors (2007)
- Social activism is the predominant form of youth activism today. As millions of young people around the world participate in social activism that is organized informed, led and assessed by adults. Many efforts including education reform, children right and government reform call on youth to participate this way often called youth voice. Youth councils are an example of this.

Youth driven activism requires young people to be the primary movers with in an adult – led movement. Such in the case with the sierra club. Where youth compel their peers to join and become active.in the environment movement. This is also true of many organizations that were founded by youth who became adults such as SEAC and national youth rights association. Political activism by youth can go unnoticed because youth activism after occurs on school grounds and away from the adult society ,but youth after face, resistance when forming youth activist groups in schools.

There are structural inequalities that keep youth from engaging in political talk and action on school grounds or the public domain. School clubs require an adult adviser to make the club official further adding to school hierarchies of adult power.

Some youth participate in student government other prefer student union because they provide a real voice to the students and present it to the administration while student government do not have the power to effect real change in a school system.

SOCIAL MEDIA:- Facebook become a tool for youth to not only gather information, but broadcast events and activities participate in activity groups and get in contact with other activist twitter although it is used to provide links to activism is not regarded to be as useful because of the limitations of 140 characters

Twitter has also been used to spread awareness of social issues by using hash tags. Some of these movements included kony 2012 and treyvon martin.

Video blogging: vide blogging is used as a tool by youth activist to reach out to their peer gather support, establish a discourse and even to mobilize others. Youth use videos to articulate ideas and needs organize resource and people. These video blogs are found through linking in social media sites such as facebook and twitter.

Indymedia:- independent media center an also known as indymedia, is a recent development that has helped involve youth in to social movement activism . It has also led to the recognition of youth as political actors in the public domain.

GLOBAL YOUTH ACTIVISM

Youth activism in the global south increased in the first years of the 2010 people under the age of 18 comprise 46% of the global population and these youth played a crucial role around the world during the first two decades of the twenty first century

AFRICA

South Africa: - a classic examples of youth engagement in political activism in the Soweto riot. to the people in south Africa, June 16 is constant reminder of the political events that occurred in 1976, when teacher started instructing in Africans the language of their oppressors children tool the street for a peaceful demonstration the police reaction was brutal and that day at least twenty fine people were killed the violence continued and spread all across the country by the end of the year 575 people died and 2389 were wounded.

A contemporary challenge for south African youth in the aids pandemic .fifty three percent of south Africa population is under the age of 25 around 60% of adults who contracted HIV become infected before they turn 25 menacing youth are particularly endangered to advocate and protest about HIV/AIDS south African youth known as urban warriors have created social movements that use youth culture media and peer to peer campaign to advocate for HIV/AIDs.

ASIA

India: -In India youth born in the 1980's and 1990 comprise part of a middle class increasingly vocal against impurity for rapist and against government corruption

Indonesia: - Youth activism in Indonesia takes many different forms and include a numbers of man protests to overthrow government and remove motivations of youth activism in Indonesia are indigenous right and national unity pro-communism anti-communismpro-democracy and militant Islam. A common

form of activism is Massa, a cavalcade of motorcycle trucks, music and many young people on foot. These cavalcades are mostly males and end with a rally to address a certain political issue. In general youth have been looking for political change during the last four decades.

Malaysia:- video blogging has become increasing popular in Malaysia .youth activism uploads their video and independent films to the popular site engage media. Engage media is used by Malaysians to encourage young people view engage media as a safe space for their video blogs but there is still fear of retribution.

Singapore:- Singapore is one of the most developed information and communication technology (ICT) countries in the world .in 2010 the computer ownership rate was 84% and with internet access at 78% in 2009 the mobile phone penetration reached 137%, meaning the people of Singapore has access to more than one phone.

Youth use ICT for social and political purposes in the 2011 general election people between the ages of 21 and 34 were more active in online politics youth that wrote about election on blog,facebook or twitter was at 28 percent, while the general public was only 10 percent.

Middle East

Egypt:- Youth proved to be central to the Egyptian Revolution and the April 6 movement.

Iran: - Youth adult in Iran defy the official regime cultural and political police through engaging in prohibited activities in place like taxi rides, coffee shops, and basement. Such action re-imagines Iranian reality in way that contest regime policies.

Saudi Arabia: - Youth citizens of Saudi Arabia seek quite form of resistance because outright is prohibited. Student blog to share viewpoints and feeling despite potential personal risk.

