

New generation is learning unprecedented skills from social media.

Outline

- 1- Introduction
- 2- Media is the fourth pillar of a state
- 3- Social media and its immense influence on society
- 4- How youngsters learn skills from social media in the modern era.
 - (a) Teachers use social media platforms to deliver their knowledge to students
 - (b) Facilitate students in learning of new concepts
 - (c) Social media helps in learning various vocational skills
 - (d) Helps in advertising of skills
 - (e) Aid in earning foreign currency from social media platforms
 - (f) It enhancing the communication skills
- 5- Negative impacts of social media
 - (a) Overuse creates health related issues
 - (b) Individual becomes disconnected to social life and reality
 - (c) Increased cyber-security related threats
 - (d) Degrade the moral values of society
- 6- How to use social media effectively?
 - (a) Takes breaks after specific intervals and takes exercise
 - (b) Kept an eye on children and youngsters

(c) Create awareness related to effective use of social media

7. Conclusion

According To Lord Macaulay
 "Media is the fourth pillar of the state." Social media which is one type of media has a diverse influence in the modern era. It influences the individuals of all age groups. From children to adults people and from males to females all are affected by social media equally. In the twenty first century the most social media users are youngsters. Youngsters used social media affectively in their lives. Teachers use social media to deliver their lectures to students. Along with teachers, students are also getting benefits by getting knowledge from social media. It facilitate youngsters in learning different vocational skills. These vocational skills facilitate in earning foreign currency. Social media is used to advertise their skills and services. It also facilitates

the young generation to improve their communication skills.

In addition to the benefits, social media also posed some challenges like overusage creates health problems, disconnect an individual from reality and enhances the cyber-security related threats.

In order to use the social media effectively some measures such as proper check and balance and taking breaks after specific intervals can enhance ~~the~~ its benefits. Social media is used by new generation in order to learn new skills and polish their previous skills. It has brought tremendous revolution in the modern era. Through the usage of or application of some persistent measures, social media can be effectively used by youngsters.

A state has three pillars such as legislative, executive and judiciary. But according to Lord Macaulay media is the fourth pillar of state and democracy. Media has different types such as print media, electronic media

and social media. Social media is frequently used in the modern era. Other three types are also using but the frequency of their usage is less than social media. The technological revolution made the technology available to rich and poor. The smartphones which are used by majority in a society made the social media a quick source of information garnering. The development and progress of a state is deeply depend on the proper usage of media. A free and accountable media helps in the development of a country.

Social media has a widespread influence in the society. It spread information about all domains of life. The information related to religion, business, academics, health and all other fields of life. Social media becomes the source to set trend in the society. The trends related to food habits, fashion, mannerism and updated knowledge is set by the social media. Individuals of all age groups blindly follow the trends of social media.

The social media platforms include, WhatsApp, Facebook, Instagram, Youtube and Messenger. All these platforms are used both nationally and internationally. Millions of people are viewers, subscribers and consumers of these social media platforms. It affects the people in all domains of life and helps them to gain some useful information.

Social media platforms are used by teachers to deliver their knowledge and skills to students. These platforms are used to deliver the education online. The teachers provide services which clear the concepts and enhance the knowledge of students regarding the specific subject. Teachers and mentors guide their students properly. Along with disseminating knowledge, it helps the teachers to earn money. The skills of ^{the} teacher can effectively deliver to ^{the} students. A student who wants to learn new knowledge simply open the social media Application and a lot of information is presented to him/her. Thus, social media is useful in delivering precise and to the point information to the masses.

Along with teachers, students also have to obtain information and knowledge from social media platforms. Best teachers and mentors provide guidelines and clear important concepts of students. On only one topic, a lot of videos/lectures are available on social media from all over the world. In different languages the information is available. It enhances the academic skills of the students. In the modern era a lot of information can be garnered by a student related to any specific topic. Information and concepts related to all subjects and fields is available on social media platforms. So, the students can enhance their academic skills from the social media platforms.

In addition to academic skills, vocational skills of the student can be enhanced through effective use of social media. The new generation can easily learn skills like freelancing, graphic designing, video editing, web designing etc from social media.

These vocational skills enhances their knowledge through free or paid video lectures available on social media. It helps to made an individual skilled with skills of modern era. It further facilitate them to navigate in the moder era. According to the **Economic Survey of Pakistan 2022**, Pakistan is the fourth country in the freelancing. It facilitates an individual to become an independent individual. The digital technology and related skills are crucial for the young individuals. In Pakistan almost all people including rich and poor have smartphones and these can be effectively used by the proper use of the social media.

Social media is a blessing in the field of advertising. The skills and services can be easily and effectively advertise through social media platform such as WhatsApp, Facebook, Youtube and Twitter. The advertisement helps in spreading the information related to skills and services. It helps youngsters to spread

information related their skills. It will helps to ^{promote} enhance the business and skills of the youngsters in the modern era.

Along with advertisement, social media platforms are helpful in learning different, social, and vocational skill. These skills provide an opportunity to the individual to earn a lot of money in the form of foreign currency. The freelancing, Amazon trading and digital marketing skills can be used to earn in dollars both on national and international level. For example, some virtual assistant in Amazon selling of online objects and commodities help to earn a lot of money. Because these skills did not need any specific qualification or investment. In this way, an individual can earn a lot of money in order to make oneself self-sufficient.

In addition to earning money the communication skills of an individual can be enhanced through social media. The communication on the skype

and WhatsApp or messenger facilitates to decrease the shyness and hesitation in any individual. The communication skills which play an important role in daily life can be enhanced through social media. Different therapists are available and also different videos and information related to enhancing communication skills. In modern era, the confidence and better communication skills ~~can~~ ^{are} retrieved through the use of media or specially social media.

Social media has many positive impacts on the society and especially on the life of youngsters. Along with benefits, social media has also have negative impacts. The drawback of social media includes the overusage of social media. The overusage of social media creates problem related to health. It includes problems ^{related} to eyes, gastrointestinal and muscular pains. The sitting for long duration create problems related to backbone and neckbone. It is also responsible for anxiety and stress among

masses. A lot of information is presented without any censorship which endangers the spread of depression and also post-traumatic stress disorder. The horror content occasionally brings about panic attacks in an individual.

Thus, the social media can create emotional, physical and psychological problems in any individual.

Overusage of social media platform can disconnect an individual from the reality and degrade the social life.

An individual becomes to spend a lot of time on social media and becomes away from family and reality of life.

The distance from social life can create different emotional and psychological problems in any individual. It has benefits in learning different skills but the drawbacks of the social media is also severe.

Cyber-security related threats can be faced by the social media users. The fraud and breach to personal security and breach to confidentiality

can be caused by social media. In Pakistan the leakage of females pictures and videos brings severe consequences. For example in Kohistan a video of girls with their cousin was leak to social media which results to death of all boys and girls. This was famous case of honour killing "the Afzal Kohistani case". The hacking and cyber-security related threats can further enhancing its drawbacks. Because it deteriorates the personal life of any individual.

Along with cyber-security related threats, the moral values of a society also become degraded. The choice of right and wrong is known to every individual but the trends and temptations made masses vulnerable to follow wrong and irrelevant things and trends. The vulgar and uncivilized data made the new generation toward misleading direction. The excess of pornography related data made the young generation ineffective in order to cope in the

present circumstances. It collapsed the traditional and civilized values of societies. Thus, social media brings the values of society down in the moral context.