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Subject : Essay.

## Growing Power of Social Media: Prospects and challenges.

### Outline

#### 1. Introduction.

a) Attention grabber.

b) General statement.

c) Thesis Statement:- The dawn of twenty first century has witnessed an unprecedented increase in the power of social media. It has both prospects and problems depending upon how responsibly its power is tamed.

#### 2. Prospects for Growing Power of Social Media.

2.1 Enhancing the Role of Public in National and international Affairs.

2.1.1 Boycott of French products in the Muslim world.

2.1.2 India - Pakistan Relations.

2.1.3 Pakistan Air Bases Issue.

2.2 Boosting Individual and National Economy.

• TikTok - a tool of earning.

(2) Prime Minister Imran Khan on Social media.

2.3. Increasing Accountability.

(1) Resign Campaign for Iqbal Khan Prime Minister.

(2) Justice for Zainab

### 3. Problems for Social Media Growing Power.

3.1. Social Media A tool of Hybrid War

3.1.1 The issue of PEGASUS Israeli spy Company

3.1.2. The spread of Islamophobic remarks

3.1.3. The reality of Jamal Khashoggi

3.2. Social Media: A tool of Defamation

(a). Ali Zafar - Meesha Shafi case

(b). Defamation of civil servants

3.3. Increasing Health Crisis

(a) A source of depression and mental health crisis

### 4. Recipe to tame social media for betterment.

4.1. Need of international Organization

4.2. Need of public Awareness.

### 5. Conclusion

A voice, demanding the rescue of a Russian and a Polish mountaineer, raised through twitter. They were misplaced there during their expedition of Nanga Parbat a killer mountain with the height of 8126 feet. Although Pakistan army could save only one but this demand through social media, shows its growing power. Now a days, social media has become an important part of our economic, political, and social life. People are involving in the world affairs, and economic, political and social life. People are involved in the world affairs, and economic lives of people are increasing in their standards. Moreover, the rise of accountability through social media is also an unmissed prospect. Despite these prospects, there are also a few problems which are rising due to uncontrolled spreading of social media; social media is being used as a tool of hybrid war and defamation. Along with all these problems, the crisis of health, causing due to social media

cannot be set aside. The dawn of the twenty-first century has witnessed an unprecedented increase in the power of social media. It has both prospects and problems depending upon how responsibly its power is tamed.

Before going into the discussion of the prospects and problems of social media, it seems necessary to understand real meanings of it. Simply defined, social media is a term used to describe the interaction between groups or individuals in which they produce, share and sometimes exchange ideas, images etc and many more over the internet in the virtual communities. There are several platforms of social media: Facebook, YouTube, Twitter, and Snap chat. Initially, these were used for social interaction through text message and now through audio calls and video. Along with increasing social interaction by revolution in this technology, it has deepened in the society. This, social media, is now being used as an important

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pillar of the world in both forms  
prospects and problems.

To start with the role of social media in the national and international affairs. It is now an important pillar of any country's foreign policy. In the old days, people of any city were unaware of the issues of the other city remaining in a same country. In addition, people were not involved in equalizing relations with other countries; only diplomats were considered all in all for international relations. Now, due to the growing social media, the methods of defining national and international affairs have changed. The people of the country are fully involved in them. The best examples, regarding this, are of Boycott of French products in the muslims countries and suspension of Indo-Pak relations. Firstly, when ~~the~~ the events of blasphemy were raised in France and secondly, when India suspended the autonomous status of Kashmir on August 5, 2019, social

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media campaigns were kick started for condemning these acts. Moreover, when America requested Pakistan for Air Base to keep eyes on Afghanistan situation, the people condemned on social media. All these issues forbade the government to decide alone; the wishes of the public were given weightage. In this way, social media is an important part of national and international affairs.

Going further, social media is considered to be an unmitigated pillar of individual and national economy. With the growing power of social media, it has employed many people and increased tourism. Firstly, a well-known social media platform, TikTok, is paying money for its account holders. In addition, there were many people who were full of talent of acting but were lacking chances. Now, they are able to earn handsome money. Moreover, Imran Khan, current Prime Minister of Pakistan, and his ministers are used to use social media platforms to spread the

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beauty of our country. There were many times when the Prime Minister was seen on the picnic spots and sharing beautiful pictures through his personal twitter account. It is due to this that 1.9 million tourists have visited Pakistan in 2019 as of 2020. It is an increase of 300% from previous years.

