

The Emerging Power of Social Media: Prospects and Problems

Outline

A. Introduction

1. Social media is not a media. The key is to listen, engage, and build relationships, says David Alston.
2. How social media is emerging
3. Thesis statement

B. How Social Media power is Emerging

1. Instant Global influence:
 - a. Social media allows information, trends, and movements to spread in seconds, worldwide.
2. Democratization of voice through social media.
 - a. Anyone with internet access can

Share opinions

3. Political and Economic enhancement via Social media;

- a. Business: Startups and small branch can compete globally via social media platforms.
- b. Politics: Leaders use social media to bypass traditional media - Trump's -tweet, Modi's WhatsApp campaigns.

C. The Prospects of Social Media

1. The social media has brought people close globally:

a. Bridging the cultural and geographical gaps

2. This platform is enhancing business and marketing;

a. E-commerce and influence economy

3. Promotes Education and Awareness;

a. Access to (education) information and online learning, i.e. Youtube

4. Builds political engagement;

a. Mobilizing political opinions.

5. Helps in avoiding conflicts;

a. Pakistani media did not spread hate speeches during 96 hour war with India.

D. The Problems Associated with the Social media.

1. Promotes Disinformation and misinformation.

- a. The case of India media post Palgham attack
2. Social media; being used as a weapon.
 - a. Indian media justified actions like suspending the IHLT
 - b. Building narratives against Pakistan, by Indian media.
3. Privacy and security concerns in social media usage;
 - a. Data breach and misuse of personal data. → Cambridge Analytica.
4. Addiction and reduced productivity;
 - a. Excessive screen time
 - b. Decline in face to face interaction
5. Structural Flaws in media;
 - a. Sensationalization - IPRI report
 - b. Regulatory weakness.

E. Balancing the Pros and Cons of Social media

1. Role of government in regulating the social media.
 - a. content moderation in social media platforms
2. Applying PSM (public service media)
 - a. Ideal PSM like BBC or NHK

F. Conclusion