

Day: _____

Date: _____

Media is fulfilling its responsibilities
despite the challenges it is facing

Outline

1- Introduction

Thesis statement:

2. Crunch Paragraph

3- Responsibilities of Media

- a- A tool to enhance accountability
- b- Protect democracy from being derailed
- c- Enhanced prospects of business efficacy
- d- Speak against human rights violation
- e- Hope for suffering souls
- f- lead a person to overnight fame
- g- A tool to disseminate selective information
- h- media reduces distance among people

4- Challenges faced by Media

- a- used by terrorist to spread hate literature
- b- People fundamental rights to privacy
- c- Publicity of shows and games
- d- The gap between parents and childrens
- e- The direct mode of communication
- f- Away from beautiful nature

5 Conclusion

Essay

... you don't go too far to see the hatred and abuse that happens online. Even using social media is anti-social because people are always on their phones. "Ronny Chieng". The blessing of social media are manifest in ease of communication across the globe. This is done by imposing key responsibilities of which help to stimulate information. Similarly, it is a tool to enhance accountability, protects democracy from being derailed and enhanced the prospects of business efficacy. Moreover, it has helped for the best suffering souls, lead a person to overnight fame and disseminate selective information. Furthermore, social media reduces distance among people. Although, challenges faced by social media, like used by terrorist to spread hate literature. Like, other factors people fundamental rights to privacy and publish publicity of shows and games. Another, it publishes selective information, the gaps between parents and children.

and direct mode of communication.

1. In a nutshell, dawn of the twenty
2. first century has seen an unprecedented
3. increase in the use of various social
media platforms by people to voice
their belief, ideas, attitude and opinions.

This growing power of social media entails
both responsibilities and challenges.

With the emergence
of fast internet connectivity, social media
has got renewed vigour and has
revolutionised the concept of media. The
global village is just a one click away.

It is the source of information, a new
channel, multinational organization,
and institutions have maintained their
dedicated social media channels for
continuous interaction with masses. In
addition to connecting individuals, and
sources of earning and publicity.

Social media
has paved the way for enhanced
accountability of public figure, and
political brass. Previously, when

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people felt that they had been wronged by the state, they had limited options to disposed their sentiments. They would normally protest in street. This method had limited reach. However, things changed with the advent of social media as people found in such platforms. For example, the resignation of the Iceland Prime Minister, following the appearance of his name in the Panama Papers, scores of people from within and outside Iceland took to social media. They criticized their leader and demand his resignation. This clearly depicts how social media is a tool that can be used to enhanced accountability.

Another important factor of social media is the protect democracy from being derailed. Any military takeover the civilian government commonly refused as detrimental democracy. The street power of people has seen by this platform against military coup. this episode protects democracy

Day: _____

Date: _____

For example, on 15th of July 2015, the Turkish military threatened the democratic system. It was failed due to social media power. Thus, social media is important for democracy in terms of strengthening democracy from being derailed.

on the economic front the social media has helped in enhancing the overall business efficiency. For any business to thrive efficient use of resources is important. Similarly, people about new shopping malls, restaurants and other business ventures through this software, things change the picture of business. For example, Daraz.pk and more business tools people shopping from this platforms due to social media. Hence, enhanced the business efficiency as a result of social media is grateful.

Social media is a platform has speak against human rights violations. Before social media scholar and intellectual discussed

Day: _____

Date: _____

these issue among themselves. However in recent time social media brought these doorsteps of every individuals. Moreover, people are increasingly aware of various human rights abuses. For example, Bushan wani comes to the mind in this regard. Several supporters of Bushan wani protested peacefully in Kashmir. However, the indian armed forces fired on innocent people of Kashmir's So, the issue of human rights violation rose to prominent due to the power of social media.

... Social media is hope for the suffering souls. social media is source of help for those in need and approach the authority with regard to the redressal of their issues. There are many people helped from this platforms. For example, the Pakistan baited mall and other organization was helped the needy person by this platforms. Conclusion, it is almost like one window operation of getting knowledge and

information for suffering souls.

with its vast clout of social media, it may lead a person to overnight fame. media rose popularity of person from zero to hero. For example when Arshad Khan popularity known as chai wala's fate changed by simple social media post. when a blogger came his tea stall and a brief conversation, the blogger posted story on social media. In a nut shell, role of social media is upto the mark in terms of person overnight fame from zero to hero.

