

New generation is learning unprecedented skills from Social Media.

Outline

I. Introductory remarks: Means of communication are vital for social change and revolutions.

II. Thesis Statement: No doubt, social media is imparting significant skills to new generation, ranging from personal development skills to marketing and learning skills.

III. Understanding social media and its various platforms.

IV. Social Media as a medium of learning new skills for younger generation.

A. Promotion of earning skills: The case of Kheby lame ... a tiktokker content creator

B. honing the skills of creativity and innovation: The example of Ducky Bhai ... a youtube with 6 million subscribers

C. Enhancing digital skills: The example Bilal Khan and his stunning 3D animation

D. Entrepreneurship and Marketing skills: The case of Sarah Jones and her Etsy shop online.

- E. More education opportunities
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- G. Learning Hestites movement to rise
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V. Social Media as a platform to learn harmful skills for new generation:

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- C. The use of social media to promote
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VI. Making social media more effective platform for new generation: Recommendations

- A. Proper rules and regulation to
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Means of Communication

There have been at the core of social change and revolutions for a long time. During French Revolution, writings on walls and pamphlets were used to mobilize masses to raise their voice against oppression and injustice. However, with the advent of computing and information technology, the means of communication have changed dramatically in the present century. In this digitized world, the advanced means of communication have emerged in the shape of social media. Social media has transformed the world in an unprecedented way, especially having a significant impact on younger and newer generation. It acts as a magnet for the new generation as the youngsters are glued to their phones day in and day out. The craze of social media in new generation can be evident in the fact that TikTok has gained more than one billion subscribers in just one year. (The Economist reports). Moreover, social media have become a key source for new generation to learn new skills. These skills include: Marketing

skills, new learning skills, creative content generation skills, personal development skills and so on. At the same time, social media is imparting some negative skills to new generations, such as cyber-bullying, fake video making and other harmful skills. Therefore, it is imperative for the authorities to take concrete, pragmatic steps to make social media a safer platform for new generation. By doing so, social media can become an effective platform to create a generation of people who are well-equipped and well-skilled to bring about meaningful changes in a society.

Before discussing how social media is imparting significant skills to a new generation, let's take a brief view of what social media is. Social media is a platform on which people can share ideas or videos or picture with each other and it is a platform to communicate with other people. In simple words, social media is an application or website to connect people and share things. There are several platforms

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of social media. Some major platforms are: Facebook, Tiktok, Youtube, Instagram, twitter (now X) and so on. These platforms has gained currency among new generation as almost all of younger generation is running on the steady diet of social media. Moreover, these platforms are the key sources of learning new skills for the younger generation.

To begin with, promotion of earning skills have been the most significant advantage of social media for new generation. The younger generation is actively engaged in exploring new ways of earning money, such as tiktok and instagram content generation. The option of creator has opened new ways of generating money for a new generation. Take the example of Khaby Lame, a tiktok and Instagram content-generator. He has made videos with voice and his videos have gone viral. At present, he has around 80 million followers on Instagram and tiktok and he has earned around \$13 million through his videos. This is indicative of fact that social media has become a earning

forum for content generator like Khaby Lame and millions of young generation is trying their luck on these platform.

Similarly, social media has honed creativity and innovative skills in new generation. The younger generation is fully aware of the fact that if they want to make their videos viral, they have to be creative and innovative with content. Thus, they are experimenting with new and novel methods to make their content interesting and unique. In this regard, the case of Dinku Bhai is a glaring example. He has more than 6 million subscribers and he is known for his unique content, though not informative, but entertaining. Thus, creativity and innovative skills are being polished through social media.

Moreover, social media is enhancing digital skills of youngsters. The new generation has this capability as well as adeptness to learn digital skills like website creation, video editing, web page creation etc.

Take the example of Bilal Khan. He is nineteen~~ten~~ years old ^{from Karachi} and he is self-taught animation wizard, using his phone

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create videos. He has created stunning 3D animation videos. This case of Bilal exemplifies how new generation is creating ways for themselves to learn digital skills from social media.

likewise, new generation is heavily reliant on social media to learn entrepreneurship and marketing skills. The youngsters are using facebook pages, youtube ads to promote their products and some of them have established good business on these platforms.

