In the primitive ages, people have used smoke signals, jungle drums, carrier pigeons and semaphores to get a message from one point to another. It is clearly evident that even in the present era communication is very important for transmitting messages from one person to another. Alexander Graham Bell may have realized the significance of communication and invented the telephone in 1876. This means of communication has revolutionized the daily lives of ordinary people more than the telephone. Telephone comes from the Greek word “Tele” meaning from ‘afar’, and ‘phone’ meaning ‘voice or voiced’ sound. Generally, a telephone is any device which conveys sound over a distance. A string telephone, a megaphone or a speaking tube might be considered telephonic instruments. They transmit sound mechanically and not electrically.

Telephone evolved into many forms like, from the tin can telephones to the coin operated pay phone. Then, there evolved the pager and the bulky mobile phones. And the modern times, Cellular phones are the most rampant to use in this society. A type of wireless communication that is most familiar to mobile phones users. It's called 'cellular' because the system uses many base stations to divide a service area into multiple 'cells'. Cellular calls are transferred from base station to base station as a user travels from cell to cell (Wireless Advisor Glossary). The basic concept of cellular phones began in 1947, when
researchers looked at crude mobile (car) phones and realized that by using small cells (range of service area) with frequency re-use they could increase the traffic capacity of mobile phones substantially. However at that time, the technology to do so was non-existent.

Communication, as a tool for socializing and interacting towards people serve as a medium to achieve those needs. A deprived need caters to the discovery or invention of new device (for communication). Humans always wanted to communicate because he expresses himself to alleviate his depression, emotional burden and anxiety. Moreover, it gains involvement in social groups such as classmates or friends. Because technology rapidly grows and exceeds its present existence, communication becomes easier and faster such as the “Cellular phones”.

Humans need for communication in terms of belongingness is facilitated with the use of cellular phones: They adapt to the environment because of different preferences such as social conformity or to gain socio-economic status. According to De Santis, Poole and Orlicowski (2011) technology is not rendered as an artifact, but instead examines how people as they interact with a technology in their outgoing practices which shape their emergent and situated use of that technology. In other hand cellular phones depends upon a person, on how he will use it, whether it surrender oneself from other influence or use it as a purpose of communicating and personal satisfaction. Moreover, Bandura (1973)
claims that human behavior is learned observationally from others, one forms an idea of how new behavior are performed and later occasions this coded information serves as a guide for action, Changes of technological development among cellular phones are very alarming especially to the adolescence.

Communication and the way that individuals interact with each other is a huge dynamic of sociology. The cell phone is changing the norms, etiquette, proforma, conventionalities, rules of communication. Cell phone has had an impact on social relationships and social interactions in today’s society. Social Interaction signifies that we are aware of existence of others as well as implies active engagement between two or more parties, But, cell phones gradually invaded our own and others personal spaces by talking loud in public places. This indicates being inconsiderate and/or rude which links to alienation of oneself.

The main benefit of a cell phone is convenience, it renders. It is easy to carry and simple to operate, It can be used at any time, any place and any mode. It is absolutely hassle-free in accessibility or economy-wise. Cell phones don’t involve huge arrangement or long procedures which make them hot favorites of all. It has become indispensable part of our daily life. Hence, it rules our privacy and organizes our life to the core level. Despite economic crisis, some people buy newer updated
model of cellular phone because of popularity, socio-economic status and conformity from his peer group.

When comparing the different modes of communication, youth feel they would be most likely to miss out on the activities with friends, if they don’t have a cell phone (29%). They use text messaging or social networking websites if they are more outgoing and expressive. Teenagers feel more comfortable discussing touchy subjects when using instant messaging than cell phones. They understand that in serious moments, cell phones may not be the best avenue of discussion (like arguing or breaking up). According to Suzanne Martin (2009) “Teens utilize different modes of communication in different social contexts”.

