

Chapter – III

Leisure Economy and Blogging

Leisure economy is a recent development which analyses commercialization of leisure. It talks about a whole new economy associated with leisure. Li Jinrong talks about the nature of leisure economy in his paper entitled “Research on Leisure Economy and Village Community-based Tourism”:

The leisure economy is an inevitable historical outcome in the new field of social development and economic development. Firstly, leisure economy is established based on a highly developed society—universal “affluence” and “leisure” constitute its material foundations. Interpersonal harmony and good faith are its cultural foundations. Secondly, people, as the main part, can not only meet their own demands with healthy mind, fulfilling life, good adaptability and creative activities, also realize their own will and dreams with spirit of continuous exploration under the motivation of demand. (359)

Leisure basically functions on few fundamental tenets i.e. it reduces stresses and strains, consolidates the social system and compensates for the uninteresting and unrewarding aspects of life. But the character of leisure has changed in the modern times. The demarcation between leisure and work has been eroded by social media in today’s era. Previously there used to be water-tight compartments of work and leisure without any overlap. Leisure is described in terms of availability of free time. Work is instrumental and compulsory whereas leisure is expressive and voluntary. But now the concept of work-time and leisure has been deconstructed. It now includes a lot of leisure activities.

Leisure activities have become a lucrative business for a lot of people. People are making a lot of money out of it. Leisure has now become an end in itself rather than an escape from work. It has become an integral part of one’s life experiences instead of being alienated from it. The question of how to utilize leisure properly and productively in this time-crunch age is of utmost importance. Work and leisure are clearly two competitors for a limited amount of time available to an individual. The number of hours an individual would wish to dedicate to

paid work is a very flexible notion depending upon various social and commercial determinants prevailing in a society at any particular period of time.

Increased wages as a result of increased productivity may result in workers wishing to work less hours or more hours. The desire to work less or more is definitely determined up to a certain extent by personal disposition. Certain conditions like raised wages or increased productivity will inevitably lead to a 'leisure class' or a 'society of leisure', especially in the case in which raised income is followed by reduced working hours. This leisure class will definitely opt for one or the other leisure goods and services. The consumption of leisure goods and services is determined by factors like their easy availability and the cost involved in their utilization. Leisure has an important role to play in the perpetuation of culture along with sustaining the economy associated with culture. In fact, a lot of trends of culture depend on the availability of leisure to people along with the associated economics of leisure.

The advent of leisure economy has metamorphosed the concept of work. Leisure is now capitalized into a whole new economy. This has been done with a set objective by people who have vested interests into it. They have capitalized leisure into economy. In fact, in the name of Marxism capitalism is on work. Capitalism has transgressed all limits in a clandestine manner. There is an encroachment upon the free time of the masses in a veiled manner. From the perspective of Marxian philosophy, with the control of economic power one can easily ascend the hegemonic throne. In today's scenario, the tools of communication to communicate with the near and dear ones are being used to hegemonize the masses.

The tremors of this new hegemonic technique are most explicitly visible on the consumers of mass media. Under the guise of mass media, capitalism is spreading its wings. Previously, working-class people held certain values and beliefs due to false consciousness which were detrimental to them. People held views to justify economic and class inequality because they were conditioned in such a manner by various agencies like state, school, religion, etc. It is a technique of capitalism to subjugate people. One must labour to survive in nature, but the capitalist success myth gives an imaginative purpose to our toils, and lends credence to a certain hierarchical way of structuring work and the distribution of resources. In this way, culture becomes what the power and politics want it to be. It is the dominant class that formulates the culture of the society. Using mass-media, the leisure of masses is being transgressed. Various myths are created using mass-media. It is a very easy way for image-makeover. The reason is that a lot of people quite easily believe in the things as they appear

or as they are projected. Using social media politicians are engaged in serious political advertisement. They utilize their leisure for serious purposes. The product of their leisure eats away the leisure of their potential voters.

In the modern era, with the advent of a lot of electronic gadgets and their availability with a large chunk of populace along with the low cost involved in their consumption has altogether changed the concept and definition of leisure and has generated a new associated economy i.e. leisure economy. Previously, the concept of leisure time meant a period of time spent out of work and essential domestic activity. It was also the period of recreational and discretionary time before or after compulsory activities such as eating and sleeping, going to work or running a business, attending school and doing homework, household chores, and day-to-day activities, etc. But now, the distinction between leisure and compulsory activities is loosely applied, i.e. people sometimes do work-oriented tasks for pleasure as well as for long-term utility. Leisure activities are, predominantly, divided into intellectual, physical, social, productive and recreational categories.

