

The Emerging Power of Social media Prospects and Problems

Thesis Statement:

Social The power of social media is emerging like never before. It is easily accessible and used globally without restriction. Teenagers, youth, and aged people use social networks for information, entertainment, and business and political purposes. Its unregulated use creates mental problems, security issues and distrust among people.

Outline:

1- Introduction

2- Understanding the concept of Social media

3- Historical evolution and expansion of social media

4- Emerging power of social media in the contemporary world

5- Prospects of social media in modern society

a- ~~Provide~~ instant global communication
(WhatsApp, messenger)

b- Breaks monopoly of traditional media
(Twitter, Facebook)

c- Influences public opinion
(MeToo movement shifting discourses on harassment)

d- Facilitates governance
(PM's citizen portal)

e- ~~Provides~~ ^{easy} access
to education
(Youtube, ~~ChocPT~~)

f- ~~Creates~~ ease in
business marketing
(Garments brands,
Officer's Odyssey)

g- Boost ~~entrepreneur~~
ship ~~in~~ small
business
(Lahore based
backers).

h- Mobilizes ~~political~~
cult
(Fall of ~~Hokeena~~
government)

b- ~~Problems arising from~~
~~the expanding~~ ~~of~~
~~social media~~

a- ~~Increasing~~ ~~division~~
~~of a country~~
& (Communal ~~division~~)

owing to social media devices)

b- Manipulating people for political purposes
(Distorting facts via coordinated facebook and twitter campaigns)

c- Creating economic inequality due to internet limitations
(Rural community lack stable internet)

d- Breaching privacy of sensitive information
(Data leak)

e- Cyberbullying targeting
(Females targeted with hate speech)

f- Creating mental health issues
(Teenagers - issue of comparison)

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g- Distracting students
from their studies.
(Online games, PUBG)

h- Assisting terrorists
activities

(ISIS uses Telegram
for the spread of
their ideology)

7- Impacts of growing power
of social media in Pakistan

8- Strategies to minimize the
negative impacts of social
media

9- Conclusion

In the globalized world, social media is playing a vital role. It has connected the world through its broad features of information, knowledge, live interconnectedness and entertainment. It is further growing. However, the power of social media is emerging like never before. It is easily accessible and used globally without restrictions. Teenagers, youth and aged people use social networks for information, entertainments, business and political purposes. It provides instant global communication, breaks monopoly of traditional media and influences public opinion. Social media also facilitates e-governance, provide easy access to education and creates ease in business marketing. It is a boon.

entrepreneurship for small businesses and mobilizes political groups. On the other hand, its unregulated use is creating mental problems, security and distrust among people. It is also used for manipulating people for political and social purposes, creating economic inequalities and stealing sensitive information. Social media has negative impacts on the people of Pakistan also. However, some pragmatic measures like digital literacy, fact finding, partnership and strong data protection laws can help in minimizing the negative impacts of social media.

Social media is the digital means of

content sharing and interactions.

It functions as communication,

content creation and community building. Some of the renowned

platforms of social media

include WhatsApp, Facebook,

Twitter and Youtube. Unlike

traditional media, these

networks use two-way engagement, and real time communication.

Write grammatically correct statements plz

The emergence of social media happened over a period of decades.

It started from early internet where limited information was shared. After

this, in the last decade of 20th century instant messaging

apps started. One of the examples is "MSN messenger".

People used to send and receive messages via this

messenger. This was later followed

by the 1st generation of social networks Friendster and MySpace. In the mid of the 1st decade of 21st century, Facebook revolution took place. Facebook, a social media platform, was widely used by the people for sharing memories. Parallel to Facebook, YouTube, a videos sharing platform, also saw the dawn. With the passage of time, social media also stepped in the professional domains. This focused on work and specializations. People used 'LinkedIn's' to connect with the world professionally. Recently, instant and voice messaging platforms like Whatsapp and Wechat gave boost to social media messaging platforms. Instant social media messaging platforms.

short period of time.

In the contemporary world, the power of social media emerged like never before. It gained significant importance. Social networks like facebook and twitter gave voice to voiceless. Every ~~one~~ ~~public~~ ~~view~~ ~~gained~~ ~~the~~ ~~power~~ ~~of~~ ~~shaping~~ ~~narratives~~. Social media is used a tool by the powerful to shape public opinions. Apart from this, it revolutionized business. Through social media networks, people from all around earn money virtually. It is also used for cultural globalization. To cut the long story short, the power of social media has emerged like never before.

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Social media
has multifaceted prospects
in modern society.

