

Social Media: The Double-Edged Sword of Connection

(1) Introduction

Thesis Statement: Indeed, Social Media is the double-edged sword of connection; it is replete with pros and cons in the 21st century. However, by applying pragmatic measures, it would be balanced in terms of connections.

(2) Social Media - The double-edged sword: A brief overview

(3) How social media is the double-edged sword of connection: Benefit of Social Media

(3.1) Source of learning-platform

(3.2) Maintaining the structure of e-governance

(3.3) Providing the worldwide platform for mass-communication

(3.4) Ensuring the mechanism of accountability and transparency

(3.5) Promoting opportunities for online-earning

(3.6) Upholding the political campaigns on the digital platform

(3.7) Enhancing the social justice in a society

4. Disadvantages of social media - the double-edged sword of connection

(4.1) Threatening to human-privacy

(4.2) Raising the digital terrorism.

(4.3) Deteriorating foreign policy

agenda of a country.

(4.4) promoting the fake agendas

(4.5) manipulating cultural deviation in a society

(4.6) Damaging the image of a nation or religious practice.

(4.7) ~~Spreading~~ spreading misinformation or hate-speeches.

(5) The way forward must keep the balancing connection of social media.

(6) Conclusion.

"Human beings are directly or indirectly are reliant on the usage of social media; it has the double faces whether positive or negative, but it impacts the human beings by utilizing the social media."

Elon Musk, there is no denying^{the} fact that social media is the double-edged sword of connection. It has the two sides that one is positive or other is negative side. As far as the pros of social media ^{are} concerned, it is the best platform or source of the learning and also maintains the structure of the e-governance. It provides the worldwide platform for mass-communication; it also ensures the mechanism of accountability and transparency and promotes opportunities for online earning. Furthermore, social media upholds political campaigns on the digital platform and is enhancing the social justice in a society as well. However, every coin has its two

side. Similarly, social media has the two sides. The cons of social media are to threaten to human privacy and raises the digital terrorism. It also deteriorates the agondas of the foreign policy of any country and manipulates socio-cultural deviation as well. Moreover, it also damages the image of nation and its religious practices. Therefore, by adopting pragmatic steps, social media can be reformed in the balanced connection.

To start with, undoubtedly, social media is the double-edged sword of connection in the world. In the 21st century, the era of Artificial Intelligence, everything is being transformed through automatic tool of the social media with the help of artificial intelligence. Ergo, social media plays the double roles in a society. According to the book, the 21st lessons of the first-

Century in which the write wrote that world is revolving around the global media, replete with advantages and disadvantages for the users. The point is crystal clear that social media is the double edged sword that is the grave menace for people to keep the balanced approach while using it.

Social media is an outstanding source of the online learning that boasts up the youth intellectual growth. After the breakthrough of the covid 19, the global shape has been altered from traditional to online learning through the assistance of the social media.

According to World Digital Media User Index (WDMUI) report highlights that 190 million people have constantly taking social media as a tool of learning. Such progress is the clear evidence of online learning by procuring media as

a part of learning.

Another benefit of media is to maintain the structure of e-governance in any country. E-governance is the modern step of any government in its state to provide the good service to people. While applying the model of e-governance in order to ensure the public delivery, social media paves the way to structuralize the mechanism of e-governance by opening the door of public participation and accessibility. For instance, China, Singapore, Japan and Germany provide the e-governance made under the shadow of social media. This step would provide the path to prosperity.

Social media arranges the worldwide platform for mass-communication. In the era of technology, social media is the only way of communication across the world. Many social media -

applications carry out the online class chat and discussion. For instance, Facebook, Whatsapp, Twitter, Instagram, Skype, websites, so on and so forth. Such applications give rise to generate the virtual-online discussion through which people procure the valid connection.

Social media ensures the authentic mechanism of transparency and accountability in a country. The mechanism of accountability and transparency is the imperative facet for upholding the integration of people with government. Social media does not ^{ignore} any activity or chore being pursued by government stakeholders. Moreover, civil society takes the help of social media and commences the campaign to bring more accountability and transparency in the certain tasks. According to Dr Ishrat Husain, accountability and transparency are the pillars of the good governance.

that are likely to be implemented by support of the common people. Hence, social media is responsible for carrying the said mechanism.

People use the social media for procuring the financial sustainability. That is the finest-mean of earning. Billions of people are connected with social media aids. This source gives rise to the providing a platform for the online earning in any country. Most importantly, private companies assess the social media as an opportunity for employment for youth which are quest for seeking jobs. Thus, this source of earning boosts up the morale of people.