The utilization of leisure is determined by cultural values inculcated by the society into its populace. Culture diffuses identities inclined to violence to safeguard their boundaries. It is also a spiritually balancing factor in society as it is ninety per cent entertainment and serves as a safety valve. With the advent of mass-media and social media a new aura of communication has been set into motion. The aura of mass culture has gripped modern society tremendously. It has caught the fancy of the masses and has become an important tool in the hands of the powerful people to either maintain their hegemony or to carve a new hegemonic class. Social media do the work of bringing language to vivid life to us. Social media has eclipsed up to a certain extent all other social institutions—including family, religion, and government—as the pre-eminent source of the dominant narratives that shape social existence.

The modern notion of leisure has altogether a different meaning. The use of internet applications, especially the social networking websites, has revolutionized our leisure. The commuting time to and from the office which was previously a part of the work time may now be used as leisure especially by the tech-savvy people. The social networking websites are often an addiction for people and they tend to invest even their productive hours on these websites. A social network is a social structure made of nodes, which are generally individuals or organizations that are tied by one or more specific types of interdependency

such as values, visions, ideas, financial exchange, friendship, kinship, dislike, conflict or trade. It is a pattern of continuous interchange of mutual assistance that plays a significant role in maintaining the physical, social and psychological integration of the individual over time. A Social network helps to fulfill three basic needs of people which are –socialization, carrying out the task of daily living and personal assistance during times of crisis.

The above stated social network talks about the real social world but the social media, prevalent now-a-days, is virtual and non-existent on the physical plane. Virtual media has become more effective and has acquired larger space as compared to previously smaller groups. The most important aspect of the virtual social media is that everybody and anybody can utilize their leisure effectively, even if one is at leisure for a few moments. Even, it allows one to work and enjoy leisure simultaneously.

Technology has empowered people to use their leisure in a productive manner but it is at one's disposal that one wishes to fritter away one's time or utilize it. This aspect has added one important dimension that one can turn to this field making it one's career. Now, leisure is not limited to the retirees or house-wives or students only. It is now a domain of all and people engaged in diverse professions come together on a common platform. The platform serves as a breeding ground for hybrid culture. It becomes a rendezvous of diverse cultures and mind-sets carrying disparate prejudice and political baggage resulting into creation of a totally new and hybrid culture. Everybody has a say into this cultural creation which results into an altogether different cultural hegemony and the interesting thing is that it essentially ignores the position of an individual in a society which is determined by the factors like, income, type of occupation, place of residence, heritage, religion, etc. Today, everyone who has an access to technology has got a right to express his/her ideas and feelings. This technological invasion into our lives has made our life more vulnerable to cultural and political hegemony. It has provided us freedom of expression of thoughts. Given the fact that people are now more engrossed in tech-charged gadgets; institutions, organizations, and political parties are vying with each other to occupy maximum cyber space.

Political parties invest millions of rupees for image make-over of their leaders due to the reason mentioned above i.e. occupying maximum cyber space. These trends have generated a parallel economy which is based on the leisure activities of the masses. Political parties and organizations sometimes hire professionals for content-analysis and trend-analysis to track

the trends on the social media platform. Some of the social networking websites like, *Twitter*, *Facebook*, etc. are a cynosure of most of the political parties, organizations, etc.

These websites are used by the political parties to assess themselves because the content of these websites usually depicts the mood of the public. Very often, people, especially political leaders, are seen expressing their dissenting views on these websites as a mark of departure from the official stand of their affiliate parties or organizations. Social networking websites are also used as official websites of personal opinions of political leaders if not of their parties. One can see political parties and organizations often distancing themselves from the comments made by their leaders on these websites because of the controversial content.

Politicians use social media websites to interact with their potential voter which, otherwise, is very difficult. This sort of one-to-one interaction between political leaders and the general populace is otherwise impossible on such a large scale. For instance, the politician blogger under the study, Arun Jaitley has given a link on *Google+* inviting people to hang-out with him and interact with him along with a chance to have a live one-to-one interaction. These sessions have a powerful impact on both the politicians and the masses that interact with them. It helps in giving vent to the aspirations of the masses on the one hand; and on the other hand politicians can get to know about the burning issues so as to fix their priorities. They can feel the pulse of the voters and can design appropriate policies and strategies to appease the voters. This is a very unique facet of social networking websites. The politician is encroaching upon the leisure of the masses and gains in terms of getting useful and first-hand information to design strategies and to frame policies.

