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Topic: New generation is learning unprecedented skills from social media

Outline

1. Thesis

Thesis Statement:

Social media cultivates unique skills in new generation through content writing, digital literacy and content sharing across the globe. Contrarily, social media manipulates critical thinking and wastes their time as well. However, managing time and adopting positive aspects of social media is under the control of human himself.

2. How new generation is learning unprecedented skills from social media

3. New generation is learning unique skills from social media

a) New generation is learning content writing from social media

b) Social media is a platform for learning digital advertising

c) Social media provides brand promotion

and marketing skills

- d) Social media enhances networking and communication skills
- e) Social media is a platform for digital campaign

4. Social media is negatively affecting new generation instead of providing skills

- a) New generation is destroying critical thinking skills instead of learning content writing
- b) Social media is diverting focus of new generation from meaningful activities
- c) New generation is wasting time by watching curated content
- d) Social media gives rise in erosion of in depth research and verbal skills
- e) Social media is spreading fake news and distracting youth

5. Social media has provided far more skills to new generation to outweigh its demerits

- a) Critical thinking skills are improving by encouraging diverse perspectives
- b) New generation is maintaining focus

on target by setting screen time limits

c) Managing time is in the control of human

d) Authentic sources are improving the research for new generation

e) Ethical standards and awareness campaigns are educating youth

6. Conclusion

In a deprived village, nestled between rolling hills, lived a poor boy Faraz, with dreams bigger than his circumstances. After school, he spends his time to sell the handicrafts made by her mother alongside road, also spends few time in nearby community's computer, learns about content writing from social media. He started to sell more handicraft items to collect money for purchasing laptop. Soon, he buys laptop and starts uploading poignant stories, often mirroring struggles of his villagers. His stories went viral, attracting job and sponsorships. Faraz's journey became beacon of hope, illustrating how content writing could break

the chain of poverty. Social media cultivates unique skills in new generation through content writing, digital literacy and content sharing across the globe. Contrarily, social media manipulates critical thinking of youngsters and wasting their time as well.

However, managing time and adopting positive aspects of social media is under the control of human himself. Moreover, new generation is learning digital advertising and online marketing skills along with content writing. Social media also provides platform for digital campaign and enhances the networking and communication skills of the new generation. Contrary to this, opponents are of the view that social media is destroying critical thinking skills, diverting focus from targeted activities. They further illustrate that new generation is wasting time on social media and distracting with fake news. However, these are not long-term drawbacks of social media in the era of growing technology because critical thinking skills

because critical thinking skills are improving by the encouragement of analyzing diverse perspectives. Furthermore, time management and focus is in the control of human. Authentic sources are available now for research, and ethical standards along with awareness campaigns are also educating for the positive use of social media.

To begin with, new generation is learning unprecedented skills from social media platforms like Facebook, Instagram, Twitter, and TikTok, young individuals are not only connecting with friends but also learning skills that have far-reaching consequences. Online tutorials and educational content on platforms like YouTube provide step-by-step guides for learning diverse skills, ranging from programming and content writing to networking and language acquisition. Additionally, social media offers opportunities for collaborative learning, knowledge exchange, and

mentorship, fostering an environment where individuals can continuously enhance their skills. Therefore, the accessibility and abundance of information on these platforms contribute to the unprecedented learning opportunities for new generation.

Firstly, let us take a look at the unprecedented skills of social media for new generation. On top of that is content writing skill which new generation learns from social media. Content writing is learned from social media by engaging with diverse content creation communities:

For example, platforms like LinkedIn, Twitter, and Medium offer spaces where writers share insights, tips and industry trends.

Online courses, webinars, and live sessions on platforms such as YouTube provide practical guidance on writing techniques, strategies and audience targeting.

Therefore, new generation is learning unprecedented skills from social media.

Secondly, social media is providing online advertising skills to the new generation. Digital advertising encompasses a wide range of strategies, including display ads, social media advertising, search engine marketing and more.

Research has found that every year more and more businesses give up traditional advertising methods and focus on SEO, Google Ad words, or social media, spending vast amounts of money on these resources.

For this reason, the market gets increasingly competitive. (Musammah, Using social media marketing in the digital era, 2023). Therefore, new generation gets the opportunity of learning advertisement on digital landscape through social media.

Thirdly, social media social media is a platform for providing brand promotion and marketing skills to the new generation. Brand promotion and online marketing are essential components of a company's strategy to increase awareness, attract customers, and drive sales in digital

space. It is described by Nugroho, S.D.P. et al. (2022) in a study, promotional activities, as part of marketing strategy, especially through social media require influences as endorsers. Hence, New generation is learning the skills of brand promotion and digital advertising from social media.

Social media enhances networking and communication skills of new generation. Youth is connecting with world for the purpose of education, business and research. As per survey by Pew Research Center, social media makes many friends and diverse personal networks. Teenagers start virtual friendships, with 57% of teens meeting a friend online. Businesses also use social media marketing to target their consumers on their phones and computers, build a following to build loyal fan base, and create a culture behind their brand. Companies like Denny's have created

entire personas on Twitter to market to younger consumers using their language and personas. (Mussammatt, Using social media marketing in the digital era, 2023). Therefore, new generation is learning networking and communication skills from social media.

