

## An analytical Study of Amitabh Bachchan's Stardom on Social Media

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### Abstract

Amitabh Bachchan is known by several famous names, likes Meghastar, Big-B, angry young man. In addition with a new name, that is social Media person, So in future Amitabh Bachchan will be known as Social Media person. Currently Bachchan has been honoured by Internet and Mobile Association of India as a Social Media Person of the year. So that is also the basic objective of selection of this research topic with special reference of Amitabh bachchan. The research methodology of this subject is content analysis of Stardom of Bachchan on Social Media and also observed and analysis his blogs, twitter and face-book comments. With the help of social networking sites try to identify the communication method and what is the timing between Big-B and his fans. So finally the conclusion of this research is Big- B used of Social Media to communicate with his fans and well-wishers. Bachchan says that social media is a big platform and wonderful way to connect with his fans and well-wishers. He is one of the rare actor's who is active a bloggers and user of different social media. He is 72 years of old and so much active on Social Media regularly. Bachchan has 12.5 million followers on twitter, that is the maximum for any Bollywood actor, the Bachchan's examples proved that social Media is a powerful tool of communication. He is only one actor in film industry who is an active as a social Media user and blogger and took the opportunity to thank his online fans. Each and every activity and every word which is related to Bachchan's made a breaking news for Media. So that is real Stardom of Bachchan.

**KEYWORDS-** Stardom, Social Media, Social Media Person

### Introduction:-

In New Era Social Media is very effective and fastest Communication tools. Social Media has transformed the world. Techno-friendly Communication connected to one person to another at globally. There is no any types of boundaries. Internet is driving the most exciting social and cultural transformations. In the first decade of the 21<sup>st</sup> century, the number of people connected to the Internet worldwide is now over 2.4 billion. 140 million people throughout the world are active users of Twitter. As of May 2015, Twitter has more than 500 million users, out of which more than 302 million are active. The benefits of using Twitter, Blog and Facebook are immediate dialogue on any subject which is important on occasionally and feedback also, developing a written strategy and change view about Social problems. The Research Paper focuses on Twitter, Blog and Face-book use by Amitabh Bachchan, that provides a breaking news to mainstream Media and try to analysis why Bachchan become a Social Media Star with

the help of studied of Bachchan's comments on social sites and news focused in different Media. In this paper try to analysis news which are related to interaction between Amitabh Bachchan and his fans through the Social networking sites. Amitabh Bachchan is not only a great and popular actor but also a great and ideal Personality to society, So each and every activity and every word which is related to Bachchan's made a news for Media. So that is the real Stardom of Bachchan.

#### **Literature review:-**

**What is stardom:- According to Oxford dictionary-** Stardom is the state or status of being a very famous or talented entertainer or sports player.

**According to dictionary.com -** Stardom is the world or class of professional stars, as of the stage. The status of a star or preeminent performer.

**According to Cambridge Advanced Learners Dictionary & Thesaurus Cambridge University Press-** Stardom is the quality of being famous, especially for being a singer, actor.

**According to Hin-Khoj Dictionary App-** Stardom is the status of being acknowledged as a star;

**According to Shabdhkosh English-Hindi Dictionary-** Stardom is the status of being acknowledged as a star. Conclusion of all these definitions is Stardom is a status of star which is related to acknowledgment as a star and quality of famous.

**Brief introduction of social sites :-** Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. As of May 2015, Twitter has more than 500 million users, out of which more than 302 million are regularly active . A blog is a discussion or informational site published on the World Wide Web and consisting of discrete entries typically displayed in reverse chronological order. In that sense, blogging can be seen as a form of social networking service. Indeed, bloggers do not only produce content to post on their blogs, but also build social relations with their readers and other bloggers. blog is a social networking service launched in February 2004. After registering to use the site, users can create a user profile, add other users, exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists. Facebook had over 1.44 billion monthly active users as of March 2015.

**Research Methodology:-** For Sampling selected 50 different types of comments which are available on social networking site. All those comments are current. With the help of Content analysis method try to present analytical view, category of comments, subjects of comments and co-relation between the comments, event and Media impact also.

**Bachchan's comments On Special Occasion (As it is):-** 'Bachchan Bol' is the official blog of Amitabh Bachchan. Bachchan started blog writing on April 15, 2008 and he has

completed seven years of continues blog writing on April 15, 2015 Amitabh Bachchan share following comments on this occasion. All this comments as it is present in this paper.

- “7 years of constant and daily writing and the revelation of the formation of a family so devoted and dedicated to us all... extraordinary!! 7 years... is an insane amount of time... but it has to be more than just providing life and moments and opinions... it has to be ‘me’... or else...,” he posted on blog.