Europe

Serbia: - Throughout the 1990s youth took the streets to protest against Serbian leader, Slobodan Milosevic. Youth activists were credited with contributing to Milosevic resignation. During the years of pretest youth faced unemployment, a failing education system and economic instability. This original EXIT Festival lasted one hundred days and led up to election in September 2000. They created the Exit music festival was called Exit 00 and has been defined as “creative” and politically Sway “activism”. The Festival contained a civic education component and continues today.

North America

United States: - Youth activism as social phenomenon in the united State truly became defined in the mid-to-late nineteenth century when young people began forming labor strike in response to their working conditions, wage and hour, Mary Harris “Mother” jones organized the first youth activism in the us, marching 100,000 child miner from the coal mine of Pennsylvania to the U.S capital in Washington D.C. in 1908. Youth newspaper carrier soon followed. These action isolated youth interval in the popular media of the times, and separated young people from their Contemporary adult labor Counterpart. This Separation continued though the through the 1930s when the American youth congress presented a “Bell of youth Right” to the US congress. Their actions were indicated of a growing student movement present

throughout the US from the 1920 through the early 1940s. The 1950s saw the student Nonviolent Coordinating Committee bring young people into larger movement for civil right. In 1959 Rev Dr. Martin Lutherking 1st engaged youth activist in protesting against Bull cannot racist law enforcement practice in Birmingham Alabama. Youthful activism come to full flower-power in the 1960s and 1970s, the youth activism of Tom Hayden, Keith Hefner and other 1960 youth this laid a powerful precedent for modern youth activism. John Holt, Myles Horton and Paulo Freire were each important in this period. Youthful life and expression defined this period in American history from the late 1966 to the early 1970 the collegecampuses became the center of American life.

Political Role of youth in India

The responsibility for change, program and innovation lies on today youth shoulder. Youth can make or mar society. The educated youth should initiate steps to teach the illiterate people in their neighborhood. They could teach then elementary reading and writing and also educate them hygiene and the need for cleanliness.

The Governmental machinery has failed to reach out to the grass roots. Youth organization should take up the responsibility of educating the poor about the benefits of family planning. It has been found that the rural folk are usually suspicious about the government official, nurses and doctors. Hence it the duty of the youth to further the government efforts.

The Government has become conscious of the need to tap the youth power. With the lowering of the voting age to 18 years, the youth have suddenly become they can decisively tilt the political scale in general election. Realizing this, all the political parties are drying to woo the youth by including the issues relating to the youth in their political agenda. The youth should not become a pawn in the hands of the politician but should remain judicious. The youth should cast their vote after serious deliberation on the character and policies of the politicians. Undoubtedly in the India of tomorrow the youth are going to play a decisive role in closing their leaders.

The youth are the most vital human resource of the nation on whom the present and future of the country depend. The Department of youth Affair and spend is implementing a number of the importance of the youth leadership and to harness their vast potential for creative causes. A National youth policy was framed in the seventh plan and a plan of action formulate in 1992. The National youth police seek to provide the youth with new opportunities to participate in nation building.

Conclusion:-Digital media and youth developing society is grown day by day if you see the statistics then the contribution of youth generation as compared to the total population is 18% so that there is necessary to change the ideas and conjunction which produced the new world but this is not happen for the youth. Scenario is different to make the world, present youth is interest to come in the politics not for services but for make the fame for being an politician, And their powers.

In the present seen so many NGO and political parties which include in the social awareness but actually it was working and many socialistic version launched recently. Social media are changing how youth involve themselves in politics educators also must change how they prepare students to be involve citizens.

During the past two decades positive youth development has challenged a dominant stereotype of youth as carries of risk and focused instead on their potential and the contributions that young people make titheir communities. most important from the youth development has been adamant that all “youth” including those whose families are poor. Whose schools are of low quality or who in other ways do not

enjoy the resource society owes them are nonetheless assests to their society and should be treated that way this builds on this assests framework and argues that it is time for PVD to take political turn.

Reference:-

- 1.Middaugh, j. k. (2012). *digital media shapess youth participation in politics*.
- 2.salin, k. (2008). *connecting youth games and learning*. Creative Commons Attribution-Noncommercial-No Derivative.
- 3.David buckingham, *youth identity and digital media*
4. john D and Catherine T MacArthur. (2005)
- 5.middaugh, j. k. (2012). *digital media shapess youth participation in politics*.