Cell phones have changed the concept of time and space, lack of face-to-face interaction, the maintenance of relationships, social absences and social dependency. Also, cell phones breed negative effect on social relationships, grammar and increased social anxiety. A trend that is becoming more apparent is present absences. When an individual answers his ringing cell phone by interrupting an ongoing conversation, the person he is conversing physically becomes lonely, anxious, as well as resentment or annoyance towards the individual who answered the phone call.
Cell phones have become most popular way to communicate with other individuals. While cell phones have become less of a status symbol and more of a fashion statement. They have created an unspoken social dependency. For adolescents and young adults, are more likely to and engage in SMS messaging, making phone calls, accessing the internet from their phone or playing a mobile driven game.

Once pervaded by boredom, teenagers resort to instant connection, to someone, somewhere. Sensation seeking behavior has also linked adolescents and young adults to have the desire to take risks with relationships, rules and roles. Individuals seek out entertainment and avoid boredom at all times, be it appropriate or inappropriate. Cell phones are used for entertainment, information and social connectivity.

It has been demonstrated that individuals with low self-esteem use cell phones to form and maintain social relationships. They form an attachment with cell phone which moulded their mind, that they cannot function without their cell phone on a day-to-day basis. SMS text message was first developed in 1990 in an effort to allow operators to notify customers about new services or network.

Generally, norms, roles, rules, customs, understandings and expectations of interactions in relationships are primarily defined and transmitted by culture (Berscheid, 1995, p.531). Cultural influences
however have been found to extend far beyond the interpretation and expression of interpersonal interactions. Culture is proved to have been influencing not only the external (i.e., behavior) but, also the internal (e.g., representational) aspects of relationships. Culture dominates the way people express their emotions, that underlie personal lives. In India, people learn the essential themes of cultural life within the bosom of a family. In most of the country, the basic units of society are the patrilineal family unit and wider kinship groupings. The most widely desired residential unit is the joint family, ideally consisting of three or four patrilineally related generations, all living under one roof, working, eating, worshiping, and cooperating together in mutually beneficial social and economic activities.

**PEER GROUP**

Peer influence represents a powerful force in maintaining orderly, productive and positive academic and rehabilitative environments. To be a member of a peer group is the primary goal of most teenagers, during adolescence. The feeling of belonging and social acceptance is very strong at this stage of development. This is why peer influence plays a huge part in steering the experiences and the interest of teenagers. When teens are searching for their identity and the concepts that they want to define themselves by social influences and peer interaction play a huge part in
this process. These two factors can help form the teen into what he/she wants to be they want to socialize to optimum level.

As children progress through adolescence, they build knowledge bases that help them navigate social situations. Dodge’s (1993) research indicated that poor peer relationships were closely associated with social cognitive skill deficits. He found that adolescents who had developed positive peer relationships generated more alternative solutions to problems, proposed more mature solutions and were less aggressive than youth who had developed negative peer relationships.

It is widely accepted that acceptance by peer group is a powerful force during adolescence. These groups are a great source for reference of the world outside their family. Failure to develop close relationships with age mates leads to many problems, ranging from delinquency to psychological disorders. It was observed that higher peer stress and less companionship support from peers has been associated with a lower social self-concept in teenage.

They crave to spend more time with their friends and without parental supervision. While with them, teens can be both connected and independent, as they break away from their parent’s images of them & develop identities of their own. While many families help teens in feeling proud and confident of their unique traits, backgrounds & abilities peers
are often more accepting of the feelings, thoughts & actions associated with the teens search for self-identity.

The influence of peers, whether positive or negative is high importance to teens life. The need for acceptance, approval & belonging is vital during adolescence. Teens who feel isolated or rejected by their peers or in their family are more likely to engage in risky behaviors in order to fit in with a group. Peer pressure can impair good judgment & lure into dangerous activities. A powerful negative peer influence can motivate a teen to make wrong choices & engage in behavior, that his or her values might otherwise reject. They end up becoming soft target for peer pressure. Bad advice, curiosity to try something that everyone else is indulging in or just the fear of being teased by friends (for not imitating other friends) leads teens to do things they would rather not do, if left to their better judgment.

