Well attempted Sun AIN FAIRMA Keep practicing on different 617 themes/topics December Batch

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Essay Emerging Power of Social Media: a Blessing of a Curse

1. Introduction

Outline

2- Blessings of Social Media:

i) Enhances Compunication and Connectivity

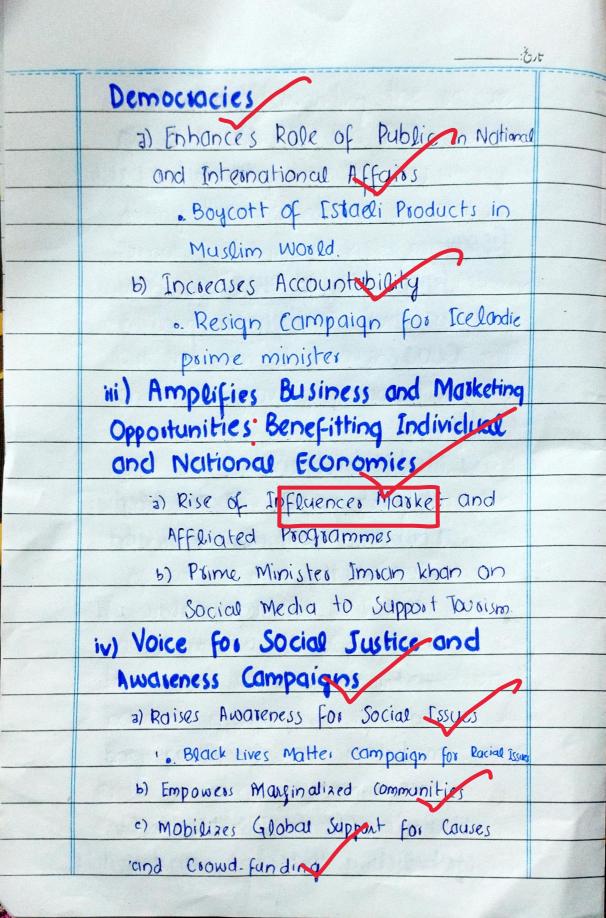
> a) Connects family, Friends and professionals wood wide.

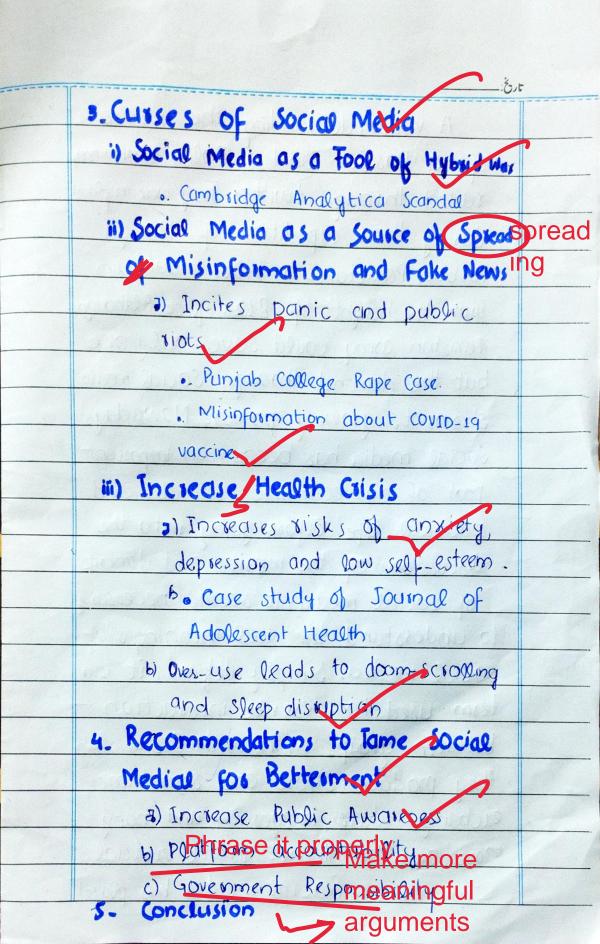
b) Facilitates real-time connection

during emergencies c) Bridges social, cultures and

geographical gaps

ii) Role of Social Media in stabilising Nascent and Unstable





A voice, demanding the bescue of a Russian and a Polish mountainer, raised through twitter. They were misplaced during their expedition of Nango Parbat, Pakistan- a killer mountain with the height of 8126 Fest Although, Pakistan army could save Only one but the demand through social media, shows its growing power Nowadays, social media has become an important part of our economic, social, and political life before going into the discussion of the medits and demerits of social media, it seems necessary to understand the real meanings of social media simply defined, it is a term used to describe interaction between groups or inclividuals in which they produce, share and sometimes, exchange ideas, images do and many more over the integrat in the vistcial Communities. Social media has played

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a significant tole in beducing the bassiess of culture, society and geography. It has become a strengthening Factor for democracies by increasing accountability and role of public in national and international affairs. It has boosted individual and national economies On the contrary, social media has led to an increase in public uncest and riots because of the spoend of fake news social media has caused an increase in the vote of health coisis as well The down of twenty-first century has witnessed an unpoecedented increase in the power of social media having both nexits and demerits, it calls for taking necessary measures to tame its power for the benefits of human beings raising. To begin with, one of the biggest advantage of social media is that it has actually made the would a global village. People connect with

