

Mashaal

(1)

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Topic Number 2 : The Power of Social Media : Challenges and Opportunities

Outline

A. Introduction

- a. Media is the 4th pillar of a state
- b. Opportunities and challenges to the power of social media
- c. Thesis statement

B. The power of social media in current Scenario and in future

- a. Availability of several social media websites
- b. Artificial intelligence and CHATGPT

← These are basically IT related concepts, relate them clearly to social media power

C. Opportunities Available to the Power of Social Media

1. Strengthen relations with other countries ;
 - a. Public opinion
 - b. Promotion of soft image of the country at international level
2. Ensures good-governance ;
 - a. strict accountability and transparency
 - b. Freedom of speech and public participation
 - c. Keep a check to improve human rights
3. Public opinion can be heard easily ;
 - a. Political analysis
 - b. Economic debate
4. Can be used as a medium for education ;
 - a. Source of information and knowledge

b.

5. Awareness campaigns on social media
a. Disease eradication such as polio
b. Crime prevention
c. dissemination of public safety messages

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5. Educating social evils by highlighting them through social media
6. Brings comfortability and enhance connectivity ;
a. Entertainment source
b. Ease of information

D. The Power of Social Media and Challenges in its way

1. Used as a tool for propaganda and sensationalism ;
a. Portraying false image of ^{enemy} state
b. Case study of Israel and Kashmir
2. Competition for breaking news ;
a. Yellow journalism ✓
b. Case study of news channel
3. Spreading misinformation ;
a. Religious sectarianism and extremism
b. Hate speeches
c. Islamophobia as an example ✓

4. Wastage of time due to its excessive usage ;
a. For example , daily usage of Facebook, Twitter etc
5. Negative impacts on user health ;
a. Psychological impacts
b. Weak eye-sight
c. Brain effects

6. Threat of hacking ;

a. Theft of personal data

b. Bullying of kids forcing them to

c. Blackmailing for personal and political gains.

Commit suicide

E. Way-Forward to Overcome the Challenges of Social media Media .

Not a proper adjective for content

1. Purification and filtering of the content ;

a. Protects national interest

B. Prevents social chaos

2. Strict action over fake news ;

a. Imposition of fine on the propagators

b. Adherence to PEMRA rules

No indication earlier that this is Pakistan centric essay

3. Irregular usage be avoided ;

a. Usage in free time ^{under} limitation

4. Excess of anything is bad

4. Necessary steps to curb cyber-crimes ;

a. stringent measures to enhance cyber security

Generic and rhetorical

↑ 3

4

F. Conclusion

Add hook,
must

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Twenty-first century is the age of technology. Modern inventions have revolutionized the world. Now a days, media is considered the 4th pillar of a state, as it plays an important role in the country's development. Social media, in fact, is one of the main type of media. The extent and power of social media is very vast and, with the passage of time, it is increasing. In case of developing countries like Pakistan, social media ^{is} ~~in~~ quickly emerging. According to a report, "throughout 2022, on average there are about 72.9 million active social media users in Pakistan on a monthly basis with an annual growth rate of 4.3% in 2021-22. This represents about 31.5% of the total population." (oosga.com, Social Media in Pakistan, January 2023). This report represents the scope of social media power in Pakistan. Similarly, there are several opportunities available due to the power of social media, such as strengthen relation with neighbour; ensures good-governance; ease of reach to public opinion; can be use as a platform for information and learning etc. Besides this, the power of social media ~~posed~~ various challenges which include usage as a tool for propaganda and sensationalism; competition for breaking news; Spreading misinformation; wastage

As pointed out in previous essay, no need to switch inks amidst paragraph

Intro Para exceeds word limit which should be 220-250 words, yours cross 300 (5)

of time due to its excessive usage and so on. However, these challenges can be overcome through certain measures ~~suggestions~~, like purification and filtering of the content; strict action over fake news; avoid irregular usage; and curbing the cyber crimes. Therefore, it is high time that the power of social media is aptly considered. Indeed, in this modern era, social media usage can not be ignored. People use it for multiple purpose. Hence, due to its opportunities and challenges, the power of social media can be use more effectively.