A teenager is exposed to different group of adolescence (neighborhood, college, playgrounds, etc) each group may have unique traits, norms, cultures & value systems. This behavior as well as his perception about life depends on how they affect him. They need to be guarded and guided against adverse impact.

Cell phone texting is the most favorite channel of basic communication among teenagers. They are gradually detaching
themselves from family by losing emotional closeness & warmth. This leads to frequent conflict and disagreements between parents and adolescents. Among all teens, text messaging has become predominant form of interaction with their friends. They generally send 100 messages per day or 3000 SMS per month. Daily text messaging has increased rapidly since early 2008. 54% use text daily in September 2009. Of the 75% of teens who own cell phone, 87% use text messaging at least occasionally. Teens typically make or receive five calls a day and 150 calls per month.

Parents encourage and support the use of cell phone by teenager due to its mixed blessings like accessibility, monitor the whereabouts of the offspring. It makes them comfortable, easier to control, safer and convenient. It helps to be connected continuosly with their child. For teens, it gives space and freedom. Teenagers feel they can reach their parents through cell phone no matter where they are.

At first, it was just a non coloured screen which developed in to cellular phones with built-in cameras, music player, internet, games, television, GPS etc. Now we have tremendously increasing features like touch screen. It is useful but, it brought disadvantage among children and adolescence. They might be addicted in gaming and earlier exposure to pornography. It decreases their time in doing their assignments at school and increase sexual interest
Large families tend to be flexible and well-suited to modern Indian life, especially for the 67 percent of Indians who are farmers or agricultural workers or work in related act.

**Family Authority and Harmony**

In the Indian household, lines of hierarchy and authority are clearly drawn, shaping structurally and psychologically complex family relationships. Ideals of conduct are aimed at creating and maintaining family harmony.

All family members are socialized to accept the authority of those ranked above them in the hierarchy. In general, elders rank above juniors, and among people of similar age, males outrank females. Daughters of a family command the formal respect of their brothers' wives, and the mother of a household is in charge of her daughters-in-law. Among adults in a joint family, a newly arrived daughter-in-law has the least authority. Males learn to command others within the household but expect to accept the direction of senior males. Ideally, even a mature adult man living in his father's household acknowledges his father's authority on both minor and major matters. Women are especially strongly socialized to accept a position subservient to males, to control their sexual impulses, and to subordinate their personal preferences to
the needs of the family and kin group. Reciprocally, those in authority accept responsibility for meeting the needs of others in the family group.

There is tremendous emphasis on the unity of the family grouping, especially as differentiated from persons outside the kinship circle. Internally, efforts are made to deemphasize ties between spouses and between parents and their own children in order to enhance a wider sense of harmony within the entire household. Husbands and wives are discouraged from openly displaying affection for one another, and in strictly traditional households, they may not even properly speak to one another in the presence of anyone else, even their own children. Young parents are inhibited by "shame" from ostentatiously dandling their own young children but are encouraged to play with the children of siblings.

Psychologically, family members feel an intense emotional interdependence with each other and the family as an almost organic unit. Ego boundaries are permeable to others in the family, and any notion of a separate self is often dominated by a sense of what psychoanalyst Alan Roland has termed a more inclusive "familial self." Interpersonal empathy, closeness, loyalty, and interdependency are all crucial to life within the family.

Family resources, particularly land or businesses, have traditionally been controlled by family males, especially in high-status
groups. Customarily, according to traditional schools of Hindu law, women did not inherit land or buildings and were thus beholden to their male kin who controlled these vital resources. Under Muslim customary law, women are entitled to inherit real estate and often do so, but their shares have typically been smaller than those of similarly situated males. Under modern law, all Indian women can inherit land.