Some other facets of blogging, especially during elections, from the point-of-view of politicians is that it can be put to use by them to convey their messages; highlight their developmental works when they were in power; the proposed projects that would be undertaken if they are thrown into power; to air the grievances of the masses; to highlight the pitfalls of the previous or incumbent government/governments; etc. These blogs are kept online for a considerable period of time as it will keep spreading the message. The blogger has to put his/her labour just once and the blog will keep on rolling and multiplying for a long time. People usually invest their leisure to consume these products i.e. blogs. The politician has not appeared among the people, neither has he/she had an interaction with the masses. But they have devised a new way of communication with the people even without organizing a rally and that too in a country like ours!

Apart from this, social networking websites are used now-a-days very frequently by celebrities/bloggers to extend their wishes to people on different occasions. In a country like ours where there is an amalgam of diverse cultures, religions, castes, etc.; one can find a lot of diverse customs and traditions in its fold along with a pantheon of deities in addition to several great personalities, freedom fighters, social reformers, etc. The politicians post their blogs congratulating people on these occasions or expressing their good wishes to express their solidarity with the masses. For instance, Arun Jaitley has posted a lot of blogs of this sort on his web portal. “Remembering Dr. K.B Hedgewar on his Birth Anniversary” (*Twitter*, 1 April 2014). One can find a lot of blog-posts of this category. Previously it was done by circulating messages in newspapers, radio broadcasts, distributing pamphlets, etc. The extra cost has been effectively cut down through social networking websites and the investment is not borne by the politicians. The cost is borne by the voters themselves both in terms of time, money and energy. The politicians just post the blog and the voters use their own gadgets to read it investing their leisure into it, after initial financial investment on gadgets. It has become so easy that almost every blogger with a considerable following posts blog wishing people on one or the other occasion with an explicit objective of exhibiting their broad-mindedness. It has become a trend now.

Everybody wishes to be a hero in the eyes of public and to achieve this end people tend to present a clean image in front of public by either publically supporting or castigating something even if it goes against the wishes of one’s bosses. Viewing the importance of networking sites, various political parties, organizations, etc. either own or have hired teams dedicated for the upkeep of their cyber space and image-creation among people through these websites. The interesting fact is that the towering personalities and the masses can have a golden opportunity of coming face-to-face with each other which is otherwise not possible and that too in a hassle-free manner. There is no need to control the rush as in a public rally which involves prominent leaders. It provides a glimpse into the mind of the masses and one can get an access into a world of infinite innovative ideas and thoughts. Keeping into view the importance of social media, the current Prime Minister of India, Narendra Modi has given some clear instructions to his ministers to utilize it as potential resource. For instance:

As the first step towards fulfilling his stated objective of transparency and participation in governance, Prime Minister Narendra Modi has asked all his ministers to open *Twitter* accounts and create *Facebook* pages. The new ministers have been advised to use the microblogging site and the social media platform extensively for

public outreach. They have been asked to put all policy initiatives in the public domain through these platforms, initiate discussions, seek feedback and incorporate valuable suggestions, besides maintaining a constant dialogue with people, said sources (*Indian Express* 1).

These types of initiatives are totally alien into politics and it reflects a paradigm shift into the domain of cultural politics. Making government interactive and eliciting public response on the issues of vital policy matters tend to create a positive image of the government. The important factor is that people need not devote their work time rather they can respond and comment during the free time. There is no need to participate in conferences, plebiscites or demonstrations to do one's due but just be tech-savvy and devote a little of one's leisure on these web portals.

Leaders stay on ground as well as remain active on social media so as to create groundswell in their favour. The incumbent Prime Minister of India has well estimated the importance of social networking websites and in this regard he has instructed his ministers to be active on various social networking platforms. The diktat has been issued as he has reaped its fruits during campaigning for *Lok Sabha* elections and the result has been astoundingly good. Here is an excerpt from a newspaper report:

Like his poll campaign, crowd-sourcing and digital media will continue to play a crucial role in governance too... Public outreach is an important part of the PM's governance model and social media will be an important tool towards that end. The new PM has already issued a diktat to all his ministers to be present on *Twitter* and *Facebook* and interact with masses," said a person linked to the development ... According to Modi's strategists, social media played a crucial role in building "traction" in 160 "digital constituencies" or Lok Sabha seats where a large number (more than four crore as identified by the BJP) of people were active on social media platforms (*Indian Express* 1).