Both the above examples show the value of social media raising individual and international economy. It is rightly said by Bill Gates that, "If your business is not on the internet, then your business will be out of business."

In the same way, social media has emerged as an extremely potential tool of accountability. In old times, when people felt that they had been wronged by the state or by their leaders, they used to come out in the streets to protest against the authorities. Now, the time has changed; people used to start social media campaigns against such crime. There are many such incidents. Firstly, a

Social media campaign # Resign Prime Minister was started when the name of Iceland's Prime Minister, Sigmundur David, was leaked in the Panama Papers. Secondly, another campaign was kick-started little Zainab when she was raped. Thirdly, and recently, a new campaign for Noor Mujaddam Murder is on the scene. All these cases were disposed-off within time with the punishment. This shows the role of social media in the accountability process.

Although, there are countless numbers of prospects for social media that has been revolutionizing the world, but there are also some problems in this regard.

Going into the problems of social media, it is a potential tool of hybrid war of this era. Simply defined, it is a war strategy employs political and conventional warfare with other influential methods. It also includes spreading disputes & causing social unrest in a society or a nation.

These services were employed to



intelligence and secret agencies. Now, this work is taken by social media. There are many examples of international arena where these social media platforms have been used. firstly, an issue of spying 50,000 famous persons of different field, including Imran Khan, through Israeli program known as PEGASUS is on the scene. It was carried out through a social media application; secondly, Islamophobic sentiments are spread through social media; and thirdly, India's agenda of causing a hybrid war was disclosed European Union Disinfo Lab. All these show that social media is being used as an instrument of hybrid war.

Adding further, social media has emerged as a tool of defamation. Different social media devices are used by individual as well as countries to defame other for their vested gains. It causes damage to the personal and nation sovereignty. Using of social media

For us defamation tool is also known as labeling theory in social science. In recent times, America and India are found indulged in defaming China and Pakistan respectively on social media. In Pakistan, an important case of Ali Zafar Meesha Shafi case was in air in Meesha Shafi alleged Ali Zafar for harassment in the court. Although, he was set free but was defamed on many public stages. In the same, many cases in the courts are registered daily which have no reality. All these are only defamation cases. At end, this tool has caused many deaths when some innocent persons were defamed. It clearly shows that social media's growing power as defamation tool is one of the biggest problems.

Among some other problems related to the growing power of social media is the rising health crisis. Before the spread of social

media, one sit to with one's family and friends for which physical and face to face interactions was necessary.

It was a source of mental happiness.

Now, all these activities are restricted to virtual interaction only. Everyone sits

in his room and interact with family and friends on virtual platforms. This

creates a feeling of loneliness. In addition

false and unauthentic news spreading

causes depression and anxiety among

the public. More recently, Covid-19

curbs has further intensified the

mental health crisis among the people.

According to US News, amid debate,

experts have found that social media

use appears linked to negative mental

health impacts. Researchers have

found a rise in depression among

young people since 2012, with the

use of social media, which are

needed to be treated like alcohol

and cigarettes. In this regard,

Joe Biden said, "The rampant

misinformation of facebook related to

Covid-19 is killing people.

Going into the recipe to tame the potential impacts of growing power of social media, there is a hardcore need of legal framework to the spread of news on it. Unfortunately, making and implementation of laws are reserved to international and national organizations which are no more where on the ground. There must be international and national regulatory authorities to protect the negative impacts of social media. Firstly, every news which is going to be posted on the social media should be filtered so that fake and false information spreading to curbed. Moreover, social media accounts should be divided among age groups and the accounts of young children should be restricted on defined hours which are generally specified for playgrounds, parks and sleeping. This step will protect our generations from the physical and psychological impacts of social media.

In a nutshell, the growing power of social media is a blessing or a curse for society as well as for the world. It is revolutionizing the political lives by enhancing accountability, economic lives by employing a large population, and international affairs by increasing public role in diplomacy. However, it is abused it is detrimental to the societal health in the form of hybrid health, defamation tool and mental health. It gives rise to the social evils. However, it is also very beneficial for the society, too. The situation, therefore, requires a proper plan to ensure that the harms associated to social media are tamed. If the world can curb social health issues like polio, then why cannot this. The constructive steps are need of hour to expose the benefits of social media that will be a step for the success of social media with the success of humanity. As it is rightly said by Mark Zuckerberg that when you

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give everyone a voice and give  
people the power, the system usually  
ends up with a really good place.