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:ちょち their (family) families and friends in a blink of eye, despite them being in a different continensallogether. It has become easier to communicate during emergency situations. With almost one third of world population using social media on daily basis, as per statistica report 2023, social media has helped people to adapt to each other's culture as well In addition to making communication easier, social media bas also lent a helping hand to unstable and maxent democracies by establishing itself as an extremely potential tool for accountablity and involving people in the lafer national and international affairs for instance, a resign campaign was started by the people of Iceland against their prime minister-Sigmundur David - when his name appeared in the notorious. Panama leak case. Secondly,

313: Social media has made people aware about atrocities of Israeli government in Gaza which forced them to start a boycott movement of Israeli products to show solution with the people of Palestine. Gone are the days when diplomats were considered all in all For international relations sue to growing social media, people of a country are fully involved in the national and international affairs. They do not shy away from showing their opinion about any matter. Another important prospect of social media lies in the Fact that it has helped to boost individual and national economies social, media has helped small businesses to reach global audicince. It has created a new job market. It has also increased the exposure of already well established businesses by providing cost effective masketing and band promotion. As

:5.5 Ryan Lily states, " Social media is not just a spoke on the wheel of marketing. 9t's becoming the way entire cycles are build It is not wrong to say that social media has revolutionized the marketing Field altogether social media has played a vital role in borning national economies as well. Invan khan-former prime minister Pakistan \_ Used social media as a platform to promote tourism in the country which eventually bore fruit. These was a significant sise in tourism with tourism contributing to about Sof percent of GDP as per beposts of a leading national newspar. - Another promising prospect of social media is that it has given voice to voice less people social media appeared to be a ray of hope. for the marginalized communities of the society of helped people to odise voice against the ethical, occial

:515 and sectorian violence. For instance, «Black lives matter" was a campaign caised against the attracities carried on the people on the basis of colour the need for the campaign was further realized when "George Floyed", on prom: African - American mon was killed mercilessly over amergae Crime during Covis time Similarly, hashtag "Me Too" was used by the women all over the world to share their stories of harrasment, ape and abuse. Thus, social media has proven to be a great platform for t'social awareness about different issues jos well 191- also helped to vaise funds for different social COUSES . Although, there are countless numbers of prospects for social media that has been revolutionizing the world, but these are also some problems

:6,5 in this begard. Going into the problems of social media, it is a potential tool of hybrid was of this era. Simply defined, it is a war strategy employs political and conventional wanfalle with other influential methods. 91 also includes spreading disputes these services were employed to intelligence and secret agencies\_ Now, this work is taken by social media. These are mainy examples of international arena where these social medica platforms have been used : firstly, an issue of spying 50,000 famous prosons of different field, including Imran khan, through Isbaeli spy agency known as PEGAsus is on the scene becondly, Islamophobic sentiments. are spread through social media; thinking India's agenda of causing a hybrid war was disclosed by European Union Disinfo Late All these show that social

:0,5 media is being used as an instrument of hybrid way. Adding Further, social media has emerged as a tool for the spread of fake news and disinformation hack of Fact-checking and algorithmic amplification of false content aids in the widespiecid of Fake news which inflaences public Opinions. For instance, during the COVID-19 time, these were certain myths about the vaccine developed to curb the spread of the deadly visual Social media helped in widespread of those myths which caused a hindrance to develop had immunity against the visus. Additionly, a recent case of disinformation was seen in Labore-Pakiston, when there was a news about sape of a college student by the body quard of the confige. This coegled panic among the students and parents of resulted in protests

against college administration in different citic hater on, it was discovered that it was discovered by the law esporcement agencies that it was a case of disinformation Furtheomore, deflecting on the negative impacts of social media, it is important to consider the effects it brings on the mental health of people especially the teenagers and adults People compare the highlighted aspect of others live with their real life scenarios this (leads) comparison culture leads to inferiority complex and depression among them As described in a research (conducted) published in Journal of Adulescent health, the teenageos who spend more than two and a half hour on social media have greater chances of having anxiety, depression and low self estern. Over-use of social media leads to doom-scooling and dissuption.

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of speep cycle this dissuption eventually has an impact on their daily activities and professional performances. Going into the seceipe to tame the potential impacts of growing power of social media, there is a hardcore need of legal framework to the spread of news on its Unfortunately, making and implementation of laws are reserved to national and international Organizations which are nowhere on the goound These must be international and national segulatory authorities to protect the negative impacts of social media firstly, every news which is going to be posted on the social media should be fightened to anob the lack of fact checking and algorithmic amplification of the false content. Moreover, social media accounts should be restricted on defined hours which are generally specified for play good,

-: 5.5 parks and sleeping this step will prohect the generations from physical and psychological impacts of social media in addition, a sense of responsibility must be availed in individuals by enlighting them about the dangeous aspects of social media. In a nutshell, the strengthening of social media in the present era has revolutionary impacts on society as well as on the world of has changed the perspectives on human interactions businesses and economic growth. It has poovided a helping hand to the oppressed communities of the world to raise their voices against the oppressions carried out against them. It has revolutionized the political lives by enhancing accountability and international affairs by increasing the public role in the diplomacy. However, it is abused too

This abuse is detrimental to societal health in the form of a took of hybrid war, a source of disinformation and its impacts on the mental health. The situation, therefore, requires a proper plan to ensure that the harms associated to social media are tamed of the woold can curb societal health issues sike posio, then why can not this be handled The need of hour is to take constructive sleps to Eurotail the negative aspects of social media and expose the benefits of social media that will be a step for the success of social media with the success of humanity As it is rightly said by Mork Zuckerberg that when you give everyone à voice and give people the power, the system usually ends up with a really good place.