The diktat has a deep underlying strategy as the ministers can get connected to millions of people through these websites and through them to millions of creative ideas to tackle various burning issues encountered by the government as well as the populace. Definitely, people themselves are in a better situation to suggest the solutions as they are victims of the problems. The government can get, in this way, a lot of ideas without constituting an expert committee. The leisure of masses is being hired by the government and that too, free of cost.

The strategy shows that blogging, a leisure activity, can be put to effective and productive use to achieve one's end.

The first blogger under study is a good example of this strategy. Access to people and enumerating the pitfalls of one's rivals is as important as highlighting one's own strengths. A person can do this quite easily during few moments of break from work. While campaigning and touring the constituency, a leader comes across a lot of problems faced by the people and also hear allegations against him and his party, the only thing one needs to do is to frame a pertinent and devastating reply to justify the party's stand while still at work and get it posted whenever he gets free for few moments. This way one can have a powerful tool at one's disposal that can be effectively utilized to make leisure not only fruitful but also satisfying. The access to masses using internet has become a phenomenal change. To know how let us have a look at what *Google India* Managing Director Rajan Anandan has to say about the impact of internet on urban voters:

Between the last election and this one, the number of Internet users has gone up. We have gone from having very few urban registered voters on the Internet to having half of them on the Internet. We have gone from having no social networks—last election, *Facebook* had 10 million users, in this election, it had almost 100 million. We have gone from a non-existent *YouTube* to 60 million Indians on *YouTube*. *Twitter* not around to *Twitter* being around. So, more than what *Google* and *Facebook* has done, urban India is now on the Internet and for various reasons, they seem to be interested both in consuming and participating and having points of view. This election, the Internet will impact urban India. Next election, it will not be urban India, it will be India. 2018 will be India. 2018 will be 600-700 million Internet users, half of them on broadband networks, and 300-400 million smartphone users (*Indian Express* 8).

The bloggers, especially the politicians utilize their leisure by engaging or accessing as many voters as they can. It provides them to state their political agenda officially as well as unofficially. It saves their campaigning cost by cutting down advertising cost effectively. The time which can be saved down can be put to reach out to more voters. Leisure provides ease of access to them. Political leaders, activists, high-profile people have found a new outlet in the form of social media. This provides them a new avenue to explore their leisure positively and effectively. They also tend to impose their own mind-set upon the masses. Blogging has opened a totally new field to perpetuate one's hegemony or create new avenues of hegemony.

The anonymous bloggers also play an important role in exposing ground-reality. As it is very easy to create a fake account and give vent to one's opinion regarding different events or topics often arousing interest of different sections of the society. These bloggers often influence and engage with others and their comments sometimes get widely circulated. Bloggers deduce conclusions from these reader-response outcomes and political players analyze them to score political mileage. The bloggers covered under the study have tried to gain economically or have attempted to enhance their support-base, either by accessing the voters or by advertising their products. During leisure they have publicized themselves in their respective fields and effectively saved time and money. The electorate and readers participation can be easily secured through blogging. Social networking websites provides an interesting and interactive platform to the bloggers so as to get a first-hand review of their products and in case of political leaders, their ideology.

One important aspect of *Tweeter* is re-tweeting and this marks the popular appeal of a particular post. The meteoritic rise of some of the leaders may be ascribed to this phenomenon. A crucial aspect of bloggers investing their time on blogging especially non-political players is to keep their followers engaged with them. The obvious aim is to enjoy one's leisure and to consume leisure of others. With enormous popularity in its fold, social networking websites provide a good scope of encroaching upon others leisure. These websites are used not only for serious and scholarly discussions but also for fun. Often a lot of posts are found dedicated to daily chatter, seeking funny information and futile conversations. These activities on an in-depth analysis are found to be intended to be used as a bait to entice followers. These networking websites are used as platforms to give vent to one's ideal self. Bloggers are usually seen to give elaborate moral lessons on various issues. These issues are generally burning topics and it provides the bloggers an opportunity to reveal their ideal self. Another aim is that by writing on the most positive note possible, a blogger tends to impress people. Blogging is also utilized by people to conduct online surveys; it cuts down the cost of conducting surveys effectively. The second blogger under the study, Chetan Bhagat has done such an activity for fun sake in one of his blogs but actually it intends to send a serious message:

Last week, just for fun, I ran a simple poll on my public *Facebook* page. The question I asked was simple. Who should be India's PM? The choices were simple too – Rahul Gandhi, Narendra Modi and none of the above. There was no intention to imply any bias. Over 10,000 votes were polled. Rahul Gandhi received 5% of the votes.