Social media is being used for political campaign across the globe level. In 21st century, the global politics revolves around the shadow of social media that is the actual platform where

Political leaders campaign on the digital. They are aptly aware of the real power of social media. As per the digital media report, 4 billion people participate in the online-political activities: the great example of ongoing campaign of the USA election. Social media encourages such activities in the political arena.

Social Justice is completely inclined to the role of social media in a modern society.

Social Justice is the first-pillar of any society to sustain the socio-condition of people. In many societies, whether western or eastern society, people are oppressed or deprived of the basic facilities such as health, education, welfare, justice and shelter. To ensure it, social media plays a crucial role in the societies, as social justice can be ensured as well. This pace of media is the companion

nt of the society.

However, the said arguments favour the social media, as the role of positive aspect in a society or country. Coming to its, it has also the negative side. The role of social media is to threaten the human privacy in the modern developed world. The ongoing era of technology, the human privacy is at stake. No body is safe from the shadow of social media that diminish the sense of privacy. People are attached to media and share their secret documents, file or anything related to human mind that are being victimized. It is insecure and threatens the human privacy.

Another problem of social media is that it raises the tendency of digital terrorism. Digital terrorism is the fresh coined word; it has observed in

sharply going on spread of the terrorism on the social media. A few days ago, some terrorists launched the target by taking the help of tiktok; it has used for the terrorist activity. Similarly, the many activities are being prepared so, social media promotes the digital terrorism.

Social media also deteriorates the foreign policy agenda of any country, taking the assistance of social media. Moreover, it would not be incorrect that foreign policy is determined by the influence of social media, where ~~the~~ people opinion spread there.

Most probably, foreign policy agenda would be manipulated, starting wrong and fake propaganda in the shape of people. It is mostly happened in that country where social media is misused. It is happening day to day everywhere until media exists.

Social media is the platform of the fake propaganda that directly destroys everything in society or country. In this world where technology is rapidly growing that along with, the social media is constantly utilized for the fake propaganda. In the recent time, Pakistan got the news of the disinfo lab platform where Pakistan was being criticized and defamed by India social media. This evidence proves that social media is the tool of fake propaganda.

In the complex situation, the social media manipulates the cultural deviation for the some purpose. Culture is the identity of any community, nation or any country. This is only identity that people celebrate and share their values and norms on the respective cultural day. Unfortunately, according to the clash of civilizations book written by Samuel Huntington, saying

that people will ^{not} wage ^{war} on any ideology or system, but it will be fought on the cultural norms and values. It tells that people are obsessed with their culture that is deviated by social media.

Social media damages the image of country by playing the negative role. Millions of people take the accessibility of media to share their ideas, opinion that sometimes against state, government or policy makers. This ~~conversion~~ ^{platform} that everyone has the easy accessibility damages the image of nation or country that is the worst stuff for sovereignty of the state. Mahila loathi. Such statement highlights that the full-fledged accessibility of media would deteriorate the vision of the nation.

Last but not least, the social media spreads the misinformation and hate speeches

across the world. Keeping this fact in consideration, the media depicts misinformation against the citizens of countries that create anxiety and fear among the masses. Along with hate speech against religious personalities, political leaders or an ordinary citizens lead country or society towards the chaos and disorder in the certain area. Modi Media and RSS ideologically nationalism hurt the feeling muslims that they come to know by media.

Along with, the balanced approach is the very imperative measures in order to sort out the disadvantages of media towards the balanced usage. social media ought to be regularized and monitorized that can accessibility would not damage the sentiments of people and image of nations to add to that, social media is the voice of

voiceless, that can not be denied, but is limitation to positive criticism would also carry out the some changes in the society. It entails the boundary and laws that just allow the freedom of expression under the criterion of the laws. Social media should be used for the financial gains and educational purpose that would bring the balance and equilibrium in the society.

In conclusion, social media is the double-edged sword that is reliant on the two particular aspects. One is the white side and other is the dark side. Both play the vital role on the every stage, society and country. As far as the disadvantages of social media, there are the threatening the human privacy, promoting digital terrorism, deteriorating the agendas

of foreign policy, manipulating the cultural deviation; damaging the vision of nation and spreading the misinformation. The positive side of social media is that it sources of online learning, maintaining the structure of e-governance; ensuring the accountability and transparency, enhancing the social justice in a society and providing the worldwide platform for the mass-communication. Therefore, social media should be regularized to build the balanced usage of media. "Social media is the fourth part of a state that incorporates the vision of a nation" - John-F-Kennedy.