

# OUTLINE

## The emerging Power of Social Media : Prospects and Problems.

### 1) Introduction

Thesis statement

### 2) Crunch Paragraph

### 3) Prospects of the emerging Power of Social Media

a) Social Media has transformed the world into a global village.

b) Social Media has become a source of online earning

c) People get overnight fame through social Media

d) Social Media has become a big source of information

e) Social Media promotes freedom of speech

f) It is a tool to expose social evils of the society.

#### 4) Problems of the emerging power of Social Media

- a) People waste their time by using Social Media.
- b) Social Media has become a source of cyberterrorism and online-bullying.
- c) Social Media provides easy access to immoral content
- d) Social Media has become a tool of war
- e) Social Media encourages criminal activities
- f) Social Media has become a big source of distraction for students.

#### 5) Wayforwards of the emerging power of Social Media.

- a) Promotes the positive use of social Media among students  
~~Government~~ make
- b) Make policies and laws for social Media users at state level
- c) Introduce online courses and guidelines to promote online learning through social Media

d) Use social Media to promote national integration and national union.

e) Use Social Media to educate the public.

## b) Conclusion

If we look back a few centuries ago, we will find that people was not abled to know what was going on in their city or country. However, they knew well about their villages. Today, the world has become a global village due to information technology and globalization revolution. People knows what is happing in the other part of the country or other part of the world.

~~Social Media~~ The invention of social Media in 21<sup>st</sup> century has made it more easy for the people to knew and connect

with each other. It also promotes freedom of speech. Social Media has transformed the world into a global village and changed the mode of earning also. People can become celebrity overnight. Social Media is also become a source of information. Now black sheeps can easily be exposed by social Media. Social Media also has some disadvantages. It has become a source of the wastage of time. It is also used for cyberterrorism and cyberbullying. It corrupts our moral values and become a tool of war. It not only encourage criminal activities but also distracts students from studying. We can overcome these problems by promoting its positive use and making policies and regulation at state level. It can also be to promote online learning, national integration and education. So social Media is not a bad itself but its usage can make it good or bad. So if we use and promote

its positive usage then social media can become a blessing rather than a curse.

Social media has transformed the world into a global village due to connectivity. People can easily communicate with their friends, business partners, family members or their spouse by sitting anywhere in the world. People can communicate their friends, business partners, family members or their spouse by sitting in any corner of the world by using social media and internet. Now many meetings are held online. Such as SCO presidential convention in Aug 2023 is held online due to some reasons. For example, Saleem can talk with his friend who is sitting in UK. Saleem does not need to wait for the letter of his friend. They can not only communicate but they can also watch each other. This shows that social media has become a global village.

Social Media has not only transformed the world into a global village but it also has become a source of online earning. People do not need to go to office or workplace for earning. Now they can earn online by sitting at home. It has change the method of earning. People can work in UK, United States of America, Canada and in any other country by sitting in Pakistan. Social Media has introduced many platforms for online earning such as Facebook, Youtube, Fiverr etc. According to the recent survey, Pakistan is the fourth largest free launcing market in the world. Therefore, people can earn online by using social media.

Social media has not only changed the mode of earning but it also has become a source of getting overnight fame in the world.

Social media provides opportunities to all ~~the~~ people to show their talents to world. Now people do not need to work hard to get fame and recognition in the world. It provides opportunity to people to record the video of their talent and post it on the social media. In this people get overnight fame by just posting some videos. There are many examples which shows that these stars get fame overnight. The example of famous Arshad Chaye wala is significant. A blogger post her picture on the social media. In this way, social media has changed the fate of Arshad. Now he is a star in the media industry. The same story of party Girl ~~fame~~ Dana Abeer Mobeen is also significant. She got fame from a instagram reels and she is now working as an actress in drama industry. This shows that #

Social media provides a chance to get fame.

However, Social media has also become a source of information.

The days has gone when people waits several hours to get information

about the events and wars. Now people

can not only get information at

just a one click but they can

also share information with other

people and their friends. People

can share their precious moments

of life with their followers.

Social media stars and celebrities

share their information related to

their personal life and works with

their fans. Many news channels has

also created their accounts on social

media where they give update information

about the recent events. A research

in America shows that more than

90% people get updates through

social media. This exhibits that social

media has become a major

source of information.



Social Media is not only just a big source of information but it also promotes freedom of speech. It provides a platform to its users to express their ideas, opinions and experiences. Social media users can openly criticize any action in the world. Many social media stars talk openly on any issue because they know that these platforms are international and country's rules of country are not applied over it. So they openly criticize the actions of government, clergies or any NGOs. Social media stars now can talk openly on those topics which are ~~considered~~ are usually not discussed on national T.V channels. For example, T.V host Tabish Hashmi started his career from Nashpati ~~you~~ Youtube channel where he talks openly on the topics. There are also many other stars such as Mubasher Luqman, Imran Riaz, Mufti Tariq Masood who openly discuss any topic. In this social media

promotes freedom of speech.

Social media has also become a tool to expose <sup>the</sup> social evils of society. Those people who are black sheeps in the society and corrupting our moral & values can be easily exposed through social media. There are many politicians, actors, actresses, officers who violate laws, moral values or exploit others; can easily be exposed through social media with proofs. For example, MeToo movement which is started from bollywood exposed those stars who were considered as gentlemen, they sexually abuse their co-stars. In the same way, Javair ul Hassan has also exposed many scandals in Pakistan. Therefore social media has become a blessing to expose bad people in the society.

