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Essay

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Mock Test

Topic: New generation is learning unprecedented skills from social media.

Outline:

1) Introduction

Thesis Statement: Social media provides numerous effective opportunities to learn but the contamination of this medium by certain obstacles limitize its impact. Despite some drawbacks, social media has become a beneficial and approachable mode of learning. The resistance in the way of its effectiveness can be overcome by implementing a strong check and balance on social media

2) Crunch Paragh

3) Learning has enhanced among the new generation due to social media (thesis)

a) Skilled youth: a result of digital

Literacy

- b) Uprising of cultural awareness
- c) Nourishment of creative strengths
- d) Marketing abilities: the return of social media
- e) Development of business skills.

4) Despite the optimistic views, the drawbacks should also be kept in sight. (Anti-thesis)

a) Unawareness of majority population of these learning mediums.

b) Following others' culture ~~is~~ tempers our identity.

c) Increasing open-mindedness has ignited the fire of hate

d) Propaganda of fake objects has amalgamated the truths and lies.

e) Human's greedy nature has destroyed the image of Pakistan.

5) Learning opportunities from social media are more powerful to overcome such drawbacks. (Synthesis)

a) Initiation of skills learning programs by the government.

- b) Opportunity to revive muslim's lost identity by promoting our culture
- c) Prevention of hate speeches through awareness programs.
- d) Banning the suspected social media platforms would be beneficial.
- e) Proper counselling workshops for learning business strategies
- g) Conclusion

The historical and social evolution of man has been very interesting. It is the time period comprised of centuries between Neanderthal and the man today but the development over times makes the history glorious. From oral tradition to writing, from the age of letters to the day of modern technology; all the way it seems fantastic. In the recorded past, people used to send letters for conveying their messages, then the tradition changed with Graham Bell's invention of telephone, which further transformed into the wireless mobile phones. With the passage of time, the advancement of technology has brought the world to the phase of delivering messages in seconds. In this modern world, social media is exploring the new means to

learn and excel anywhere in the world from any corner of the world. The world has now become a global village, and in the recent years a massive outflow of opportunities to learn from social media has astonished everybody. Social media ~~has~~ provided numerous opportunities for the growing youth to be skillful but the contamination of this medium by certain obstacles limitize its impact. Despite some drawbacks, social media has become a beneficial and approachable mode of learning. The resistance in the way of its effectiveness can be overcome by implementing a strong check and balance on social media.

The revolution of digital literacy has produced skilled human capital ~~who~~ who is culturally aware, creative, and able to market their product other than traditional business modes.

the youth has learnt, digital business skills and strategies as well. In contrast, a majority of people is unaware of these modes of learning, and the misuse is tempering the positive image of Pakistan. Still the government has initiated various skill learning programs to make these opportunities closer to every individual to grow in this age of technological advancement.

Social media oriented youth is using these beneficial platforms in a genuine way to learn and contribute in society's well-being. In today's world, more than 70% youth in Pakistan uses android phones; some of them are using it in a productive way; whereas the rest can also be pulled towards this effective medium by designing realist strategies.

The obstacles that are causing resistance in the way of learning can be thrown aside by having proper checks and balances.

The digital revolution in the recent years has enhanced the digital literacy and produced the skilled youth. After industrial revolution, the shift of people was towards labor and they preferred to utilize their skillset in industries and in return they were given less wages. This time, the paradigm shift toward the digital workspaces has highlighted its importance. The freelance culture is common in Pakistan as well, where people work for their clients and get paid. Various skills like graphic designing, video animations, UI/UX designing, web development etc. are common that people

learn through social media and after frequent practice they are able to sell their skills. A survey issued by the government of Pakistan suggest that Pakistan is the 4th country among world in freelancing industry with more than 2 million active freelancers. This positive contribution for country's progress is because of that digitally literate youth; therefore, it is understood that social media has its effectiveness to train people.