Social media refers to that media which ^{can be} ~~is~~ used by any individual. And that is why it has high reach and power. Currently, social media and users outnumbers in billions. Millions of people across the world use several social media sites, such as Facebook, Twitter, LinkedIn, Whatsapp, and many more. The number of users as well as such social media websites are increasing exponentially with the passage of time. Now a days, CHATGPT is getting popular, which works under artificial intelligence (AI) algorithm. Thus, nexus between AI and social media will further expand the power of

this technology. People, undoubtedly, used these tool for various purposes, such as entertainment, knowledge and information. It has increased the power of social media further. Hence, the power of social media is ~~more~~ increasing emerging not only in current era but also in the future as well.

The power of social ^{media} delegates several opportunities. The following paragraphs will describe it in detail.

First of all, social media strengthen ~~relation~~ with other countries. The people of different countries can exchange their views and culture easily. Different governments can establish friendly ~~relation~~ with each other through this platform. Social media forms public opinion; educated citizens want to have a friendly ~~relation~~ with other nation. For example, the

people of India and Pakistan want peace and friendly relations, but the governments ~~are~~ are not on the same page. Therefore, social media platforms can promote soft image of their respective countries, and ~~public~~ ^{this} in order to bring peace between them. Hence, it can be said that relation between the countries can be strengthened through the power of social media.

Too short a paragraph

Not worth highlighting

Evidence?

The second factor opportunity available due to the power of social is that it ensures good-governance. It paves way for strict accountability of public office holder, politician and any other influential officers. In the same manner, it can bring transparency in the system as well. The freedom of ~~q~~ speech and basic rights of an individual can be safeguard through this ~~x~~ medium. Social media, in fact, is a platform through which public can participate in government decision. The government performance can improve largely. Moreover, it keeps a check to improve human rights. Pakistan can display its soft image on world level through social media and good-governance. Therefore, importance of social media cannot be ignored as it ensures good governance.

Similarly, ease in hearing of public opinion is the third opportunity which is available due to the power of social media. Public present ~~their~~ ^{its} views and thoughts on various social media platform ~~over~~ an issue. And thus, an opinion is build from it. Various socio-economic and political affairs on a daily basis ~~is~~ are analyzed by public. For example, Facebook and Twitter provide poll option for ~~public~~ ^{users} (audience) to vote their ^{choice} option, and thus

Evidence

the view of majority can be obtained. Therefore, public opinion can be heard easily due to the power of social media.

Fourthly, the power of social media can be used as a medium for education. Social media, being used by people of any age, through which they can access to any sort of knowledge and information. For instance, a competitive exam aspirant can get different opinions regarding current affairs issues. That, in fact, will help in broadening his horizon of understanding. Various news channels have their pages, through which latest news is posted. In the same fashion, there are numerous pages related to different fields, so, requisite knowledge can be obtained from relevant page. As a result, it can be agreed that the power of social media provides opportunity to have access to knowledge, information and education.

The fifth factor which provides opportunity due to the power of social media is the eradication of social evils through social media highlighting. Social evils such as child abuse, illegal killing, abduction, poverty, illiteracy and so on can be aptly highlighted through the help of social media.

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Social media portrays its various aspects. So, people fear that they should not be involved in any crime. Resultantly, social evils are reduced due to the highlighting power of social media.

Last but not the least, bringing comfortability and enhancing connectivity is one of the main opportunity and benefit of the power of social media. People in one part of the world can access to other part of the globe through this platform. Social media is like a village in its own. It is also considered as a mega source of entertainment. In times of isolation, social media can be a good company to provide you companionship. It makes easy to access to information. Extra time can be better utilized through this platform as it can give information as well as entertainment. Various family members and friends can connect and contact each other through this medium, for example Whatsapp, Skype, Zoom etc. Also, it is used for taking online classes for the purpose of education and learning. In this way, the power of social media brings comfortability and enhance connectivity.

