

# Growing Power of Social Media: Prospects and Challenges

## I. Introduction

Attention grabber

General statement

Hook

## II Prospects for Growing power of Social Media

1. Awakens global conscience in the world through real time coverage

1.1 War crimes in Gaza

1.2 #MeToo Movement—against sexual harassment

2. Enhancing role of public in National and international affairs

2.1 Boycott of French products during blasphemy in muslim world

2.2 India - Pakistan relations

2.3 Public pressure over western powers

against humanitarian crisis in Palestine.

### 3. Bolstering national economy

3.1 through different platforms like Tiktok and youtube

3.2 Promoting tourism sector

3.3

### 4. Accountability of political leaders and illegal incidents

4.1 case of Iceland Prime Minister

4.2 Noor Mukhadam Case

4.3 Zainab case

4.4 Karsaz incident

4.5 Swat incident

### 5. Social media is a platform for <sup>raising</sup> new talents

5.1 Videos of singers, dancers, actors goes viral reflecting their talent. Internet sensation  
Krish Mondal is a case in point

## III challenges for growing power of social media

1. Social media as a tool for hybrid warfare

1.1 pegasus, Israeli spy network.

1.2 Disinfo lab defaming Pakistan, a tactic used by India.

1.3 Spread of islamophobic remarks.

2. Quick spread of misinformation and social unrest

2.1 Blasphemy cases through use of social media

2.2 Myanmar anti-Rohingya violence (2012-2018)

3. AI generated fake content and attempts of defamation

3.1 Defamation of high-profile leaders

3.2 Ali Zafar and Meesha Shafi case

## IV. Way Forward

1. Need of public awareness

2. Formulating laws at national and international forums to curb challenges of social media

## V. Conclusion

## The Essay

Be it horrific accident like Karsaz, a rape case like that of Little Zainab, or a recent incident ~~the~~ in Swat during flash floods — none would have been reported or garnered public outcry, had social media not existed.

Social media is a platform where people connect through facebook, snapchat, twitter or youtube and stay updated. According to a report, around 62% of the global population use social media. This reflects how deep it has penetrated in <sup>the</sup> society.

Earlier, it was used for entertainment, but now it has become a powerful tool for real time news and information. The power of social media has established in twenty-first century. It has both prospects and challenges. Social media has awakened global conscience on war crimes, enhanced public involvement in politics, bolstered national economy and increased accountability of illegal

actions. However, ~~at~~ despite these ~~sign~~ significant prospects, it faces some problems due to spread of unfiltered content. Social media has become a tool of hybrid warfare. Misinformation and <sup>false</sup> narrative building pose challenges to the state security. Additionally, AI-generated contents and defamation attempts have also increased. To curb these challenges, government should raise public awareness. <sup>Also</sup> National and international organizations should integrate to control misinformation, so that social unrest is avoided.