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B-61

Day: _____

Date: 09.08.24

Essay Practice

Topic: "The Emerging Power
of Social Media: Prospects
and Problems"

Outline

1. Introduction

Support ur introduction

Why leaving introduction

2. Historical Context

- i) Transition from traditional media to social media in the 21st century
- ii) Global access to social media has increased rapidly making it powerful (e.g. 65% of the global population has access in 2024)

3. The Prospects of Increasing Power of Social Media

- i) Increased access to information leading to increased awareness
- ii) Promotion of democratic values due to freedom of speech

- iii) Social media ~~is acting~~ ^{Has rendered itself as} as a platform for advocacy of human rights and justice (e.g. Black Lives Matter Campaign)
- iv) Social media has promoted timely justice (e.g. Shahzeb Khan murder case in Pakistan - 2012)
- v) Instagram and Facebook are popular E-commerce market places promoting small-scale businesses (e.g. Facebook and Instagram Monthly active users: 2.96bn and 2.35bn, respectively)
- vi) Growing influencers marketing and content creation using social media platforms
- vii) Promotion of multiple cultures and values allowing greater integration and acceptability
- viii) Rising global connectivity utilizing social media platforms

4. The Problems of Increasing Social Media Use

- i) Serious rise in misinformation leading to disastrous consequences

Write appropriate words plz

- ~~ii) Major source of propaganda causing global instability and destabilisation (e.g. ISIS UK Jihadist)~~
- iii) Coercive marketing tactics used giving rise to populist leaders (e.g. Trump targeted marketing campaigns pre-2017 US election)
- iv) Undermining states control to preserve national interest and sovereignty
- v) Misuse of data by social media platforms (e.g. Cambridge Analytica case in 2018)
- vi) Surge in cybercrimes (e.g. Russia's alleged interference in US elections in 2017)
- vii) Global surge in mental health crisis due to identity loss caused by overflaring concepts and values in social media.

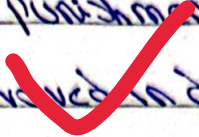
5. Limiting the Problems of Social Media

- i) States interference in applying AI filtration tools to counter misinformation
- ii) Strengthening cybersecurity mechanisms to be secured from hybrid warfare threats

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iii) Strict punishment implementation if companies are involved in data theft and/or misuse.



6. Conclusion



Relevant

Clear and well organised keep working plz