Social media provides opportunity to the new generation to spread awareness through digital campaign. This skill peacefully analyzes the perspective of the public most importantly the youth. According to the research, when social networks become primary conduits of information, the pattern of network connections influences what voters believe about others, because people shift their own perspectives and voting strategies in response, either through behavioural spread known as social contagion or on the basis of strategic considerations. (Mike Buckley, Political campaigning in the digital era, 2021). Hence, new generation is benefited from the digital campaign through social media.

Proceeding with the further discussion, there are those who argue that social media is negatively affecting new generation instead of providing new skills. According to them, new generation is destroying critical thinking skills instead of learning content writing. Moreover, the constant stream of information and the prevalence of clickbait is only encouraging surface-level thinking. For example, chatbots, while using in certain contexts, may contribute to a potential erosion of critical thinking skills. Interacting with chatbots can discourage deep analysis and understanding, as users might opt for quick answers rather than critical reflection. Even though, chatbot has potential for erosion of critical thinking skills but it is also providing focused and clear information to the new generation.

Likewise, social media diverts the focus of new generation from the meaningful activities. The simulated

advertisements and reels diverts the attention of youngsters; hindering the targeted information. The visually appealing and attention grabbing nature of online advertisement leads to shorter spans, challenging for young individuals to stay focus on tasks. For instance, when a young person is trying to study or work on a task, targeted advertisement may pop up, tempting them to click away and engage in unrelated content. Though, online advertising diverts the focus of new generation but it also a means of reaching global audience.

In the same manner, new generation is wasting time by watching curated content. Excessive consumption of curated content leads to time wastage because it interferes with responsibilities, productivity or meaningful social interactions. For example, when an individual intends to quickly check a notification but end up spending

hours scrolling through their feeds, consuming content that does not add significant value to their life, watching irrelevant videos and getting drawn into endless scrolling. Thus, social media is wasting time of new generation. Despite of that use of social media is the need of hour in the era of growing technology.

Similarly, opponents also argue that social media results in erosion of in-depth research and verbal skills. Social media often prioritize short, attention-grabbing content, encouraging users to consume information quickly. Certainly, the constant stream of short-form content on social media, such as tweets and status updates, tends to prioritize brevity over depth. Youngster may become accustomed to quickly scrolling through information rather than engaging with longer, more comprehensive articles or

or research papers. As a consequence, in-depth research skills are ^{being} manipulated through social media.

Lastly, social media is spreading fake news and distracting youth. Moreover, social media contributes to the spread of fake news due to factors like the rapid dissemination of information, the ease of sharing without verification. Misleading content goes viral quickly, reaching a wide audience before its accuracy is confirmed. For example, the death news of Indian Actress, Pooja Pandey, due to survival cancer went viral on Instagram in recent days. Later, she posted video message telling audience about the fake news of her death that it was only awareness message for survival cancer only. Eventually, social media is spreading fake news.

As a matter of fact, social media has provided far more appealing skills to the new generation than manipulating

Their Traditional skills. As, critical Thinking skills are improving by the exposure of new generation with diverse perspectives. For example, engaging with diverse literature, historical events and real world scenarios contributes to the development of critical Thinking. Additionally, online quiz competitions, webinars on thoughtful analysis and content writing competitions are encouraging new generation to explore diverse perspectives. Cutting the long into short, critical thinking abilities of youth is flourishing through social media.

In addition, new generation is maintaining focus on their meaningful information by setting time limits for the use of social media. This practice helps mitigate distractions, promotes a healthier balance between online and offline activities. Screen time limits are implemented through device settings, parental controls or third party applications. User specifies the maximum amount of

time he want to spend on particular activity or application. Once the allocated time is reached, the device may either notify the user, restricts access to the specified application or displays a reminder. In short, focus on activities is maintaining through setting screen time limits on device.

Undoubtedly, managing time to use social media is under the control of human himself. young individuals have autonomy to decide when and how much time they spend on these platforms. For example, new generation have ability to consciously set limits, use built-in app features or third-party tools for time tracking and restrictions. Additionally, developing self discipline and awareness empowers individuals to make intentional choices about when and how long they engage with social media. This underscores the fact that time management to spend on social media is in the control of human.

In the same context, Authentic sources are improving the research for new generation. Authentic sources contribute to improved social media research by providing reliable and credible information. For instance, google scholar, Elsevier, and Research Gate are authentic sources for providing valuable research content for new generation. This reinforces the fact that authentic sources are improving the research for new generation.

Finally, Ethical standards and awareness campaigns are educating youth. These initiatives provide guidance for responsible online behavior, promoting values such as empathy, respect, and digital etiquette. One notable example is using hash (#) tag to convey the ethical standards like #BeKindMovement online. moreover, restriction on vulgar content by government is also minimizing the negative effects of social media. This undermines the fact that

ethical standards and awareness campaigns are educating the new generation for the positive use of social media.

Conclusively, new generation is undeniably acquiring unprecedented skills from social media. Even though challenges are hindering the responsible use of social media about the dynamic nature of online platforms has enabled young individuals to engage in diverse learning experiences, from acquiring technical skills to honing creative talents and fostering global connection. Learning online skills is the need of the hour to meet with global competition because technology is growing every second. "To click or not to click, that's the trillion dollar mental health question in the internet age." (Abhijit Naskar, Detroit's Doctor)