Social media is not totally beneficial to humanity but it also poses some problems to ~~make~~ mankind. The one of the major

is the wastage of time. People spent many hours to use social media. They watch movies, dramas, funny clips etc for several hours. They do not use this precious time to do other task. A study shows that an average social media users spent more than 15 days on social media. Therefore social media has become a source of the wastage of time.

Along with the wastage of time, social media has also become a source of cyberterrorism and online bullying. Evil-mind people has also access to social media. They strictly follows those young people ~~who are~~ ~~social~~ who show tild to violence, on social media. So terrorist organizations can easily access to those violent and criminal people easily. They can use your people for suicide bombing, target killing or for attacking on innocent people. Terrorists organizations also

use social media to ~~and~~ contact with other international terrorist organization. Social media is also used for cyber-bullying. Keyboard-warriors criticize people and make fun of their talents. They also use social media to abuse other people without knowing them.

For example, many Youtube Rosting channels are used to abuse other social media stars or other country.

Terrorist Organization such as ISS, Al-Qaeda, TTP etc use social media to recruit young boys. Therefore, social media has become a threat to national and international peace as ~~by~~ ~~are~~ terrorist are using ~~such~~ social media.

Social Media is not used for terrorists activities but it is also used for spreading immoral content. Many people use social media to watch this immoral content. Thousands of websites, Facebook, Instagram accounts and pages are just created to share immoral content with

other people and young boys. So these people spend their huge money, time and energy to watch this content. Unfortunately, Pakistan is one of the biggest victim of these activities. According to recent research report, Pakistan is on the top of list that watch or search porn videos or related content. This means that social media has become a major source of immoral content.

Social media just not spreading immoral content but it has also become a tool of war. As the world has changed, so the tactics of war has also changed. Now social media is used to change the narratives of the nations. It is also used to promote hate, violence and disinformation. Enemies used social media to corrupt the cultural, moral, social and religious of values of the people of that country. For example, In 2022

It has been claimed by Pakistan that India is spreading hate against its institutions in the people of Pakistan by using twitter and other social media accounts. This shows that social media has become a tool of war in the modern world.

Social media does not only a tool of war but it is also used as a tool by criminal activities. Many drug dealers, human trafficker, target killer etc use social media to contact their clients. They use social media to spread their business and increases their connectivity with other criminal people at organization international levels. In this way, criminals can perform their criminal activities freely and safely. For example, In 2023, Greek boat incident in which many peoples lost their lives and

remained safe, shows that this <sup>human</sup> trafficking group is working at international level. Therefore social media has become a tool for criminals to expand their criminal activities.

One of the big problems of social media is that it distract students from their study. Young boys are not too much mature so they use social media without knowing its prospects and problems. Instead of using social media for their educational activities, they use social media for posting pictures, commenting and liking posts on social media. A recent research shows that more than 80% students use social media in India. This indicates that social media has become a major source of distraction for young children and especially for students.

Social media has many advantages but it also has many disadvantages. However if we promote the positive use of social media among students then social media can be beneficial for students and young children. We can promote the positive use of social media by conducting seminars in schools, colleges, universities on its potential prospects. We can also conduct seminars and campaigns online to benefit all those children, and students, and other people who are using social media. We can also educate parents to educate children about the positive use of social media. In this way students will learn its positive use and will focus ~~on~~ more on its education activities. By using social media they will be able to learn new concepts and ideas.



HOWEVER, we should also make policies and laws for social media users at state level. Because people spread hate content and promote the agenda of enemies intentionally or unintentionally. So Government and other law bodies must make a plan and policies so that they can identify the spies and supports of enemies who spread hate content and threaten the national security of country. Government should also launch its wings who kept their eyes on social media users. In this way, social media can be used for the benefit and people can know its potentials.

~~Social media can also be used to promote online ~~earning~~~~

Emerging power of social media can be used in a positive ways if

government and private institutions <sup>introduce</sup> ~~promote~~ online ~~learning~~ courses and guidelines to promote online learning through social media. Government can introduce free courses to educate and skilled young population at provincial and districts level. Private institution should also collaborate with government and other NGOs to introduce scholarships programs for online learning and online earning. In this way young people will be able to earn money and poverty can be reduced.

Not only with online learning and earning, but also by using it for national integration and unity, ~~its~~ social media's positive use can be promoted. We can use social media to show the positive image of Pakistan. ~~also~~ Government should create the accounts of their relative departments at

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federal and provincial level. By using these accounts, government departments should show their progress in the relevant province and district level. So that hopeless people may know that government and its departments are serving to them. Government should promote dramas and industries which show and promote national unity. People must be aware about the benefits ~~and~~ of national unity and integrity. In this way, social media can be used to protect and preserve his country.

One of the major ways forward is that to use social media to educate people about different problems. Governments, institutions and individuals can use social media to educate people on different topics and subjects. For example, people can be educated about the pros and cons of

social media, people can be educated about the disease, its remedies and its effects; social media can also be used to educate people about religion, social media can also be used to educate people about science, philosophy, literature etc. In this way, we can make social media a blessing.

No technology or machine is good or bad but its usage can make the technology good or bad. If people or an individual<sup>to</sup> uses social media to gain positive benefit from it then social media will become a blessing but if there is a person who uses social media to exploit others, or he uses it to perform criminal activities then social media will create problems both for society and its individuals. So we can gain

more and more benefits from social media if we make proper policies and implement them at federal and provincial levels. If we educate ~~to~~ people, students and young children about its positive usage. Then social media will become a blessing for a country, society and an individual.