

The Emerging Power of social media : Prospects & problems.

- i - Introduction
- ii - Emergence of social media.
- iii - Prospects of social media.
 - i - Social media helps in raising awareness in people
 - ii - Social media is providing opportunities to the people.
 - iii - Social media is breaking the stereotypes in society.
 - iv - Social media is making inter-cultural communication more better and fast.
 - v - Social media is promoting freedom of speech.
- iv - Problem associated with social media.
 - i - Truth is becoming a rare commodity due to fake propaganda narratives on social media.
 - ii It is difficult to keep check and control flow of

information on social media.

iii - Social media is promoting materialism in people's life.

iv - Social media is destroying the relationships in society.

v - Measures to handle this social media revolution:

i - There should be a limitation to the freedom of speech.

ii - Reforms should be introduced by platforms & policymakers.

vi Conclusion

In 21st century social media has totally changed the dimensions of communication. It connected people in a very different way. But along with ease of communication, it has also brought many challenges like spread of misinformation, privacy problems etc. So social media ^{emergency} along with prosperity has also brought certain problems in society.

Before 21st century, communication was through telephone or television but it was not as fast like it is now.

Many social media platforms like facebook, Instagram, Tik Tok, Youtube etc are available in which not only help in communication but also make

raises awareness in people that what are the real time issues. So social media is a source of awareness.

Social media along with awareness brings opportunities for people. Online education and online jobs are the biggest opportunities people are awaiting right now. During COVID, everything got shifted online. World had almost stopped working but things kept on going due to social media. Students used platforms like Zoom, Google meet which prevented their wastage of time. Similarly offices kept on working online. This was an example. Other than this, there are millions of other opportunities which social media is giving. People are

earning millions from YouTube
and other social media
platforms like Amazon, eBay,
PikTok etc.

Other than opportunities,
social media is breaking the
stereotypes in society. Back in
the days many issues were
considered as taboo to
be talked about like gender
issues. But now social media
is redefining the people's
ideas. In 2008 Mukaddam
Case was highlighted a lot
which brought awareness
but also made many
people understand that what

type of violence issues
women have facing. Similarly
Zainab case also got
coverage which highlighted
child issues. Social media
by propagating these
issues is restructuring
the ideological basis of society.

Social media is
transforming the societies
and also connecting them
with each other so
that they can interact
with each other. This
interaction is promoting intercul-
tural communication. Before
the social media revolution,
people didn't know about
other cultures and it was
considered as a bad thing
to follow other cultures. But
now due to wider networks,
people not only know
other cultures but also tries

to follow them. Few years
back, ~~Pakistanis~~ Pakistanis. People in Pakistan
consider it weird to wear
western ~~dresses~~ dresses but
now not only people wear
western dresses but also
follow western ^{trends} ~~dresses~~. People
love to eat dishes of other
countries like Thai, Chinese etc.
This is possible due to intercultural
communication through social
media. People see other cultures
through social media and try
to adopt those things that
excites them.

Another thing which
social media is providing is

freedom of speech. It is difficult
to control spread of
information on social media.
People comment about
the things they
don't like. Social media
is free of hierarchies that
this can post and the
other person can't. Everyone
who have access to social
media can express their
opinions. So social media is
making freedom
of speech more easy.

"The great thing about social
media is that it how
it gave voice to the
voiceless people."

Pon Robinson.

Social media is benefitting

the society in many million
of ways but it is also causing
the problems in society.
As social media is accessible
to everyone and people
are propagating different
narratives so it is making
difficult to identify the
truth. One incident happens
and people will post hundred
different stories about it. This
will make difficulty for
viewer to know the
actual story of incident.

As social media
is something that is easy
to access so information
on it spread very fast.
It is very difficult to
keep a check on social
media. It is difficult
to restrict social media.

In Pakistan supreme court
banned the use of tiktok

but people still used it by using alternative like VPN. The flow of information is very easy on social media. One single post will get the attention of millions which make it difficult for authorities to control its spread. This results in spread of misinformation which leads toward the formation of strong narratives.

Along with misinformation, social media is promoting materialism in people's life.

On platforms like Instagram, Facebook, etc, people post pictures about their luxuries and this increase

people's wish for perfect lifestyle. People who are less privileged, gets disturbed by these pictures

social media. Social media is a source of addiction. People get addicted to social media and don't pay attention to what is happening around them. People get more attached to the celebrities, followers on social media and are far away from their actual relations which are concerned about them. So social media is overall destroying the family structure. As family is the basic unit of society so destruction of society's unit will eventually lead towards the collapse of society. Social media has prospects as well as problems so there should be the proper ways to handle it. There should be a proper limit

for freedom of speech.
Not everyone should be
able to give opinion on
every matter. There should
be a proper regulatory
pattern in the society
about the using of
social media.

"I think there should be
a regulation on social
media to the degree that
it negatively affects the
public good."

Elon Musk

Along with freedom of
speech, social media
platforms and policy
makers should introduce
reforms for social media
users and viewers. There
should be a proper
check before posting that
how this content will

impact the society. This will not solve the overall problems but will be a step toward betterment.

Social media is not good nor bad. It is giving opportunities the society, which is making people's life very easy.

On the other hand, deep down it is destroying people's mental health, family life and overall society.

So social media is not something to be blamed. People should try to handle it's emergence and use it in a good way so it can lead toward a bright future and better society.

"Nothing is good or bad but thinking make it so."

William Shakespeare