

Topic: Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage (pm31pa16)

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 eliminates the gap of rich and poor and provides equal level of opportunities to everyone.

Q HOW SOCIAL MEDIA IS THE ULTIMATE EQUALIZER

- (a) Low Budget and Easy Access
 - (i) Make account on different social media platform almost free without any heavy cost e.g: Facebook, Instagram
- (b) Free flow of information
 - (i) Direct reach to global audience without intermediaries
- (c) 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

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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 even if one part of the world spread across the globe just in one minute - Thanks to Globalization. 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 advancements further squeeze the gap between audience across the continents. In fact, social media is considered one of the important instruments of the 21st century.

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

To begin with, low budget

and ~~to easy~~ access to audience across the globe. Now each one

write declarative sentences please

everyone easily acquire the benefits of society media, however,

Individuals makes account on different society 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

one everyone ~~connect~~ with his friends and relatives just in

3 three seconds across the globe. This avenue further ~~increase~~

further expands the

the mixture of people toward society media, instead of traditional sources. Therefore, society 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 creates ~~Opinion due to social media~~ ^{people easily can make themselves} platforms. Furthermore, people easily acquire 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 skills 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.

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Furthermore, it is a platform that connects global audience without any intermediaries. Now, individual has enough information about American government and predict about its future. Furthermore, people have ~~govern~~ ^{people have multiple sources} 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 in this global village, individual connects his target audience with a single click.

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 marginalized voices and influence minority issue.

Furthermore, 'SARA APP' in Pakistan promote women empowerment, condone child abuse and many more.

It also plays an important role to prioritise the genuine demands of people. Inshort, it promotes the grievances of people and ensures 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 enabled regime actors in Middle East and promote democracy in these countries. Therefore, it ensures efficient and effective democratic setup.

last, but, not the least, it promotes political inclusivity of people, infused self consciousness through social media campaign. Recently, even 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, "Playe Daur APP" promotes journalism and women participation in political decision making. Furthermore, political inclusivity in a democratic setup further strengthens the foothold of politically marginalized people, and provide an avenue to ~~mention~~ 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 the need of the ~~way~~ for middle class participation in the affairs of politics, without these participants, 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 ~~and~~ influence the dissent of people ~~and~~ easy access ~~to~~ people. People connect ~~across~~ 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 limits the gap between one among human, now the world has transformed into a ~~global~~ village.

