

Topic:  
The Power of Social Media  
Shaping Political Discourse In  
Digital Age

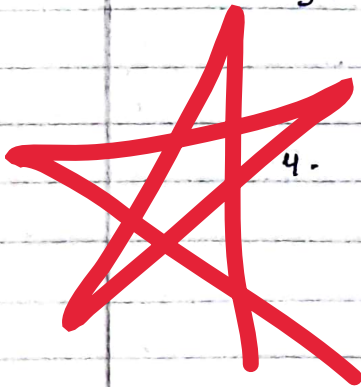
Outline

A. Introduction

1. Emergence of social media
2. Social media shaping political discourse
3. Thesis Statement

B. Political Discourse in the  
Realm of Social Media

1. Social media shaping public opinion
2. Political engagement  
~~increased~~ due to social networking
3. Grassroot political movements empowered through social movements
4. Social media enables online campaigns
  - a. Barack Obama's presidential campaign in 2008
5. Political advertising on social media
  - a. BJP spends Rs. 39 crore on political ads



6. Transparency increased in governmental decisions

7. Social media gives women a voice to get their political right  
a. Me Too movement

8. Social media is a platform to public issues

a. Black Lives Matter movement

### C. Challenges for Political Discourse in the Age of Social Media

1. Proliferation of misinformation and disinformation affects political discourse

2. Hate speech towards political leaders

3. Deep fakes: a new challenge in the digital age

a. Trump deep fakes on social media targets black voters

4. Political polarization increased due to social media

### D. Conclusion

Humans have been in a continuous state of revolution from the crafting of handaxes in the Stone Age to the invention of supercomputers in the Modern Era. However, many innovations come at a great cost. For instance - fire; with this discovery mankind transformed; however, there was a fear that it will burn their houses. Similarly, in today's technological driven era, the emergence of social media has triggered a significant shift, and created profound effects on different fields. One of the areas affected by social media is political discourse. Social media shapes the political discourse by influencing the public opinion, increases political movements, and empowered grassroot political engagement. Similarly, social media enables public and government to do political campaigns. Social media allows online political advertising. Moreover, Transparency in government decisions has increased. Likewise, social media becomes a platform to discuss public matters. In the same manner, social media enhances the role of women to get their political rights. Although, social media has

created profound opportunities, **Yet it has** also give ~~them~~ <sup>it</sup> new challenges.

Impediments such as **proliferation** of misinformation and disinformation.

**Command over language and content is fine**

Moreover, **social** media **has** given a platform to create hate towards political leaders.

The emergence of AI driven softwares like **deepfakes** also creates **problem** for political discussions.

likewise, political polarization also increased due to social media. ~~social media~~ has created both **positive** and **negative** impacts on political discourse in digital age.

Opportunities like **increased** political participation, empowered political movements, platform for online campaigns and **advertising**.

It has also created some challenges like **proliferation** of misinformation, deepfakes, hate speech towards **political** leaders.