

# 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 <sup>Among</sup> 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 21<sup>st</sup> 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 <sup>emergency</sup> along with prosperity has also brought certain problems in society.

Before 21<sup>st</sup> 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. Stud-  
ents used platforms like  
Zoom, Google meet which preven-  
ted 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 breeding 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. Nor Mulkadam  
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 but  
now not only people wear  
western dresses but also  
follow western trends. 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 problem 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 basic unit will eventually lead towards the collapse of society. Social media has prospects as well as problems so there should be the proper way 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 ~~various~~ problems but will be a step towards betterment. Social media is not

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is not 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 towards a bright future and better society.

Nothing is good or bad but thinking make it so.  
William Shakespeare