Besides, opportunities of the power of social media, it has put several

Do not use personal pronouns like I, we, you etc

challenges to us. The following paragraphs will explain the challenges of social media emerging power in length.

The first challenge that is posed by the power of social media is that it is used as a tool for propaganda and sensationalism. Fake news spreads very quickly through this means. Politicians use it for their vested interest. For example, ex-US President, Donald James Trump used Facebook and Cambridge Analytica in order to win election in 2018. (Cambridge Analytica employee, Christopher Wylie, 2018). In the same way, it can be used to portray false image of a state. For instance, India propagates fake news regarding Kashmir issue through media. And same is the case with Israel-Palestine issue, where Israel use its media in their favor. No doubt, social media power is used as a tool for propaganda and sensationalism.

Clarify

classify

Likewise, the power of social media also presents a challenge in the shape of competition for breaking news. News channel for the sake of increasing their channel ratings, ~~they~~ break news in such a way which may not be the case.

Different journalist represent their views and they ~~try~~ try to create sensationalism, which is also called yellow journalism. Take the example of ARY News and Geo news channels, both of them sometimes take sides in a political campaign. For instance, in general election 2018 of Pakistan, ARY openly supported PTI party, while Geo news backs PML(N) and other political rivals to PTI party.

Reference ?

So, the competition for breaking news on social media is a major challenge posed by the power of social media.

Moreover, spreading misinformation is another challenge emerging from the power of social media. On social media, different sects of a religion try to target each other's views and thus it leads to the issue of sectarianism and extremism. Social media platform, as a matter of fact, is used for hate speeches by different communities and nations as well. Islamophobia is best example in this regard, as the western countries portrays the negative and hard image of Islam in the world. These kinds of misinformation can destroy the peace of the world. Hence, the spread of fake information through social media is a major challenge

Evidence?

how?

posed by the power of social media.

Furthermore, wastage of time due to excessive usage of social media is a great challenge not only for an individual but for the nation as well. Social media content ~~are~~ infinite and ^{after} every second after, it is updated and new pieces of items are posted from ^{anywhere} everyone. So, its usage is a kind of addiction. Children, especially under 20 years of age, ~~can~~ largely waste their ~~huge~~ time on ~~to~~ it. The prime example is TikTok, Snapchat, YouTube, Facebook, Instagram and so on. People of all ages waste their major time by frequent scrolling through these sites. Some people use social-media for almost more than 10 hours per day. And some even used smartphone more than 15 hours screentime without any reason. Hence, excessive usage of social media leads to wastage of time and is a challenge posed by the power of social media.

Evidence?

These are examples of social media

In addition to this, negative impacts on user health is another major challenge posed by the power of social media. As discussed in previous paragraph, that some users of social media spent about

more than 12 hours a day. Therefore, as a result, psychological impacts on the user occur. The user becomes its addict and he/she thinks about it everytime. It creates a sort of ~~imaginary~~ ^{higher} world in their mind. The user becomes less social and shy, especially, it can be observed in children. Also, excessive exposure to screen weakens their eye-sight. Additionally, memory loss also increases due to excessive use of digital app devices. Resultantly, it can be accepted that power of social media presents a challenge to the user health and fitness.

Spelling mistake

Reference?

Lastly, threat of hacking is also a challenge created by the power of social media. The users of social media has an account and that accounts ~~have~~ ^{has} access to an individual's personal data. Therefore, there is always a threat of hacking that someone can ~~theft~~ ^{steal} secret information. The bank accounts in this regard ^{are} ~~is~~ very sensitive. Famous celebrities, politicians and other personalities accounts can be easily attacked and hacked by the expert hackers. And thus, they are blackmailed as well in this manner. The cyber crimes, in fact, is not only limited to personal level but it is also present in between the countries of the world as well. Thus, threat of hacking

Evidence?

is a major challenge originated by the power of social media.