The case of Sarah Jones is a clear proof of that. She has started Etsy shop on tiktok and Instagram, selling home-made Jewellery. and has earned huge sum of money. Her case showcase that new generation has not relied on traditional marketing tactics, but they are using their own space to sell and buy products.

Furthermore, social media is a fountain of information and education for new generation. Youngsters can access to any kind of information at their finger tips. Platform like youtube is being used to impart knowledge and skills to new generation. Youtube channels

English with Madam Rani and Physics work are quite famous in India as students are learning more effectively from these YouTube channels than the traditional class rooms. Hence, social media has provided much-needed boost for more education opportunities for new generation.

In addition, personal development skills of new generation are being developed through social media platform. The new generation is learning dress-style from Facebook or YouTube channels. They are learning communication skills on social media by connecting with their virtual families. Moreover, their cognitive skills are also being polished through social media platform. Thus, social media is grooming the personality of new generation in an unprecedented way.

Last but not least, social media has become a source for raising voice against oppression and justice. The new generation is not protesting on the streets like their forefathers did. However, they are using social media platform like Twitter (now X) and Facebook

to vent their frustration against injustice. The hashtag movements are an irrefutable proof that. In this regard, #JusticeForFetina on twitter (now X) is a glaring example of how new generation is using social media platform to raise their voice against oppression. Therefore, it is right to say that new generation is prone to social media and using it to make positive changes in the society.

That said, social media is a double-edged sword. It is also imparting some new skills to new generation, exploiting their vulnerabilities. The case of cyber-bullying and unethical hacking are emerging in the present times. The younger generation is exploiting dark space on online platforms to blackmail others. Some people are using others pictures on sell. The case of Bully Bai, in which Indian youngsters put the pictures of muslim women for bidding. This is not only unethical, but also violation right to privacy. This is a clear proof that social media is being used as cyber bullying in many cases.

Secondly, making of fake videos and deep-fake videos are gaining currency in new generation on social media. These fake videos are made through using new tools of communication. Therefore, they are hurting people's reputation and in some cases end their lives. In Khyber Pakhtunkhwa, a girl was killed on the orders of Judge because she was seen dancing with boys. Later on, it was found that it was fake video. This case proves that fake videos on social media are not a good sign for ^{healthy} society.

Lastly, social media platforms are used to promote drug smuggling and other illegal activities. According to British Broadcasting Agency (BBC), Snapchat users in England has found multiple accounts that are approaching people to sell drugs or use young girls for sex things. This is indicative of the fact that new generation is at the mercy of predator to further the interests of the latter.

Above paragraphs highlighted some of the negative skills of social media, the following paragraph will discuss the recommendations to make social media more safe.

To start with, framing of proper rules and regulations to make social media more effective platform for youngsters. The rules should check the illegal content and privacy issues. The EU ~~has~~ ^{is} leading the way on this front. It has passed social media law to make ~~companies~~ ~~more~~ ~~complaint~~ to ~~new~~ rules which include more verification policy, check disruptive content and privacy of users. The other countries should follow the suit and make new rules about growing threats of social media.

Another measure is to increase education of masses and to promote more digital media literacy among masses. One way ~~to~~ ^{to} do so is to introduce media literacy courses at university level. Another way is to create more awareness among masses by using proper channels of communication. In this way, masses will be well equipped to tackle any mishappening on social media, making social platform more open and safe for younger generation to use and social media can be a tool for meaningful changes in the society.

To cut the long story short, it is true that social media has been a key source for learning new skills for a new generation. The younger generation is spending more time on social media and it has become a key platform for them to hone their skills. The new generation is learning marketing skills, new jobs opportunities along with creativity and innovation. Moreover, social media is trying on younger generation by using tactics like cyber bullying, fake videos and so on. Therefore, it is a need of hour to check social media through proper mechanism, making it more safe for new generation.