Social media is often criticized as a platform to dole out selective information for individual gains. The world leader and certain brand, often show people just the information. They want them to see through social media. This undermine people right to information social media has exploited by people as means

Day: _____

Date: _____

to disseminate false information in order to defame rivals. For example, Putin is successful leader who boost a high level of domestic support. Some quarters have criticized Putin for using social media to control the type and amount of information to be given to the public. To conclude that, it is a pity that social media has in modern era become an agent of information.

Social media reduces distance among people. Presently, person sitting in one corner of the world can contact a person living in another corner of the world. Previously, it was difficult for person to contact within a few minutes. It was possible in dreams, but social media has materialized man's dream to contact any person at any time in the world. For example, one person live in foreign country, they contact through Facebook, Twitter and WhatsApp tools. To sum up, it can be

social media has overcome distance among the people.

The discussion so far has brought to the fore an important lesson social media platforms, if used wisely, can be a major blessing for the society. However, if the influence of social media is abused, it can be a weak force on the society. Hence, the next few paragraphs would be devoted to elucidating the problems or challenges that the society has had to face as a result of the abuse of social media.

The pitfall of social media is exploitation by the terrorist to spread the extremist ideology. Various terrorist outfit prey on potential recruits through these digital platforms. The digital space is one shop for extremist outfit in terms of brainwashing people and teaching them different form of violent activities. For example, the social media campaign launched by ISIS,

Day: _____

Date: _____

targeted the people on social media platforms according to report published by "AL JAZEERA", the case of Nourreen Iqbal is crucial in this regard. On the whole, the power of social is being exploited by radical outfit in terms of spread hate literature and the terrorist ideology.

The social media has dealt people fundamental rights to privacy. With so much data on the websites, various hackers and mining firms have resorted to scooping people personal information from digital domain without people having any knowledge about this malpractice.

It is a major violation of the fundamental rights to privacy. For example on the 16th of March 2018, the New York Times reported that a data mining firm Cambridge Analytical that worked on Trump's presidential campaign had improperly obtained access to million user profiles. To conclude, this episode

Day: _____

Date: _____

has helped the stance of social media critics who blame such platforms for compromising people's fundamental rights to privacy.

Social media has also shouldered the blame of publicizing certain television shows and games.

In the modern era, whenever a particular television show trends, people come to know of it through their circle of friends, primarily on social media.

One such show was "Thirteen Reasons Why". Its increased popularity owing to the publicity through social media. However, this was criticized on the ground that it protagonist set bad precedent for teenagers to resort to suicide as a means of escape from their worries.

For example, the game "Blue Whale", whereby a character would have hypnotizing effects on those playing the game. To sum up, the publicity of shows or games on social media drew criticism regarding how social media can be a curse for

the society provided its power is not effectively regulated.

In addition to this, social media widens the gap between parents and their children. Some parents use social media unnecessarily. They do not give proper time to their children. Consequently, children start going away from their parents which is bad for family. Such children may develop feeling of inferiority. They search love outside of their home when their parents prefer social media websites and gadgets over them. Hence, this platform has created widened gap between parents and their children.

Another increasing potency of social media is that it has dealt a major blow to the direct modes of communication. From sociological standpoint, various authors have cited concern regarding people increasingly occupying digital personalities. This entails that rather holding

Day: _____

Date: _____

meaningful ~~convension~~ conversation with people in person or express feeling to someone face. People prefers putting up states on social media platforms. For examples according to Haxist, in his book 21 lessons for the 21st century, has termed social media as a form of digital dictatorship. In a nutshell, this clearly depicts that the growing influence of social media platform has made of communication more and more impersonal.

Social media keeps people away from nature. In past people used to love recreational activities. They were closer to nature. People visited parks and beaches to entertain themselves. Nowdays, people hardly find time to admire beauty of nature. For example, According to William H Davies in poems "Leisure". what is this life if, full of care, we have no time to stand and stare. So, social media has

Day: _____

Date: _____

has deprived man of his love for natural beauty.

In summation, it can be safely stated that social media is blessing or a curse for the society. There is no denying the fact that, accountability, protect democracy and business have responsibilities of social media. Another important tools of social media, speak against human rights violation, person lead to famous in overnight and it reduces distance among individuals. Similar coins have two sides, so another major challenges faced by social media like, spread hate literature, fundamental to privacy and publicity of shows and games. Moreover, gape between parents and children, direct mode of communication and away from nature have important sentiment for social media faced in this regard.

Noah built the ark before rain arrived.

~~Let~~ Hence, let us not wait for rain unprepared

(Howard Ruff)