**Mobile phones and children**

Giving kids mobile phones not only offers them a more convenient way to call home than finding a germ-ridden payphone, but also helps the parents keep in constant contact with their kids. From changes in after school pick up plans to making it easy for her to let you know she got to where she's going, there's no doubt that the conveniences that come with an adult having a cell phone translates the same when it comes to cell phones for kids.

Although mobile phones of the past were considered a luxury item, there are tons of phones on the market today that one can get at low or no cost. Prepaid phone plans and the ability to simply add a line to the one's own parent cell phone account make the decision on whether the kids should have cell phones more about the peace of mind knowing that children are a touch tone away and less about the added expense.
**Emergency Use**

One of the most common reasons for children to have a cell phone is for use in emergencies. With the gradual disappearance of pay phones in public places, it's important for children to be able to keep in touch with parents, especially as they get older and start spending more time out of the house, or when they begin driving and become mobile. Cell phones allow for instant communication between parent and children, which can offer a certain amount of comfort to a worried parent. The convenience of a cell phone may also make children more likely to phone ahead if they're running late.

**Managing Social Life**

While emergency use may have more significance for parents, managing a complicated social life is likely to be the reason many children cite for wanting a cell phone. Staying in touch with friends, storing phone numbers and other contact information and playing games are all uses that fit into this category. Additionally, children may feel as though a cell phone is a status symbol, signifying their parents' trust and technological knowledge.

Children may also find a cell phone essential for managing activities, including sports, school clubs, a job or volunteer activities. Besides being able to call for a ride, a teen with a cell phone can look up
directions, store and organize a schedule and ask questions to an event organizer or fellow participant.

**Responsibility**

Another reason for a child to have a cell phone is the opportunity it presents to learn about personal responsibility. Besides caring for the phone itself, children might be required to monitor phone use or even pay their own monthly bills. Handling a single monthly bill is a way of slowly building a child up for a future with additional personal financial responsibilities and, eventually, financial independence.

**Control Over Phone Use**

Cell phones also give parents the ability to control a child's phone use. Pre-paid plans require parents to purchase new minutes, which a child will need to budget over the course of a month or more. In addition, giving a child a personal cell phone will free up the home phone line for other important calls. For children owning their own phone means freedom to communicate with their friends. For parents, it means being able to keep tabs on their children and have peace of mind knowing that they can reach them at any time.
**Facebook**

Facebook began as a social network that connects people of far places and gradually became the virtual social world of teenagers. Facebook serves as a tool to inspire others, share pride moments, search and get-in touch with old friends, etc. But, it overrode this stage and cumulated into a totally new angle, which is endangering the (youths) personal life. The ethical and moral value of face book is very weak conventionality. The utmost priority is rendered by youth because, of its free hand in faking, cheating, mockery and sarcasm. There is absolutely no control or checking upon its validity (of information presented). Anybody can say anything that games to their mind. This is encouraging norms-less and etiquette – free behavior. This is raising the curtain for norm less society. If we begin being callous and say that is the trend. It implies we are part of encouraging inhumane world. When a friend meets with an accident and if we put our comment on Facebook and feel relaxed about having done with our duty of courtesy. It breeds a new culture of physically cold and inhumane dispositions.

Youth are becoming either “aggressive or depressive”, by using fcbk. They have become addicted, and their motives run on updating their face book. There was a new discovery in London, which is “FACEBOOK JACKET”. A person wears this Jacket, which will convey the message whether he liked or disliked a particular comment. This
highlights how important a “comment” on face book is. Youth developed strong fancy towards its modus operandi. They eagerly wait for their friends comment. Also, become desperate to upload photos and search for comments. But, all of their comments may not be true. They might be a show of courtesy, fooling around, unnecessary hype or misleading.

All friends are not genuine. They may be fake identities. Some innocent adolescents may fall prey to wicked strangers. There are instances where their bright future got shattered. So, face book creates a shadow of danger upon social network relationships.