Previous paragraphs discuss the challenges of power of social media. Now, the following paragraphs will discuss the way-forward to overcome the challenges of social media.

First of all, purification and filtering of the content is necessary to overcome the ^{negative} power of social media. For this, the regulator and controller of ^{respective} social media platform should filter out the real and correct content in an unbiased manner. Any content before releasing must be judged in a neutral and fair manner. Thus, filtering out filthy and fake content will improve the quality of social media platform upto maximum extent. For this purpose, a fine can also be imposed on ^{user} giving false information. As a result, national interest as well as true content can be ^{secured} accessed. Therefore, purification and filtering of the content is sine qua non to overcome the challenge of misuse of social media.

Additionally, strict action over fake news can be taken to undermine the harsh challenge of social media.

TO OVERCOME

Too short para

These There should be an imposition of fine on the propagator. The fine should be so much that no one else could try to do such malaise act again. Likewise, Pakistan Electronic Media Regulatory Authority (PEMRA) rules should be applied over this medium as well. So, that ~~more~~ maximum people avoid fake news^{and} sensationalism. That is why, the challenge of negative impacts of social media can be minimize through strict action over fake news.

Apart from it, irregular usage of social media be avoided in order to reduce the bad impacts of social media power. There is, without any doubt, a need of awareness campaign in this regard. The common masses must understand the importance of their time. They should be educated in terms of social media usage. It is rightly advisable to use social media in free-time and in certain limitation. The personal and family life shall not^{be} affected from it. As it is said that, "Excess of anything is bad." Therefore, in order to overcome the harsh impacts of social media, its irregular usage must be avoided at any cost.

The last step to overcome the

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challenges of social media is to take the necessary steps to curb cyber-crimes.

manifold The menace (cyber-crimes) has increased many fold with the passage of time. Computer related crimes is exceeding, because of social-media platform. Due to social media accounts, the hacker gets access to the respective target. For this, stringent measures must be taken to enhance cyber-security. It is the need of hour ~~that~~ to have a stable and strong cyber-security system. Proper measures be taken in this regard. Thus, to enhance cyber-security is to reduce the cyber-crimes through expertise. Two-step verification of the social-media account holder makes it difficult to hack. Therefore, some sorts of steps is needed in this way. As a result, the challenge to overcome the illegal power of social-media is possible by taking necessary steps to curb cyber-crimes.

To conclude, it can be said and accepted that the power of social media cannot be ignored. Despite having some opportunities and challenges, however, there are some suggestions through which it can be used more effectively. Some of the benefits and opportunities of social media are

ensuring good-governance ; source of information and knowledge ; eradicating social evils by highlighting them through social media and enhancing connectivity . Besides opportunities , social media has some challenges like spreading misinformation ; wasting of time due to excessive use ; impacting the health of user negatively and the threat of hacking . However , these all challenges can be overcome through certain remedies , such as purifying and filtering the content ; taking strict action over fake news ; avoiding its irregular usage ; and taking necessary steps to curb cyber-crimes . Moreover , media is considered as 4th pillar of a state and it is rightly said that , " Variety is the spice of life and difference of opinion is the beauty of democracy . " Social media , as a matter of fact , is a platform which provide an opportunity to each individual to present his opinion and viewpoint openly . And the power of social media is huge and increasing with the passage of time . Now , it largely depend on the user of social media that how this platform is used by him/her in order to pursue their goals . As social media display both opportunities and challenges

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to its users. Hence, the need of the hour is to effectively and positively use of social media be supported. As it is has is now become, the important part of the system.

↓
Repetition,
already
stated
in the
beginning
of
paraph

Most of the essay, especially the suggestions part, is written using layman language. Before choosing a topic of essay, make sure you have in-depth knowledge about it or have read at least a couple of research articles relevant to the topic to grasp the terminology

Essay lacks evidence