**Bachchan’s Twitter comment on April 16, 2015 as on following -**

*T 1835 – Thank you all for the wishes for 7 years of Blogging !! It been the most rewarding aspect of this medium .. !!*

**Bachchan’s Twitter comments on April 17, 2015- as on following**

*T 1837 – 7 YEARS !! 7YEARS of continuous Blog ..!! Blessed to be in the company of EF and their affection ! 7 !! So auspicious ..*

*T 1837 -SEVEN 7 : 7 samunder, 7 rang, 7 sur, .. and for me 7 years of the Blog .. just so amazing .. never knew how time passed ..!!*

**Amitabh Bachchan has recently updated his Facebook Status as on following -**

" FB 935 - Today its been 7 years of my BLOG .. !!! ". This status reveals that his personal blog has completed 7 years today.

**Amitabh Bachchan posted a comments on twitter-**

"T 1817 -OKAAAYYY ! 14 million on twitter !! 20 million on FB ... 3 million on Blog .. 40 MILLION here I COME !!!! BADDDOOOOMMBA."

**Amitabh Bachchan Posting a picture on Facebook -**

"FB 917 – Chalo ... ! 14 million ho gaya Twitter pe .. ! 20 million ho gaya yahan FB pe ... aur Blog ke ho gaye hain 3 million ... kul millaake , apni choti si gaadi, pahunch gaye hai 40 million pe .. !! (14 million on Twitter, 20 million on Facebook, 3 million on the blog ... altogether our little car is on its way to 40 million.)  
40 MILLION ... !!! Thank you all."

**Analysis of Amitabh Bachchan’s Comments on Social Media**

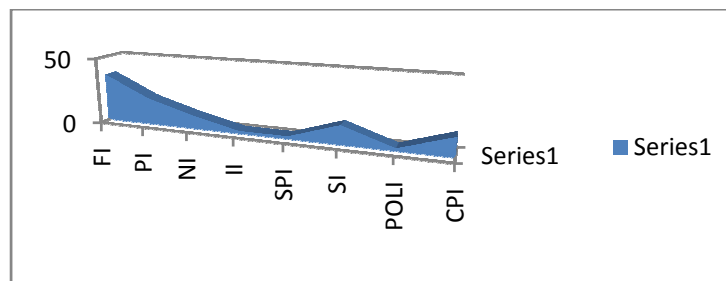
Occasion/Subjects of Bachchan’s Comments on Social Media
Important National and International days, National and International festivals
Birthday of great personalities and friends circles on national and international level (from films Industry and allied area)
Death of great personalities and friends circles on national and international level (from films Industry and allied area)
National/International natural/man - made calamites.

Films launching (own and others also)
Bests wishes for films successes to any (most likely new comers)
Success of Indian teams (of any games) in National and International level competition.
Health problem any great personalities and friends circles on national and international level (from films Industry and allied area)
Films promotion period (own and other also )
Any own family occasion which is important for society
Achieved any award of any great personalities and friends circles (on national and international level)
Personally achieved any award (national/international)
Any types of incidents which are closely related to ethics of culture, society and any person.
Special wishes to family members and also admirable activity of family member.
Sweets memory of travels in India and abroad.
Most likely non political and non Controversial issues
Issues related to children, young person, students, women, poor and needy people of society.
Give the answers to all types of fans and well wisher.
Regularly availability on Social Networking Sites.
Regularly writhing/ give comments on Social Networking Sites.
Share some moment during film shooting.
Some Current issues faced by society.
Issues related to patriotism ,unity and integrity of India
Photos related to old and current ceremony
Thanks to all fans and well wisher and helping persons.
Shares his personal experiences and other special moments of his life.

Award functions
Issues related to animal safety
Use and effect of New technology and Power of Social Media.
His Daily routine and self-discipline
His father great personality, great value
Past and present self experience

**Area wise Percents of comments:-** In this paper selected 50 different types of comments which are available on social networking site. All those comments are current. As per as Quantity is concern films related Issues are 18, Personal life related Issues are 10, National Issues are 5, International Issue is one, Sport related Issue is one, Social Issues are 7, Political Issue is one and Closed Person and Friends related Issues are Seven.

Area of comments	Percents % of comments
Films related Issues	36
Personal life related Issues	20
National Issues	10
International Issues	2
Sport related Issues	2
Social Issues	14
Political Issues	2
Closed Person/Friends related Issues	14



**Figure 1 Graph 01**

**Graph Indicators** – **FI-** Films related Issues , **PI-**Personal life related Issues , **NI-** National Issues , **II-**International Issues, **SPI-**Sport related Issues , **SI-** Social Issues , **POLI-** Political Issues , **CPI-** Closed Person related Issues.

