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# Emerging Power OF Social

## Media: Prospects and Problems.

### Outline:

- I** Introduction
- II** Thesis Statement.
- III** Synopsis of emerging Power of Social Media.
- IV** Prospects of Social Media with its emerging power.

**A-** Ascending the great influence on individuals.

1. Provision of education via online classes.

2. Enhancing knowledge about current happenings.

3. Ensuring freedom of speech

**B-** Strengthening the social networking

1. Availability of cheap media.

2. Growing craze for friendship at global level.

**C-** Infusing the sense of understanding political situation.

D- Educating the masses about the economic situation of their country.

E- Publication of cultural harmony

**V** Problems induced by the emerging power of Social Media.

A- Health hazards.

B- Privacy Breach.

C- Promotion of negativity through misleading TV programmes and games.

D- Increase in the number of cyber crime cases.

E- Putting an end on family bonding

F- Fabrication of life through imaginative situations and characters.

G- Reducing the habit of reading.

H- Contributing the trend of non-seriousness towards moral values.

**VI** Way Forward to regulate the use of social media to counter emerging power and negative impacts of social media.

**VII** Conclusion.

Communication plays a vital role in a man's life, that's why, he is in need of some sources to convey his message to the other human being. Same is the case with the use of social media. The use of social media is gaining much importance as the time passes and has become an inseparable part of a human's life. The advancement of technology has also upgraded the needs, pros and cons of social media with its on going usage and its enthralling power. It is well-observed that social media has been considered a great emerging power with the latest advancement in this particular field. Especially the fifth generation computers and the great involvement of AI (Artificial Intelligence) has paved the way for more success to the human beings. The emerging power of social media deals with its both aspects of positivity and negativity.

It has not only contributed in the positivity but <sup>has</sup> also created many problems for the humanity, therefore there is a dire need to implement some important steps to counter the negativity created by the emerging power of social media and to enhance a proper balance with its uses in all over the world, because this aspect is not related to any country or nation, it's a matter of the whole globe. Emerging power of social media influences the whole humans with its positive and negative implications, but, if the same power be used with a proper planning and at limited concern then the whole world will cultivate its prospects rather than repenting on the problems and loss by its emerging power in the whole world.

Alike progress in all fields of life, social media also comprises the crown of advancement in its circle. The people feel more satisfied as social media has unlocked the chains of traditional far off relations with their relatives. Easy to access and easy to use social media has formed this vast world into a global village as people can remain in touch with their loved ones at any where anytime.

First of all dealing with the advantages of social media is quite suitable, because it has bestowed the humanity with many benefits, the very first benefit is the individual getting influence by its mounting power in daily life as well. As it is well-known that everyone has smart phones and it has been considered a basic need to keep a smart phone or mobile phone in this modern age to remain in touch with family.

members and friends, by having this facility a person can get guidance from the Internet regarding many things for his life. One can easily get new trends in fashion to make oneself more adorable and to get confidence and appreciation.

Furthermore, having the latest gadgets like Laptops, mobile phones and tablets etc firstly puts a man on the most perfect track of getting education. It is crystal clear that the modern students are well-equipped with the modern techniques of using these gadgets and to acquire more knowledge by participating in online classes.

This has helped a lot in countering the problem of illiteracy and promoting education all over the world.

However, infusing the spirit of knowledge among the students is not only the key aspect of increasing power of social media but also

it has also helped a lot to remain updated about the current situation of the states as well as of the whole world. Now-a-days, people are well-aware from the happenings in all the corners of the world. For instance, the current situation of Palestine, Ukraine and Kashmir is not much familiar to all the people of the world. All know very well that the atrocities which are being done in these states and the genocide matter is an open violation of Human Rights Charter and in this regard processions are being held in different corners of the world to highlight the barbarian attitude of Israel and Bharat and to stop violence in these domains. It is through social media that the people are raising their voices against violence and to promote the protection of Human Rights.

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to promote peace and prosperity  
all around the world.

The first and foremost  
duty of the social media is to  
promote freedom of speech. The  
people are fully allowed to  
express their thoughts, views, opinions  
and criticism regarding any  
hot topic of the current times.  
Freedom of speech is a birth  
right of every man which is  
given by the state and  
protected by the sacred Const-  
itution as it is mentioned in  
the 1973 Constitution, article  
number 19, that every citizen  
of Pakistan can enjoy the right  
of freedom of speech. In democracy  
the people are allowed to  
use their this particular right  
to express their thoughts against  
the wrong doings of the politicians  
and to appreciate the good works  
of the governments by using  
different sources of social media



For example, they can record their message in any video clips and then to share these clips on YouTube, TikTok, Facebook Instagram and on Whatsapp as well.

Meanwhile, the emerging power of social media is also strengthening the social networking. Social Media is a awesome platform for establishing social network at global level and to bring the people closer to each other. They can send and receive images, videos and important documents with each other from one country to another to do their important work as well. It has been considered a huge beneficiary aspect of emerging power of social media.

Similarly, easy access to social media highlights its cheap and suitable availability to its users. They people use

These communication sources to convey their motives and messages to one another. In reasonable price and with less expenses they are able to get entertainment by watching any movie on Youtube Netflix and Vidmate etc.

