The Power of Social Media: Shaping political discourse in the digital age.

1- Introduction

2- What does social media and political discourse mean?

3- How the power of social media has shaped the political discourse?

1- Social media has increased the access to information.

2- Political participation and mobilization is increased by social media.

3- Social media has revolutionised the process of political socialization

4- Social media has enhanced the role of masses in decision making of the country.

5- Process of demand making has been improved in political system through social media

6- Interconnectedness between leaders and masses has increased by social media

7- Check on government and its institutions has improved by social media.

8- Social media has improved the transparency in policy formulation

and policy penetration in the country.

9 - Evolution of online political culture is the product of social media

10 - Social media has altered the tradional model of governance and institutions: e-governance, e-voting, and e-judiciary, etc.

11 - Social media protects the political and fundamental rights of citizen, while keeping check on government machineries

12 - Social media has transformed the process of political engagements; virtual jalsa, live streaming of political events, x-space, etc.

13 - Social media has introduced the concept of digital diplomacy and online summits in political spheres.

4 - What are the various challenges have brought by social media in political discourse?

1 - Increased the polarization in the country

2 - Eroded the indigenous political culture of the country

3- Reduced the respect for established political norms and values

4- Blurred the ethical lines in political discourse

5- Increased the political misinformation and disinformation in the country politics

6- Gave rise to populist leaders around the world

7- Reduced the sense of tolerance toward political opponents

8- Increased the privacy concerns for citizens

9- Enhanced the security challenges for the government

10- Boosted the issue of hybrid warfare; 5th generation hybrid warfare –

11- Made people vulnerable to extremist and fundamentalist ideologies

5- Ways to overcome the drawbacks of social media on political discourse:

1- Protect and promote the established democratic political values in the state

2- Enhance the digital literacy to make people able to use social media effectively

3- Establish the government regulatory body to tackle the malicious campaigns against the country and its institutions

4- Establish a balance "set of rules" for media regulation while keeping in view the civil liberties

5- Increase the access of masses to information to protect them from misinformation

6- Eradicate digital gap and provide people access to internet

7- Increase the people say in decision making of the country

8- Provide effective education to masses to tackle extremist and fundamentalist ideologies

9- Propagate political awarness among masses to eradicate populist sentiments among them

10- Ensure good governance to protect vulnerable masses of the state.

11- Provide equal social-political and economic rights to the people to protect them against hybrid warfares

6- the power of social media and its role in shaping political discourse in Pakistan.

7- Conclusion

In the age of technological transformation, the use of technology has become an inevitable force. the influence of social media on political discourse has emerged an undeniable force. Moreover, the power wielded by social media platforms such as twitter, facebook, and Instagram transends the traditional boundaries of the political landscape. Tweets and hashtages have molded the political dynamics all around

the world, which depicts the transformative power of social media in political discourse. The manifestation of above transformative power of social media includes, increased access to information, enhanced role of masses in decision making, improved checks on government institutions, transformed policy formulation, and introduced e-governance and evoting in political system of a country. Moreover, various challenges are created by social media while transforming/shaping political discourse. For instance, increasing polarization, eroding indigenous political culture, giving rise to populist leaders, increasing privacy concerns, and exposing people to extremist and fundamentalist ideologies in modern times. Although, there are remedies to overcome the challenges posed by the social media to make better

use of the transformative of social media in political discourse. Various stringent measures, includes efforts to protect established political norms, enhance digital literacy, establish a balance set of rules for media regulation, eradicate digital gap, propagate political awareness in masses, and ensure good governance to eradicate hybrid warfare against the country. Moreover, it is the power of social media that has transformed the political outlook in Pakistan. The birth of new political class, virtual jalsas, participant political culture, and representative accountability through social media platforms illustrates the shaping political discourse in the country. This essay throws light on shaping political dynamics through social media and challenges posed by the very technology in political discourse.