**Percents of Social sites wise comments:-** In this paper selected 50 different types of comments which are available on social networking sites likes Twitter, Blog and Facebook. Bachchan has every day interacted through blog and twitter as compared to Facebook. So very few comments posted on Facebook. Selected 50 comments consists

mostly twitter and these are 25 comments. Comments posted on Blog are related to films and personal life of Bachchan. 15 comments collected from blog and only 5 comments are collected from Facebook. And some special comments which posted on all three social sites are same and also posted at same time. Seven comments are same and same time posted on all three social sites. All those comments are current.

Social Sites	Quantity of Comments
Twitter	25
Blog	15
Facebook	05

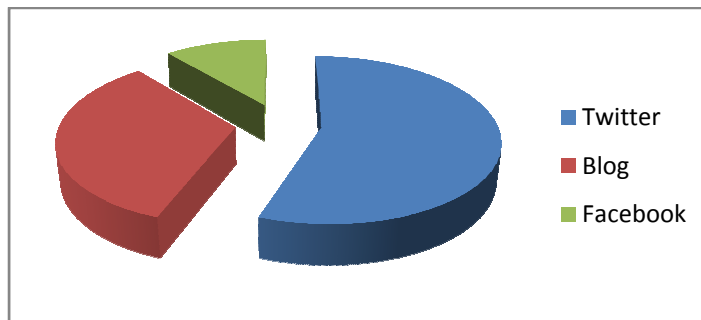


Figure 2 Graph 02

**Percents of Subject and social sites wise comments:-** In this paper selected 50 different types of comments which are available on social networking site. Bachchan has every day interacted through blog and twitter as compared to Facebook. All those comments are current. As per as Quantity is concern films related Issues are 18 and consists of 09 comments of twitter, 07 comments of Blog and 02 comments of facebook. Personal life related Issues are 10 and consists of 10 comments are 05 comments of twitter, 4 comments of blog and one comment of facebook. Five comments of national Issues are consists of 3 comments of twitter, two comment of blog. International Issue is one posted on twitter. Sport related Issue is one and posted on twitter. Social Issues are seven and consists of 3 of twitter, three of blog and one of facebook. Political Issue is one and posted on blog. Closed Person and Friends related Issues are Seven consists of 3 comments of twitter, 3 comments of blog and one of facebook.

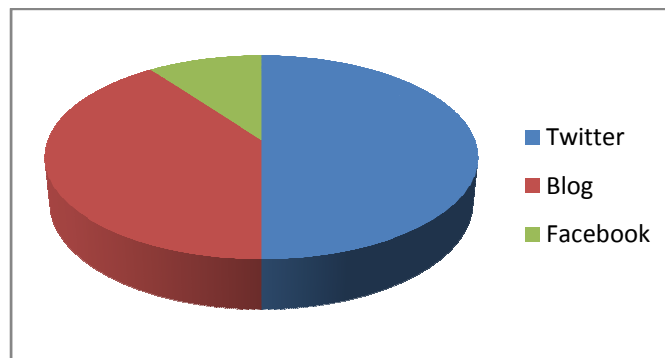
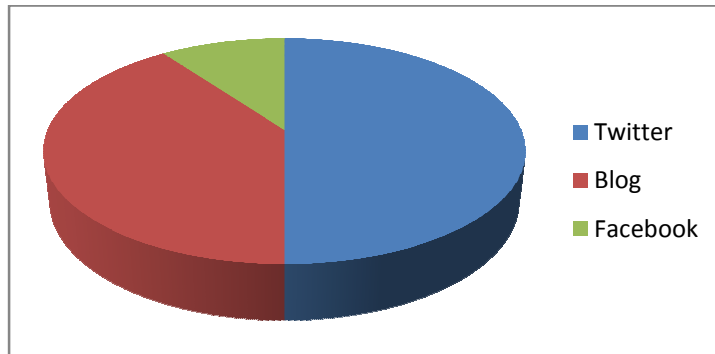
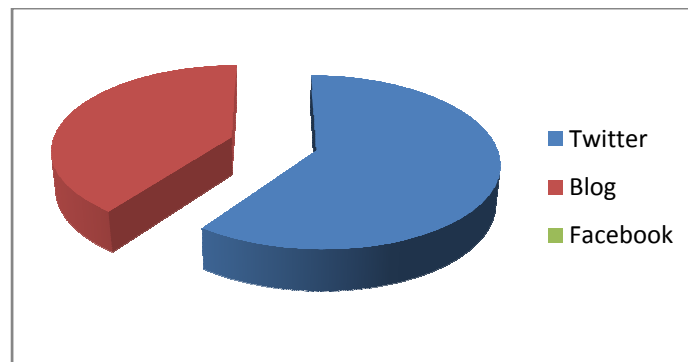