Cultural awareness has raised among the people because of the digital advancement. Owing to this global village where parallel boundaries and opposite corners are not far, people can have reach to any culture in a few seconds. It is likely to be said that the fifth generation war is the war of

digital world; therefore, the state which would be culturally significant will make its mark. The production industries are focusing to promote the culture of their states. The most recent example of the Turkish play, Fuzulal Cihazi, has promoted muslim's identity and Turkish culture. Its increasing popularity and ranking viewership is a proof. Similarly, Indian Bollywood industry is promoting its culture in their plays, movies, and telefilms. It is effective to promote the culture this way. Moreover, getting intouch with such industries and cultures make an individual culturally aware, as well as, ^{making them capable} to play their in sustaining their own cultural identity to be significant.

Creativity belong to brain which is the head of the whole body; it has also been observed that social media

nourishes the creativity of people. While using social media, people use the appropriate keywords, taglines, and description that fit suitable for the algorithm of social media platforms to make them visible and ~~reach~~ easily accessible. That technique of using appropriate words and selection of material to be published makes the user creatively strong. Moreover, the content that is delivered by a person should be persuasive enough to be appreciated by the social media community otherwise, all will be in vain. So, this approach of content crafting makes man creative.

Marketing is another fundamental component in the domain of social media, in particular. In business terminologies, it is referred as the soul of business.

because it paves the way to enhance the business growth.

E-commerce, digital business, demands effective marketing strategies for product hunting and ranking it over the platforms like Amazon, Ebay, Shopify etc. Social media offers various courses to learn the skills of marketing. It is necessary because of its demand that increase the effectiveness of any business or brand.

Different multi-national chains has ~~perp~~ permanently hired ~~xxxx~~ the marketing experts to design influential strategies. Social media has ^{Produced} ~~generated~~ a huge ^{skilled} human capital with such persuasive abilities.

Extending the argumentation, it has been observed that the business skills are enhanced due to the use of social media. The propagation culture is

fuelled by this advancement which is a core fundamental of enhancing business. In Pakistan, platform like Daraz and the multinational platforms like Ali Baba or Amazon has developed the pick and choose ability among the people. This way they become selective as in the words of Shakespeare,

Moreover, the presence of competitors keep them aware and intouch with the latest tradition. That's why, it has been an effective learning from social media.

In contrast to this views, there is a major portion of Pakistani population who is unaware of these technological advancement. More than 60% people of Pakistan are literate and among them 70% youth keeps

android phones but the lack lies here, they are not provided with appropriate guidance and awareness how to use it for learning purposes. Development of advanced equipments is not a big deal unless are they are not useful for the majority of portion. Similarly, in Pakistan, the use of social media is on it highness but it cannot be rendered as the productive way of usage. It is an obstacle in the way of learning that comes through social media.

As media is the fourth pillar of state, it takes part in promoting state's narrative and culture all around. This is for what people get highly influenced of media. Like states are enclosed within a boundary, social media does not. It is borderless; therefore,

people can have reach to different cultures. In the previous few years, as Pakistani public has attained the western culture, it might be their dressing, speeches, and ~~their~~ life style, this has tempered the real culture of Pakistan. Organizing the ceremonies according to western style or including their rituals to our culture is ~~is~~ one of its examples. Mining up of English words to the daily talks refers to this cultural amalgamation. Social media has a big hand behind tempering the real cultural essence of Pakistan.

A larger portion of Pakistan comprised of conservatism, in this atmosphere the people ^{who} are influenced ~~with~~ ^{by} modern community resist against this conservative society and, in return, faces

severe reaction. People call it open-mindedness but it ~~is~~ fuels ~~the~~ hatred. Social media is the horse without reins, people can use it according to their will; therefore, it has promoted such open-mindedness which is not acceptable by ~~the~~ society.

Mashal Khan's, a social activist, case is one of its best examples to understand the reaction of conservative society.

