

English Essay.

The Emerging Power of Social Media: Prospects and Problems.

1) Introduction.

2) ^{Prospects} Problems of the emerging power of Social media:

1) The emerging power of social media ~~has~~ ^{will} further expedited the process of receiving news

2) It ~~has~~ ^{will} created awareness among people regarding different taboos.

3) Social media ~~has~~ ^{will} create unity among people ~~by consolidating them~~ for a cause.

4) Integration of artificial intelligence (AI) ~~will~~ ^{will} make social media a game changer.

5) It ~~will~~ ^{will} play an important role in ~~integrating~~ ^{dispersing} different cultures around the globe.

6) It will further make people ~~reliant~~ dependent on it for jobs.

7) It will also ^{help in} building pressure on tyrant governments to change their unjust decisions.

3) Problems with the emerging power of social media:

1) Social media has increased the chances of psychological warfare.

2) It has become a tool for ~~pr~~ disseminating propaganda.

3) Propagation of disinformation is another challenge created by social media's rise.

4) With growing power of social media, violation of ethical rights are becoming frequent.

5) Social media will also act as a ladder of escalation between rival states.

6) Growing ~~to~~ cybersecurity threats are also threatening social media.

4) Conclusion.

In early 90's, people used to send ~~posts~~ letters to their acquaintances and waited for weeks to get a reply. After the advent of social media, the scenario has changed. The emerging power of social media has ~~the~~ made the world a smaller space where an individual is connected to a person sitting in another corner of the globe. The emerging power of social media has its own prospects for the future. Social media has given ~~allowed~~ people the access to receive news with a speck of a second. Furthermore, its power ~~that~~ ^{with} created awareness among people regarding different taboos. Moreover, in future it will consolidate ~~more~~ people more support for a just cause. In addition, AI's incorporation in social media will change the future scenario. However, social media ~~poses~~ has its own problems as well. The chances of psychological warfare remain high due to emerging power of social media. Additionally, it has become a tool for spreading propaganda. Unfortunately, the incidents of violation of ethical rights have been on the rise. Disinformation is another growing problem for the people of the world. Not only this, but social media can play an eminent role in intensifying rivalries between

1/202

different states. Therefore, the emerging power of social media has its own prospects and challenges in the contemporary world.

Social media offers a quick service for the delivery of news. News is a set of information which provides insight on what is happening around the globe. Today, each and every individual has access to news. The quick service of social media also shapes and broadens the horizons of an individual and it plays a key role in future as well. According to Reuters Institute for the Study of Journalism, 53% of people are "absorbed users" who are more likely to consume news throughout the day. Hence, social media has provided the quickest way for people to receive news.

Social media has the power to create awareness about taboos in future. Taboos are such topics which are ignored deliberately as they are considered "holy". Social media has broken a variety of taboos by conducting awareness campaigns. Moreover, social media has the potential to talk about controversial issues to develop clarity among people. In 2021, World Economic

Forum broke the taboo of regarding alienation of women in disarmament society of international system. It reiterated that women can play a leading role in decision-making bodies dealing with weapons of mass destruction. Hence, social media is a powerful platform for breaking taboos as well.

In future, social media will unite people for a common cause. Social media has made the earth a smaller space. First, ~~social~~ it provides a platform to people for gaining sympathy and support for a noble cause. Second, a strong bond is developed between people belonging to different areas. According to Al-Jazeera's reports, Arab Spring started with a ~~of~~ Facebook post where a man burnt himself to death. His actions united the entire Middle East against tyrant dictators. Henceforth, social media will create more unity among people in future.

Artificial intelligence will play a pivotal role in enhancing the power of social media. Artificial intelligence is the use of algorithms which mimic human functions of human brain. AI will create ease for people in receiving information. Moreover, it ^{will} enhance the power of social media by creating

features to attract people ^{from} all around the world. According to Forbes, AI market is expected to reach \$3,714 by 2026. Thus, AI will strengthen social media's power.

Social media also has the power to integrate different cultures. Culture is a way of living life. By using ~~phone~~ smartphones, people are able to get exposure to different cultures. Furthermore, the world has already been globalized and social media will further boost cultural globalization. John Baylis in his book, "Globalization of World Politics" has stated that cultural globalization has been on a rise and one of the most influential culture has been South Korea's. The country's cuisine and dresses are being widely being purchased around the world. Thus, social media will spread variety of cultures around the world.

