

# The emerging Power of social media: Prospects and challenges.

*Master*

## OUTLINE

### 1. Introduction

#### Thesis Statement

The emerging power of social media has both prospects and challenges based on its use - Due to its huge horizon covering a large number of audience, it has a significant impact on the people - However, the prospects can outweigh the challenge using some robust preventive measures -

### 2. Prospects of emerging social media's power on its challenges -

#### 3. Prospects of emerging <sup>power</sup> social media ~~power~~

- a. Helps spreading political awareness
- b. Help in ensuring better governance
- c. Interconnectedness <sup>with in</sup> different cultures and societies ~~between~~
- d. Helps in upgrading living standard
- e. serves as a platform for online marketing
- f. Provides a platform for economic activities
- g. Platform for public to communicate higher authorities

*clarify the difference*

#### 4. Emerging social media power ~~can be~~ point "b"

- a. ~~challenging~~ unfiltered news ease spreading rumors <sup>promotes yellow journalism</sup>
- b. Terrorists use platform to exploit public and for connectedness
- c. loss of family connections <sup>← how?</sup>
- d. low self-esteem seeing others' perfect portfolios

*Challenges*

e. lack of privacy

f. cyberbullying impacting mental health

5. Ways to outweigh prospects of social media power over children

a. Application of some mandatory filters and control.

b. launching awareness campaigns for audience

c. Effective role of education in character building

d. Enactment of service cost.

6. Conclusion

subpoints should be self-explanatory.