

Topic: Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage (possibly).

Outline

I

INTRODUCTION

Social media plays an important role in this interconnected world, it connects people worldwide without any traditional barriers. In fact, social media limits the gap of rich and poor and provides equal level of opportunities to everyone.

2

HOW SOCIAL MEDIA IS THE ULTIMATE EQUALIZER

- (a) Low Budget and Easy Access
 - (i) Make account in different social media platform without any heavy cost
e.g: Facebook, Instagram
 - (ii) Free flow of information
 - (iii) Direct reach to global audience without intermediaries
- (b) Gives robust platform to marginalized societies
 - (i) It promotes the genuine grievances of people

- (i) strong surveillance on government decision
- (ii) paved the way for political inclusivity

3 CONCLUSION

The question is not 'what do we want to know ^{about} people?' It's; 'what do people want to tell about themselves?', founder of Facebook Mark Zuckerberg. The world is too much interconnected, small event one part of the world spread across the globe just in one minute - Thanks Globalisation. Furthermore, After the Industrial revolution has changed the ancient living standard of people into a modernized one. Now, people are interconnected worldwide without any traditional barriers. However, the rapid growth in technological ~~status~~ advancement further squeeze the gaps between audience across the continents. Impact of social media is considered one of the important instrument of the 21st century.

which limited the gape between rich and poor, Earth and Heaven, national and international.

To begin with, low budget and easy access to audience across the globe. Now each and everyone easily acquire the benefits of social media, however, individual makes account on different social media platform without any heavy cost and traditional barriers. These platforms include, Facebook, Youtube and Whatsapp. According to Hubspot, social media platforms are 62% less costly and 3 times more efficient from traditional platforms. Furthermore, it eradicates the inconveniences of people, now each and everyone connect with his friends and relatives just in 3 three seconds across the globe. This avenue further increase the mixup of people towards social media, instead of traditional sources. Therefore, social media is a cheap platform that is available to each and everyone in this Planet.

Moreover, It provides large amount of data, without any effort, for example, an individual or student search on Youtube about any topic he get a lot of sources relate to his question. According to International Telecommunication Union more than 67% or 5.4 billion people have internet access and engage each other across the world. However, this easy flow of information gives opinion due to social media platforms. Furthermore, people easily aware each and everything in this universe through different social media platforms. Additionally, people seek a lot of skills on youtube and other sources, this easy access of information and skill increase the potential of individual to live a standard life. To conclude, social media is cheap platform and has abundance of information that promotes human's potential in different sphere of life.

DATE _____
Furthermore, it is a platform that connect globe audience without any intermediaries. Now, individuals has enough information about American government and predict about its future. Furthermore, people have several ways to share their ideas with global audience, it includes, Marketing, Broadcasting and Emails. According to Meta report, 2023, Facebook has 2.9 billion users. This shows that the distance between individuals are limited in this era of globalization. Infact, social media plays an important role to in this global village, individuals connect his target audience with in a single touch.

Furthermore, social media has no influence in one domain it covers multiple domains, Inshort, social media plays robust role to influence marginalized voices. For example, 'Hasan Minhaj' and 'Patriot Act' plays an important role to promote marginaliz. voices and influence minority issue.

Furthermore, 'SARA app' in Pakistan promote women empowerment, condene child abuse and many more.

It also plays an important role to prioritise the genuine demands of people. In short, it promotes the grievances of people and ensure prosperous life.

Secondly, social media has strong surveillance on government decision. It ensures transparency and right men for right job. Furthermore, it promotes the value of democracy in the country. Free and fair media is considered fourth pillar of a state. Without efficient and effective media campaign the democratic values of the country violate by the government. So, social media keeps strong eyes on government affairs and promote legitimacy and effectiveness. For example, Arab Spring. One of the important contribution of social media that brought paradigm shift in the history of Middle East. It eradicate the dictatorship regime across middle East and promote democracy in these countries. Therefore, it ensures efficient and effective democratic setup.

DATE: ___/___/___

last, but not the least, it promotes political inclusivity of people, infused self consciousness through social media campaign. Rural and middle level people have strong grievances on political setup, so social media is a unique platform that uplift the genuine demands of people. For example, "Naya Daur App" promotes journalism and women participation in political decision making. Furthermore, political inclusivity in a democratic setup further strengthen the foothold of politically marginalised people, and provide an avenue to memorandum their political demands from the government. In addition, it paved the way for national integration. In short, social media is a tool which brings homogeneity and inclusivity in political setup and it paved the way for middle class participation in the affairs of politics, without these participation the democratic values of the country transform into dictatorship regime.

In a nutshell, social media plays an important role in the lives of human beings. It promotes political participation, ~~pro~~ influence the dissent of people and easy access to people. People connect ^{across} ~~all over~~ the world just in seconds. Furthermore, it is considered fourth pillar of a state, means that it has strong surveillance on the democratic setup of the country. However, social media limit the gap between and among humans, now the world has transformed into a global village.