To start with,
social media provides instant
global communication platforms
which benefit modern society.
In the past, people could
establish only a limited
communication. Presently
- the ~~blowing~~ ~~of~~ ~~the~~ ~~media~~
people ~~are~~ ~~connected~~
~~globally~~ ~~in~~ ~~the~~ ~~bank~~
~~of~~ ~~eyes~~ ~~a~~ ~~message~~ ~~and~~
~~it~~ ~~could~~ ~~be~~ ~~sent~~
to any place around the
world. Whatsapp and similar
other messaging applications
can connect two persons
virtually from different
corners of the world. They
can send messages, voice
notes, audio and video calls
with a touch of button.

Therefore, one of the prospects of social media is its instant global communication.

Breaking monopoly of traditional media is another benefit of social media. Traditional media includes newspapers and T.V networks. They used to convey their own opinions and is read monopoly. With

Avoid writing vague and logically weak paragraphs

the rise of social media, the monopoly of traditional media almost vanished. Twitter and Facebook like networks brought forward academics, researchers, field experts and general public to share their opinions on a particular subject and provide multiple dimensions of a subject. Due to this reason, social media weakened the monopoly of

of old newspapers and
biased TV channels.

Further, social media also benefits people by shaping and influencing public opinion. Public opinion is not rigid and it is changed with different circumstances. Social media helps rising a particular neglected issue and shapes the opinion of public. For instance, the #MeToo movement started on social media. This movement shifted people's discourses from traditional political discussions to the discourses on harassment. Social media proved a beneficial tool in shifting the discourse, resultantly influencing public opinion.

It is somewhat better solicited

Furthermore, social

media also facilitates e-governance. E-governance is a phenomenon of managing the state affairs digitally. With the help of social media, it becomes easy for a government to identify a problem, work on it, and get the follow ups. For example, the PM's citizen portal of Pakistan assists in e-governance. Citizens of Pakistan, having a CNIC, can easily submit a complaint about any public offices. The higher authorities are bound to take steps and resolve the issue instantly. Therefore social media facilitates e-governance.

In addition, social media benefits in

providing easy access to education. Education, in 21st century, is not limited to the physical boundaries of schools, colleges and universities. Education getting has become easy. Mobiles, laptops can be used as virtual schools, colleges and universities. Teachers from all around the world are available to teach online. For example, virtual university programs, youtube, Chat GPT and other similar platforms create ease in getting education. Hence, it has rendered social media education accessible from the comfort of homes.

Along with helping in education, social media creates ease in

In business marketing. Before the emergence of social media, businessmen use traditional means of marketing. They used to distribute pamphlets, which were limited and costly.

Social media helped in targeting large number of specific and relevant people for marketing of a product.

For example, Officer's Odyssey as newly rising publisher, is effectively marketing via only one of the social media networks Facebook.

Similarly, many homebased females are selling and marketing their own garments brands online.

Social media has proved beneficial in marketing. Therefore, it creates ease in business marketing.

Social media

also boosts entrepreneurship for small business. A number of people run domestic businesses to meet their two-ends. They used entrepreneurship to make money. For example, I have seen a person who makes food to home, which they use for their family. This is a good example of how social media groups. Similarly, many other people sell online handicrafts. In the aforementioned way social media boosts entrepreneurship for home based businesses.

Last but not least, social media helps in mobilizing political groups easily. Politicians require to reach their voices to the maximum

number of people. for their protests and gathering. Social media has been proved an inevitable tool for them to mobilize people. In the same way, the fall of Haseena's long government in Bangladesh happened to the mobilization of students gathered with the help of social media. In short social media helps in mobilizing political movements in a short period of time.

Parallel to the benefits of social media, several problems are arising from the expanding power of social media.

First, social media increasing divisions

of a society. As social media is accessible to anyone, extremists and nationalists use it negatively. They involve in discussions and tensions. For instance, Facebook is used by ethnic and religious conservatives. Baloch and Punjabi, whites and black, Shia and Sunni sets involve in meaningless discourses. These discourses create communal tension. Hence, social media is involved in further expand in the gap of between religiously and culturally different people.

Essay is somewhat more than daily observation

Secondly, manipulating people for political purposes is another problem with the emerging power of social media. It is very easy to target a

large number of poorly educated people, and shape their opinions. Politicians use social media for their populist slogans and generating propaganda.

During election campaigns, proper coordinated facebook and twitter campaigns are launched to distort facts.