Important and frequent measures are necessary to control this increasing hatred.

Social media has made it difficult to determine the difference between real and fake objects. People has reduced the quality standards and are running in the race of business enhancement. Out of many main stream platform, a few pertains toward qualities

assurance. Furthermore, it is not that easy to distinguish between truth and a lie.

It is a negative propagation of objects to gain personal interests lacking the quality standards behind.

Greed is a part of human nature as Machiavelli suggests, "human beings are corrupt by nature and greedy of power."

This greedy nature has destroyed the positive image of Pakistan.

In the year 2023, more than 10,000 Amazon seller accounts were banned in Pakistan

because of their misuse. People who were earning through that platform wanted to earn more which led them to the ban.

Similarly, drop shipping is another mean of earning which also lead to the deactivation of the accounts. In the international

communities such means to earn money tempers the face of Pakistan.

Government has taken various suitable measures to enhance the learning from social media. The initiation ^{a skill} ~~the~~ learning platform, Digiskills, gained much praise because of its effectiveness. Similarly, in 2021, various other programs like Prime Minister youth development program were initiated, which is also of belief to train the youth of Pakistan. In the universities of Pakistan, the awareness is spread among the youth to be the part of certified foreign internships. Moreover, government also gives scholarships to the graduates to go abroad and learn the technical skills to be a part of giant companies like Google.

and microsoft. In the far regions of the country, different academic centres and technical colleges are established to promote this skills based learning. It has been very effective since previous years to develop the skillsets among the youth of Pakistan.

Social media has this potential to promote Pakistan's culture and muslims' identity. Turkey has used this medium by producing various plays and movies like Entuzral Cihazi, through which ^{they} they have tried to promote their culture. Pakistan's drama industry is also contributing to promote its culture across the border. The upcoming generation would come up with their lost identity which is the actual legacy of muslims. The production house of Pakistan

are also trying to promote the religious preaching and language as well, which depict the culture of a country.

Awareness plays a fundamental role to understand the significance of anything. Likewise, the hate speech culture that is promoting through social media due to lack of check and balances can be controlled through launching awareness programs.

Cyber security act has played its part to stop the anti-state hate speech culture. Moreover, various social media celebrities often raise their voices to spread awareness among people to stay calm and be helpful for others. Government has also worked on it and various character building forum are opened in the academic centre under the supervision of National

Accountability Bureau (NAB). This can be an adoptive measure to raise awareness among public.

The suspected accounts over the social media platforms should be banned. The government of Pakistan has advised the Cyber Security cell to keep an eye on the violators and cyber criminals. Hundreds of social media accounts were banned by cyber crime ~~that~~ ^{which} were promoting hatred and anti-state narrative since years. Moreover, a large number of people have ~~been~~ faced the action of state against their criminal acts. Various spies that keep checks on Pakistan activities through social media have been sent to the trials. The recent ~~incident~~ incident of Kalbhushan Yadhu is an example

of a suspected spy. Proper check and balances over social media may lead to prosperity.

Counselling is the necessary factor that will result into a huge trained human capital. In ~~Standard~~ Development goals by the United Nations, education is given much importance ~~and~~ according to the constitution of Pakistan, it is the fundamental right. Therefore, government has taken various initiatives to train people with business strategies to make them able to take part in ^{the} economic development of the country. The government of Pakistan has set commerce college all around the country to train people for business. Moreover, various instructor and mentors are also available on social media to teach effective

business strategies. The guidance in proper ^{direction} ~~directly~~ is necessary to achieve more; therefore, cancelling ~~can~~ be effective mean.

• Social media has opened massive opportunities for an individual to learn and to excel in the world. Despite many of its drawbacks, an individual should be focused on the productive and essential ways of learning of from social media. A tremendous outbreak of opportunities is not just to inspire but it is to contribute in the country's economic and social growth. Man should strive hard; results are ultimate because the creator of the world has promised that "the one who strives, eventually get."