Ultimately via friend circle of a person keeps on emerging when he/she comes across to any video or post of another person on these apps. Even an introvert person keeps a huge online friend circle because face to face interaction is not needed and by texting and sending posts to other friends on Facebook, Instagram etc makes an introvert more comfortable and he feels relaxed by doing this. Moreover, Facebook accounts are having the capacity of 5 thousand friends but some people are more social activists that they easily

achieve this target.

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Awareness about political matters in any country is the huge responsibility of a social media. In this regard news channels plays a crucial role as they provide complete details and infuse the spirit of patriotism by arranging different talk shows in which the participation of analysts enables the viewers more vigilant on the wrong doings of the political leaders and the government. Moreover, the active participation of opposition in the Parliament is also highlighted by the active media by using different social media sources.

Furthermore, the sense of political situation enables the masses to keep an eye on the economic situation of the country. The people signal the

government that they are responsible for the economic downfall and growth of the country. The different surveys and their provision on google and chrome also enable the citizens to realize that they are having the right of a democratic government and the elected leaders are answerable to them.

In a particular sense, social media has contributed a lot in providing cultural harmony among the different nations. For instance, West culture is adopted by elite class in Pakistan because they remain updated and in touch with western fashion trends. Similarly these people feel the true sense of harmony at cultural basis. Similarly, food articles, particular dish recipes are common on cooking channels, the views show

great interest while watching these cooking shows and then they try to do the same thing in their kitchens to satisfy their sense of curiosity.

On the other hand, the emerging power of social media is also a great cause of giving birth to many problems which are considered a huge disturbing factor of its enhancing capacity.

First of all, the over use of social media is responsible for mental health hazards and producing anxiety among its users. The over exposure to screen causes the sleep disorder as well.

When a person starts to spend on social media a few moments then he spends hours and hours without noticing the time and its over use and in

This way, he falls a victim to mental disturbance and remains perplexed and disturbed and shows mood swings to his/her parents as well which also disturbs them and they remain worried about their kid's health, behaviour and future.

Secondly, the great threat is the privacy breach the hackers can get easy access to anyone's account without their knowledge and they access their google accounts and then to their phone and gallery as well. Furthermore, they blackmail the users and demand high ransom in order to ~~to~~ keep their data away from the public use. Especially, the new generation is suffering a lot from this thing as they remain unable to deal with the privacy policy of their accounts.

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Subsequently, the emerging power of social media has done a lot in promoting negative thoughts by on airing the typical and misled programmes. For example, in 2020, there was a daring game on play store which was using to promote negativity among the people as there was a huge number of suicide cases done by a game "blue whale". Moreover the over use of PUBG game is also a critical case for the youth in the country and global as well. Moreover, the broadcasting of drama serial having the main theme of love and marriage plus divorce is also shaking the concept of our nation. New generation especially girls start to fantasise their lives and they confine themselves to marriage love and house and there is

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no contribution by them made towards  
their nation which automatically  
promotes gender inequality.

Notably, having poor  
concern regarding the privacy policy  
the number of cyber crime  
cases start on mounting. Especially,  
girls fall victim of this evil  
deed. Moreover, some billionaires  
are also trapped by the wrong  
users of social media, the  
hackers easily get access  
to their bank accounts as well.  
Therefore, proper check and balance  
is needed by the Media Regu-  
latory Authorities as well in this  
concern.

The other important aspect  
which has been regarded as  
the wrong aspect is the  
fabrication of life. In TV  
shows and videos etc, the  
imaginary characters are displayed  
and the people start to expect  
a lot. They consider their lives in



The same way and suffer a lot when stark reality hurts them a lot. They feel demotivated and discouraged, that is why, they prefer to commit suicide than to compete in real challenges of life. In this regard, the government needs to put some powerful implications to make their youth more competitive and courageous.

Important thing is a reading which enables a person to possess maturity and to develop critical thinking. But the emerging trend of social media is reducing this habit that is why, books are not having much importance in lives, because the book sellers prefer to sell their books on road sides because of the decreasing number of customers and the shoemakers are selling the varieties of shoes in showrooms.

without any hesitation.

Alternatively, the people who are users of social media, now they are non-serious about their lives. They try to take risks in order to get fame through uploading some dangerous & videos just to get more likes, shares and comments. History has many examples in which there is a huge number of teen age boys who do dangerous stunts so that their videos get go viral on social media, but unfortunately they became morsal of death, and left their parents grieved.

In order to get rid of the danger caused by the emerging power of social media, many implications are need by the whole globe. In all countries, there is a dire need to put hard and

Fast rules to counter the negativity and to promote the positivity of social media. The Government should strengthen the Media Regulatory Authorities to cope with this situation and to promote the effective use of social media. There should be proper restrictions and policy of check and balance on the upload of dangerous stunt videos in order to save lives. Furthermore there should be proper awareness among the masses to prioritise the privacy of everyone the hackers should be punished in order to prevent or control the increasing number of cyber crime cases. The drama and TV shows must be guided under PEMRA (Pakistan Electronic Media Regulatory Authority) rules to make sure

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the fruitful purposes of the dramas and shows.

In a nutshell, social media is a great power, which enables the masses to get more and more about technology and current happenings with its prospects but the problems created by its over use is getting a serious matter within the passage of time. However some proper implications and policies can curb this threat and will enable the humans to use the social media in the prescribed limitations to provide safe and secured environment and to use the social media with the emergence of modern technology in the next coming times as well.