

Social Media has destroyed real life communication.

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Outline


- 1- Introduction
- 2- How is social media destroying real life communication?
  - a- Addiction to social media compromises personal relationships
  - b- Online learning destroys traditional classroom communication skills
  - c- Online marketing influences in person business communicating techniques
  - d- Accessibility to social media favors it over in-person contacts
  - e- Overuse of social media due to certain features leads to isolation
  - f- changes in behavior due to social media usage and poor skills of interaction
  - virtual relations replaced by fake social media relations
- living a digital life is comfortable than real life struggles  
(Preference of digital world over real-life struggles)

3- How to protect real life communication in the digital world?

- a- Maintaining balance between digital and real world
- b- Preferring in person marketing
- c- Encouraging ~~classroom~~ <sup>traditional</sup> learning
- d- Choosing real life friends over social media's friends
- e- Trying to ~~learn~~ <sup>develop</sup> social communication skills

4- Conclusion

Real life communication has been disrupted by social media but with taking / applying few vigilant steps, this <sup>can</sup> be controlled.



Social media is virtually a the double-edged sword of 21st century. It has not only enhanced communication but also destroyed real life communication. People have become overly dependent on social media and consequently communication along with several other skills are badly affected. The social platforms have caused a stronger addiction of people towards it. This has severely compromised the personal relationships. The latest trend of online learning is spreading roots in society. This has influenced the learning and teaching communication skills of traditional classrooms. The online marketing system has damaged the offline business skills. People are gradually losing real life marketing skills. The accessibility and convenience in using social media have greatly persuaded users to go for online contact over in person contact. The communication mode is fundamentally transformed. Due to the fascinating apps, people tend to overuse it and thus end up in isolation as the real life communication gets compromised over time. Behavioral changes become prominent in users like those of poor

interaction skills, ethics, manners, body language etc. All the real life relationships are gradually replaced by fake relationships. People usually prefer instant gratification of social media over real life struggles. This further leads to destruction of real life connections. However these shortcomings can be controlled by certain measures. Maintaining a balance between digital and real world is an effective strategy. Moreover, preferring traditional learning, offline marketing, choosing real life friends, and trying to develop social communication skills are the preventive strategies that can be applied to safeguard real life communication from destruction. So the social media has both positive and negative implications on communication. The dark side of communication can be managed effectively through proper measures and social media can be turned into a more efficient medium.

To begin with the destroying effects of social media on real life communication, the foremost effect it has is causing addiction to social media that in turn compromises the personal relationships. People are so addicted to it that their real life communication is reducing to none. People in their leisure time prefer to use social apps over giving time to family. For example, according to a research, on average every user spends two hours on internet daily. This compromises family and friends time. Hence it is proved that addiction to social media is affecting real life communication.

In another instance, online learning through social media has diminished traditional skills of communication between mentor and pupil during learning. The learning is shifted to machine like activity. Students only absorb knowledge, their real life learning of communication is destroyed. For example, a survey conducted in uni of UK reported that 22% of teachers who taught online only were unable to deliver on stage. So social media is proved to be responsible for this deficiency.

Moreover, the online marketing has shifted every person's business online. People prefer to use online business platforms. Online business has generated profit but greatly impacted real life communication employed in marketing. For example, online brands offer fixed rates of goods and people buy them without making discount requests. This gradually affects their communication skills. So it is proved that online marketing has destroyed communication skills in real life.

Social media platforms are very easy to access and this favors it over in person communication. People find it convenient to communicate through mobile than to travel in real life. Making contacts through social apps has greatly reduced communications in real life. For example according to a survey conducted by Chinese in 2020, it was found that almost 40% people communicate daily through internet for official meetings. The latest trends of zoom meetings and online medical consultation has further dented the real life communications. So it is clear that social media has damaged real life communication due to its convenience and accessibility.

The overuse of social media due to provision of certain features leads to isolation. People enjoy using social apps because of the fun attached to it. The overuse of social media is ~~is~~ forcing people to go into isolation. This conversion ~~is~~ culminates in suicidal thoughts eventually. For example, the suicides ratio has increased ten times in the last one decade. This is mostly due to isolation induced by social media. People lose the touch with real life friends. So it is beyond any doubt that social media has caused isolation and eventually suicidal thoughts due to disconnecting people in real life.

The use of social media for multiple activities greatly moulds the psychology of people. This in turn changes the behavior. People using social media more are found to have deranged behaviors and indulgence in Public social scuffles. For instance, a survey conducted by US school of health 2020, reported that 20% social media users were found in jails due to bad behavior with public. This is a serious threat. The social media's role in destroying real life communication is proved.

The virtual relationships are gradually replaced by fake social media relationships. People spend more time talking with social media friends than real life relationships. The gap between user and his real life bonds is widened with time. For example, 20% ~~parents~~ <sup>people</sup> present in old homes were parents to children, who had more social media friends. They avoided their parents and preferred fake media's friends. So it is proved that social media has destroyed real life communication by replacing them with fake friends.

People prefer digital solution over real life struggles. Going to social media in distress, compromises users' ability to communicate with real life people for problem solving. People find it easy to consult google over experts in real life. For instance, a survey reported that 1/4 users were found searching solutions for different problems on google. Moreover, it has provided platforms for raising voices and launching campaigns that affects real life communication. So it is proved that social media has destroyed real life communication ~~due~~ due to digital solutions.



However all these negative impacts of social media can be minimized by maintaining balance between digital and real life. People should divide time equally. For instance immediately after office hours they should spend time with family. Hence it is proved to be a good solution.

People should prefer in person marketing over online. This will enhance their communication skills. People should try to maintain balance between the two. So this another remedy for avoiding destruction of real life communication.

Encouraging traditional learning over online learning can greatly boost real life communication skills. People tend to lose confidence while learning online. So traditional learning is another way to stop real life communication from destruction.

People should choose and prefer real life friends over social media's friends. This will enhance their bonds and boost communication skills. So it is another better option.

Last but not the least, trying to develop real life communication skills can minimize the effects of social media. People should learn the art of real life communication. Users must realize the need of real life communication. For instance, government should build institutions for teaching communication skills in real life to people. So having this art can further solve the issue.

To conclude, social media has both positive and negative impacts on communication. The biggest of all negative impacts is the destruction of real life communication. This can be controlled through proper measures and social media can be turned into a useful giant of the 21st century. The real life communication is destroyed by social media because of addiction of users to it. The online learning system has compromised traditional communication during learning. Online marketing has implications on real life marketing's communication. Moreover, the convenience in access to social platforms favors it over in person contacts. The overuse of social apps has induced isolation in majority of users. The behavioral changes in users leads to poor communication skills in real life. The replacement of real friends by fake and real solutions by digital solutions are the ways social media has destroyed real life communications. So social media can be countered through traditional learning, real life businesses, choosing real life friends, developing social communication skills etc. It has both pros and cons in communication. The negative side can be controlled through certain vigilant steps and social media can be used more effectively in future.