~~It is a common trend - the Hindutva policy of BJP India.~~

Modi govt. uses propaganda on social media against Pakistan. This is quite evident from the elections. Hence, social media is negatively used for manipulating public opinions.

~~Further, social media is also creating economic inequality and to increase access of people to social media. Free lancers use~~

social media for earning money. However, freelancers in rural areas are facing internet limitations, and unstable internet connections. This scenario creates economic inequality. Internet connection in the far areas of Balochistan and Khyber & Pakhtoonkhwa are example of this inequality. More than 70% of Balochistan is deprived of internet accessibility, creating hurdles for freelancers living there. Hence, limited social media ~~ever~~ is creating economic inequality.

In addition, stealing of sensitive information on social networks is another negative aspect of emerging power of social media. Informations of millions

of people is publicly available on social media. Some people share sensitive information on social media to their lack of expertise. The public information available on social networks makes sensitive information prone to theft. Ergo, the emerging power of social media ~~is~~ is making prone to sensitive information to stealing.

Further, another problem with the emerging power of social media is the cyberbullying of targeted people. People take their personal vendetta to social media. It is also observed that people targeted with hate speech on social media. Female

content creators are - the prime targets. Some are harassed online, abused and fake unethical images are shared to defame them. For example, Malala Yousafzai was targeted by people on social media that she was not attacked by Taliban. The attack was allegedly preplanned. Therefore, social media is actively used for cyberbullying also.

Furthermore, the power of social media is also creating mental health issues. Human minds have limited capacity of tolerating ultra-violate things which are abundant in digital screens. Teenagers involve themselves in race of comparison competitions.

In order to ~~use~~ the ~~internet~~ it ~~is~~ ~~that~~ social media apps like TikTok and Facebook, -the ~~overse~~ these networks, which ~~that~~ create mental issues. ~~Further~~ ~~fake~~ depiction of luxuries on social media like expensive cars and smart phones led many to mental issues. In a nutshell, social media also causes mental health problems.

In addition to mental health, social media is ~~abstracting~~ students from ~~their~~ studies. From school students, to college, to university students all are ~~a~~ addicted to social media. The addiction of Facebook, Whatsapp, Youtube, and Twitter ~~is~~ is consuming their precious time. For ~~instance~~ only ~~games~~ and video games like ~~Angry Birds~~ are abstracting

students of all grades
from their studies. Hence,
Online game are distracting
students from their studies.

Last but not
least social media is
^{used} involved in assisting terrorism.
Terrorism is a ~~kind of~~
for creating fear in the
people to achieve their
goals. It requires people,
weapons and propaganda
to ensure their goals. For
this ~~purpose~~ they use social
media. For example, Islamic
State of Iraq and Syria
(ISIS) uses Telegram, a
social media platform, for the
spread of their ideology
and recruiting terrorists.
Further, social media is
used for connecting terrorists
in order to avoid being traced
by law enforcement agencies.

Hence, the emerging power of social media is very dangerous for state security.

Similarly, social media ~~has~~

Similarly, the growing power of social media has also impacts on Pakistan. It has created online political polarization in Pakistan. Supporters of political parties are harshly supporting trolling each other. Further due to social media, women and teenagers are facing abuse in Pakistan. For example, Mahira Khan faced targeted harassment campaign. Further, indecent content shared on social media like platforms have delivered moral and cultural values in Pakistan. It has also created security risks in Pakistan. Banned

outfits like TTP and BLA use it for recruitment and propaganda. Hence, like the world, Pakistan is also suffering the effects growing power of social media.

However, the problems and challenges created due to emerging power of social media could be greatly minimized by taking pragmatic measures. First, comprehensive digital literacy course will help people to know the positives and negatives of social media. Finland has integrated media literacy from primary schools. Secondly, strong data protection laws will help in accessing deleting and editing data shared online. Further, Age-Appropriate Design Codes will help in limiting the DMs for minors. These

are few of the strategies
that could help in minimizing
the problems created due to
emerging power of social media.

The length of the essay is quite satisfactory.
Kindly try to write with proper examples or data
plz

Further link from one paragraph to another one
needs

To conclude, the
power of social media is
unprecedentedly emerging. It is
globally accessible without
restrictions. People of all
ages use social media
for a range of purposes infor-
mation, entertainment, business
and politics. It has benefited
people by providing global
communication, influencing public
opinion, facilitating governance
and financial recovery. On the
other hand, certain problems
like communal tensions, manipulating
people, economic inequality and
mental health issues are caused
by the social media. Similar
problems are faced by Pakistan.
However, there is always a
room of improvement for managing
social media effectively.

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