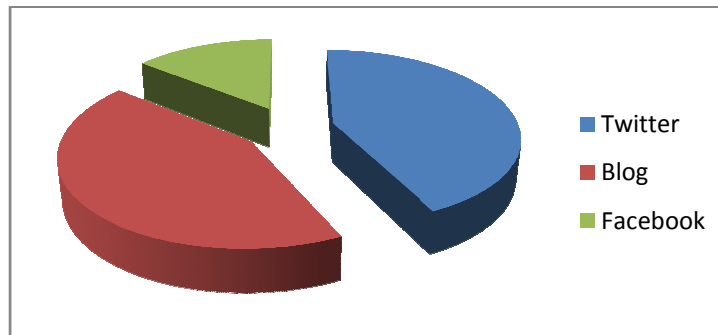
Figure 3 Graph 3 Films comments



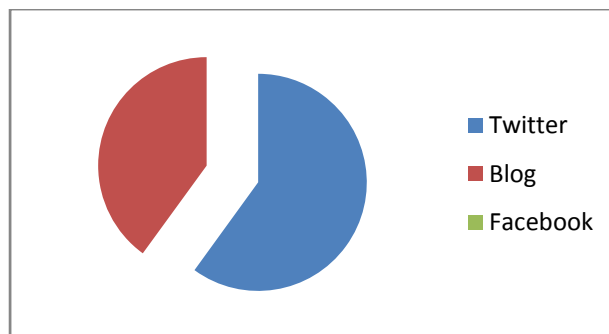
**Figure 4 Graph 4 Personal life comments**



**Figure 5 National Issues comments**



**Figure 6 social Issues comments**



**Figure 7 Closed Person Issues comments**

**Analysis of News:-** Amitabh Bachchan, who stays in touch with his fans on all mediums, crossed 20 million followers on social networking site Facebook. The actor thanked his fans for connecting with him. The 72-year-old uses the platform to share his thoughts and information related to his projects. The actor, who has been in the industry for over 40 years, has completed filming Shoojit Sircar's directorial "Piku". The movie, which also stars Deepika Padukone and Irrfan Khan, will hit the screens April 30, 2015. His Facebook status got a huge number of likes and Shares by people all across the world. Amitabh also wrote an article on his huge blog sharing the news of completion of 7 great years as a blogger. Bollywood megastar Amitabh Bachchan has shared a black-and-white sketch of R Balki's upcoming film 'Shamitabh' on his blog.

**About 'Vocal Blog'-** Amitabh Bachchan has now launched a new voice blog called 'Bachchan Bol' where he plans to regular record the latest happenings in his life using his own voice. Amitabh Bachchan told the BBC that he would record at least twice a week for his "vocal blog" and that he'll continue to write his blog just as before. Bachchan Bol is a premium mobile service so you'll have to pay around Rs. 6 per minute. This may also mean that phone users outside India currently won't have the facility to dial into Bachchan's voice blog.

**Some news titles are as follows-**

- Amitabh Bachchan lashes out on social media, says not writing about Nepal quake for publicity!
- Amitabh Bachchan recalls his 'missing' adventure on a railway station
- Amitabh Bachchan prays for Dilip Kumar's health
- Jiah Khan's sister Karishma Khan ready to make her Bollywood debut?
- Amitabh Bachchan appeals to animal lovers to save elephant Bijlee
- Jiah Khan suicide: Amitabh Bachchan disturbed and angry
- Amitabh Bachchan: Pran saab is a gentleman to the core!

**Conclusion:-**

- Bachchan has connected to blog and twitter mostly for social cause.



- Bachchan has every day interacted through blog and twitter as compared to Facebook.
- Millions of fans and well wishers of Bachchan connected to them on any occasion.
- Bachchan twit or posted on social and films related issues.
- National day and festivals are important occasion for Bachchan and his fans on social sites.
- Bachchan mostly says ‘Man ki bat’ through blog.
- Bachchan’s writing is heart touching to every fans who connected to social sites.
- Bachchan shared his past and present experience of films.
- Bachchan is a ideal teacher to all social sites fans.
- Bachchan shared his daily routines very honestly.
- Bachchan posted his photos which related to his special and sweet memory.
- The causes of Bachchan’s stardom are his continuity on social sites, discipline, valuable and ideal life, social responsibility, nature of cognition, he is not only on screen hero but also real life hero.
- An academican, Philosopher, ideal and great personality flashing from his every activity.
- Bachchan touched each and every area through social sites with help of writing.

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