Social media will offer a number of jobs for people. Employment through social media will play an essential role in the future. First, these jobs will help people in ensuring their financial stability. Second, people have started using social media for earning their livelihood via influencing and "influencing."

According to an article, today, influencers can earn around \$100 - \$500 per sponsored post. Therefore, social media has the power to create job opportunities for people.

In building pressure on governments for their bad decisions, social media will play a crucial role. A large number of people use social media today, even heads of states. Today, people use social media for holding protests against tyrant regimes on a local level. Additionally, social media has the power to build pressure on governments in future on a wider level, instead of local. Reuters has reported that many people are building pressure on the US Biden administration to stop supporting Israel's genocide in Gaza. Hence, social media has the strength to build pressure on governments.

Not only has social media promise better opportunity for human beings, but it also has certain challenges which are becoming serious every day. Following is an explanation of the problems which social media has created for the people.

Social media has become a platform for ~~conducting~~ psychological warfare.

Psychological warfare is a type of war which impacts and manipulates human brain through information.

Psychological warfare through social media plays a lethal role in deceiving the public. Moreover, deception can even make people ~~go~~ go against their own government. A report published by United States Institute for Peace, stated that Russia's major success in annexing Crimea was mainly due to its successful psychological warfare operations through social media. Thus, psychological warfare is a major challenge for social media.

Social media is also being used for spreading propaganda. Propaganda is a form of information which exaggerates a perspective to win support of people. Social media is being used by elites to defame other elites to gain public support. In addition, propaganda also creates rift among the people of a country due to differing opinions. According to Pakistan's news reports, India successfully spread propaganda against Pakistan and resultantly, Pakistan was put into Financial Action Task Force's (FATF) greylist. Thereby, propaganda

whose people can connect and work on their growth.

Disinformation is posing serious threat as well. Disinformation refers to fake information which intends to deliberately create chaos among people deliberately. Disinformation leads to conflict among people. Moreover, it can also push an individual or even a state to take an unwise decision. According to Doomsday clock, disinformation is taking the world towards doomsday due to ~~its~~^{the} dangerous intentions behind its orchestration. Henceforth, disinformation is a serious threat ~~for~~ social media.

is real challenge for social media.

Violation of ethical rights is another concern. Ethical rights on social media are responsible for securing an individual's privacy and ~~social~~ ^{personal} and digital assets. In recent times, ~~ethical~~ ^{personal} rights such as photographs are being used for ~~mal~~ ^{malicious} maligning an individual. Furthermore, AI is being widely used on social media to create deep fakes and ~~invade~~ ^{invade} an individual's personal life. Elon Musk in his Ted talk has ~~emphasized~~ ^{emphasized} on the horrors of AI in ~~the~~ ^{the} ~~future~~ ^{future} which can completely

Social media will also exacerbate rivalries between states. In contemporary era, states use social media for sending out messages against a hostile country. Social media will play a role in creating 'wormhole escalation' between states. Furthermore, it can even take states closer to a nuclear war. Rebecca Hersman says in her article, "Wormhole Escalation" that disinformation will act as a destabilizing agent between states which will take them closer to a catastrophic escalation. Hence, rivalries

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Cyber security threats are also becoming lethal for social media. Cyber security means the security of an individual's digital assets from hacking, ~~malicious~~ and sabotage. Firstly, cybersecurity is getting intermingled with social media. Second, accounts are being frequently hacked which breach an individual's or a state's privacy. According to General Zubair Z Hayat, Pakistan ~~has~~ experienced 750 cyberattacks in 2020. Thus, cyber security issues are threatening social media as well.

Social media ~~has~~ undoubtedly has risks and opportunities for the future. It has played a vital role in ~~making~~ ~~the world get closer~~ ~~shrink~~ shrinking the world and connecting everybody. Social media will provide more job opportunities to people in future. In addition, it will also spread different cultures around the world. Moreover, it will also help in pressurizing governments to change their wrong decisions. Furthermore, ~~it~~ incorporation of AI in social media will produce a number of opportunities for people in future. Contrarily, social media

also has a few problems. Violation of ethical rights has become a source of major concern for the people. Additionally, it will also intensify ~~the~~ enmity between states. Cybersecurity threats are also a major cause of concern for social media users. Unfortunately, disinformation also thwarts the opportunities ~~brought~~ ^{promised} by social media. Thus, social media should be made a constructive platform for people by developing different norms and institutions to regulate its use. Social media should be made a secure platform where people can connect and work on their growth.