True incidents in colleges, notified that the Facebook instills insecurity rather than confidence and comfort. A student uploaded a comic video in the face book regarding his friend. This video was viewed by the whole college. The comments made by all the co-students triggered anger in the friend. He could not control his emotions, became revengeful and exploded with vengeance. He silently drew a plan and murdered his classmate, who uploaded his video. The police arrested him finally. The easy access to face book caused enormous damage to two families.

Bal Thackeray, former president of Shiv Sena Party of Maharashtra passed away and this lead to bandh in Mumbai. A girl named Shaheen posted a comment on Facebook saying, “There is no need to call for
bandh on Bal Thackeray’s death. We only need to recall Bhagat Singh, Sukhdev, etc.” This comment was liked by her friend Renu. The followers of Shiv Sena Party launched a compliant upon the two girls. Police arrested both the girls. Shaheen withdrew her statements and removed her Facebook account.

Hence, Facebook can create a lot of chaos and hazards. It can push youth to unanticipated traps. This may or may not acknowledge peer support or help. They are naive prey to cruel exploitive section of world. Few had become pawns in hands of anti–social elements.

Facebook causes emotional vacuum rather than strong bonds in relationships. It is good at letting others know what is happening in one’s life. But, how much should others know about our life is the question. People are becoming uninhibited and more callous. Facebook has rubbed the fine line between Public life and private life. Everything is being updated in Facebook, Which is unnecessary and irrelevant to others. The privacy in life is last due to the wise less decisions of youth. They are unable to comprehend what to share and what not to share. The emotional gravity of situations and happenings move them to the core extent. They have a single easy touch accessible to them, which allows them to share immediately on the spot. This advancement of modern technology enables them to become fickle minded, confused and less reserved. Their emotions are updated within seconds to all their friends,
after which they regret. And by having every moment, they become vulnerable to all this makes them feel inferior and guilty. Also, they stumble into bad consequences which are irreversible. Youth are psychologically confused state of mind. They should be guided and moulded to right path. Facebook mars their capabilities and concentration levels. Norms of society and conventionalities are framed to make humans cultured and dignified. By promoting such norms, we incur totality of omnipresence aura in life. Youth should redefine their attitudes which crumple them to depression or aggression.

When a person has stated that he updated his Facebook then others don’t watch it – This may cause guilt or havens us. It may all be for returning from trip or casual remarks. So, this is leading to new human perceptions, new communication models. This is harmful and taking youth on wrong track. The new communication should make them secure but, Facebook leads to depression or aggression. They are lonely entities at the end of the road even though, they have 1100 friends. This is because lack of strong emotional bondage underneath the relationships. Face book does not determine quality of friendships but, imply quantity of the friends. And these are total strangest or anonymous entities. The authenticity of information being divulged is under question. There no means of checking the validity of the information. This is the basic fundamental aspect that is causing chaos and faulty
consequences from face book relationships. There is every room for cheating everyone with anonymous identity and dire outcome. Every relationship should start with trust and fairness. But, a relations on face book starts with for and mistrust. There are lot of loathing and loopholes in such unhealthy relationships.

A boy asked his friends “How to commit suicide?” in his Facebook account. He had 1100 friends. He is deprived of true friends and he was deeply acutely depressed. This symbolizes how weak Facebook relationships are. Hence, it should be understood that there is no strong bonds between them. The underlying vacuum is operating and Humans who are gregarious are not fully satisfied with face book (social networking). The true emotional sharing is not catered to by facebook but, virtual sharing of time pass and faking is installed. Youth are not happy as they claim. But, they are excited and thrilled with sharing and receiving comments. The excitement wanes down quickly after a time period. Then they again feel the remorse and vacuum inside themselves. The emotions are being pampered temporarily but, not fulfilled strongly for life time. Therefore, Facebook is network that is momentary, pampering, sharing and baseless, invalid, entertainment. Youth should be cautious, wise and balanced and calm in operating it.