Narendra Modi had 82%, beating the crown prince an astonishing 16 times; 13% of the voters wanted neither. No, I am not implying this is India's verdict. . . . Also, Modi has some fervent supporters, who rush to support him in times of need such as this poll. Hence, I would take the results with a huge pinch of Gujarat-made salt (*Times of India*, 1 July 2012).

This is an important parameter of both the popular standing of the blogger as well as the patterns of his leisure activity. The blogger has done something for fun-sake, at-least that appears overtly but actually he has enormously influenced the public opinion by mentioning the number of voters because numbers matter a lot. He has enjoyed his leisure but at the same time consumed others leisure and ventured into different communities for seeking information. This is an example of venturing into a realm of informal organizational scenario to serve one's own leisurely ends. These types of experiments sometimes land one into trouble. One recent example may be cited here as a reference in which a controversy was precipitated by *Facebook* for treating users like lab rats. While subscribing to the social networking websites, there are a lot of clauses which are intentionally hidden from the viewers which are usually agreement policy and interestingly they run into hundreds of pages. They are legally devised statements so as to keep the organization on the safer side. These hidden rules are sometimes misused and manipulated to conduct various studies and surveys. These studies try to exploit human emotions and feelings while experimentation and treat humans like rats. The situation becomes worse if the officer-in-charge of the organisation exhibits arrogance even after allowing the experiment covertly. This arbitrariness and arrogance on part of the organization resulted into a controversy:

Facebook, the definitive digital record-keeper of our lives, finds itself in hot water yet again *Facebook* has been suffering in the name of science—and because of its tendency to treat its users like lab rats. Last week, the publication of a paper by scientists at *Facebook* based on a study where thousands of users' news feeds—what they see when they first log on to the social network—were manipulated to test for “emotional contagion” led to outrage. The controversy has snowballed, and *Facebook* now faces a probe by British and European authorities to determine whether it violated data protection laws in the course of playing with its users' feelings. (*Indian Express* 10)

Blogging also helps in securing public participation on various burning issues. It is extremely pertinent in the modern context when there is a lot of talk about mass participation and mass activism in governance. There is an intense need to broaden the mass base regarding the issues of public importance. In this matter the leisurely activities of amateur bloggers is of utmost importance. As the following observation suggests about the impact of *Twitter* in elections:

Twitter, given its popularity and status, appears to be an ideal candidate for such studies (Jansen et al., 2009: 2173). Such an aim – to study participation in political debate on Twitter – poses methodological challenges. How can we grasp and make sense of the sudden outbursts of seemingly abundant messages in a seemingly ever-more fragmented debate – constituting something akin to ‘ephemeral communicative spaces’ (Christensen and Christensen 2008)? The approach utilizes the potential of online media and net-based computer software to allow for comprehensive collection of data and metadata of large amounts of the actual public debate. (Larsson 738)

Broadening of public participation in the matters of governance through cyber arena is a positive outcome of this trend. Those who feel scared to come out openly in support of certain causes, do their bit by supporting it online. There have been instances in India where people gathered support by appealing to public through social networking websites. In the modern era, it’s very important to garner mass support for an issue so as to make it a success and social networking websites is an easy and effective means to achieve this end. Not only this, one can market one’s own as well as other’s products too through this platform. With the advent of e-shopping, it has become imperative for the corporate houses to vie for cyber space and in this regard the hunt for most active and prolific bloggers with a huge fan following begins. Not only have the bloggers utilized social media to market other persons or products but also themselves.

In the following blog, the blogger has posted a blog about her social presence. “Shobhaa De, Ritu Menon to attend second Islamabad Literature Festival” (De, *Twitter*, 16 April 2014). The blog seems to depict the blogger as an internationally acclaimed personality. It does not matter whether she is internationally acclaimed or not, but the issue is that she has highlighted the types of events she participates into and has tried to market herself. Another important aspect is the venue of the event that is intended to woo a particular section of the society. In one of her blogs, she has publicized a candidate in fray for *Lok Sabha* elections, 2014. “Neuro Biologist Naga of the AAP in Hyderabad. I liked his guts and conviction”

(*Twitter*, 7 April 2014). In the blog, the political inclination of the blogger is more than clear. Along with this the cultural hegemony tried to challenge by the blogger is pertaining to the educational qualification of the candidate. Along with this, she has added a totally different perspective to the politics by depicting that there is a strong sense of conviction in the candidate because until and unless one is convinced about doing something oneself, there is no sense in expecting others to follow the suit. She has also posted her picture with the candidate to express her support for him.

Yet another of her blog seems to sarcastically challenge a society which has a clear male hegemony. The blog has been beautifully crafted and perfectly timed on the occasion of International women's day. "8th March: International "Let's-be-kind-to-men Day!" Women have BIG hearts...." (*Twitter*, 7 March 2014 <https://twitter.com/DeShobhaa>). It is an interesting way of challenging and mocking a strong patriarchal society. It does not require much effort on the part of the blogger but the message articulated by it is an extremely harsh one. Utilizing her leisure, she has articulated a powerful ripple in the minds of the followers to create awareness about an eternal resident evil in the society by generating an interactive platform initiating discussion on the issue.

The bloggers also utilize this platform to express their love and affection for their fraternity. For instance, they use it as an effective medium to out-pour their feelings as a mark of respect at somebody's demise that belong to their profession or community. For instance, at the demise of Khuswant Singh, the prolific and legendary writer, Shobhaa De had paid her tribute in very rich terms. "Khuswant Singh. End of an era. Only KS could say "There's no condom for a pen." And prove it!" (De, *Twitter*, 20 March 2014). In another blog dedicated to the same author, she has written something about him in a light humour. "Wonder how many Patiala pegs KS has served his angels in heaven?" (*Twitter*, 20 March 2014). This clearly exhibits how one can express one's consolation and solidarity to someone and his/her family at a loss just by posting few blogs on a social media website. It is an easy way of expressing one's emotions. Albeit, she has expressed her views to express her consolation in some of the leading newspapers and online portals too but this medium is an effective and easy one as it consumes very little time and that too is usually the leisure. Again the popularity of these bloggers is utilized to achieve their commercial ends. Most interestingly this whole economy has developed on the basis of consumption of leisure. Bloggers only devote their leisure. They are usually engaged in other professions and utilize their free time for blogging and this blog on the other hand utilizes leisure of others and a whole new set-up is generated.

The leisure economy created by blogging has illuminated a whole new path of gaining fortune and its biggest resource is people's access to technology. Today undoubtedly, social media consumes a lot of leisure and therefore it contributes substantially to creating fortune. Even from the perspective of human development itself, leisure plays an important intellectual and spiritual role. These bloggers sensitize the masses on various issues of public importance, an act that does not carry any material value but immense moral value. Blogs play a dual role to refresh the minds of both the bloggers and the readers. They enlighten the readers. The most important aspect of blogging is creating social democracy as enshrined into the preamble to the Indian Constitution. To achieve this end blogging plays an important role as it provides an equitable platform to all. It can be effectively employed as a tool to bring about an egalitarian society into existence. A lot of economic hurdles can be eradicated utilizing this platform.

Throughout the ages it was the creativity and labour of the leisure class which generated the best business in the society. Leisure which is considered as an uneconomic act by most of the people actually generates a lot of capital along with generation of new avenues in the economy as it is happening in the case of social networking websites. People go for smart-phones or such other electronic gadgets so that they can gain access to these websites as and when they desire. It may appear contradictory to talk about economy of an uneconomic activity but if one looks back at the history of literary activities, one may find that almost six centuries back when printing press was invented it generated a whole new economy which was totally dependent on leisure of people i.e. reading books for pleasure. It acted as a cash nexus between various stake-holders of the business i.e. authors, publishers, printers, readers, etc. The same way blogging has brought various parties in the same marketplace leading to generation of new technological nexus which obviously requires time and monetary investment. There is an accumulation of various people on the same platform to share their ideas as well as to market their ideas or products. Big stars are there, leaders are there, followers are there, companies are there, products are there, ideas are there, technology is there, virtual market is there, and last but not the least a whole new economy is there; the economy of blogging.

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