




Specify some effects of the media on
social or political life.

VINOGRADOVA K.



Impact of Social Media on Life:

Social media is nothing but an electronic platform that built for connecting people remotely from their location at their own convenience. Some of the types of social media platforms are Facebook, LinkedIn, Twitter, Pinterest, and many others.



The role of social networking sites in our daily life is big and does have a deep impact of it on our life. It also has virtual influence in every aspect of our lives. Through this media, anyone can share anything with their buddies across the world and hence it is treated as the best channel to know about what's going on in the world. There are other media are already present like Magazine, Television, Radio, Newspaper, etc.

Yet all types of entities have an influence of media in our lives and this influence is sometimes positive and sometimes negative.



9 reasons, why social media got more important in our everyday life:

Reason 1 - Better connectivity with our friends and help to establish a connection with the new type of people/ friends as well.

Reason 2 - Helps people to share (everything) with the world like what are they doing, how are they up right now, where they stand and so on... with the rest of the world etc.

Reason 3 - Create awareness about all the local as well as global happenings.

Reason 4 - Online marketing becomes easy.

Reason 5 - Beneficial for making an awareness of important or public priority problems.



Reason 6 - You can quickly share online offers with your friends.

Reason 7 - Individually, it provides a platform to open up your free thoughts.

Reason 8 - Detailed reviews with helpful information can also be shared and made available easily.

Reason 9 - Fastest way for getting the brand/compony/celebrity/news/offers or updates.



Positive & Negative Effect of Social Media on Life:


Social Media is affecting our lives immensely. Sometimes the effect is positive, sometimes it's negative.

Positive :

1. As we all know, the earth has become a global village because of social media. We know about what is happening at the other end of the world within a minute through television and the internet. And social media plays a vital role to convey information across the world. It spreads knowledge, information, news and many more from one end of the world to the other end.

2. Social media educates people to understand their basic rights and help to publish a guide to know how to use them. It also connects a normal person to the government because of political activities are conveyed through social media.

3. Educational programs help people to learn new things, market trends etc. Even children can develop their intellectual skills by viewing audio or video tutorials shared by people over social media. It makes children understand many concepts quickly and easily.



4. The advertisement part helps us to get known to various products available in the market and can make our choice easily according to the needs and shared reviews.

5. Weather forecasting can also be helpful to know about the weather so that we can make plans accordingly.

6. Social media works like a problem-solving platform where one can contact another person to resolve the problem which is usually not mentioned anywhere in the book itself. Technical difficulties are usually not mentioned in the book and hence social media establishes the bridge between people who wanted to get their problem solved.

Negative:

1. Social media is the most influential platform for the people who can make use of it for violence. Analytics says that exposure to the violence shared over television, movies, videos, etc. make youngsters more fearless, aggressive, violent, etc. It is not the case that they start bringing harmful items (like weapons) in the school/colleges, but it creates a trust-breaking mentality towards their relatives.

2. Sexual and violent content published over social media leads to the crimes in the society.

3. There are millions of ads to influence people on the importance of branded items. As a result of this, people may become status conscious and tend to buy such costly products for the sake of maintaining a high status in society. This ultimately leads to not making perfect use of money over buying unnecessary branded products.

There are some disadvantages of Social Media:

1. Instead of praying to the God, first, we click some pictures of our food and share with our loved ones.
2. We publish our own problem over social media instead of solving them on our own.
3. We do social media shameing of a person who shared their personal concern/problem with us.
4. People may pretend to be someone which they are not in reality.
5. People may talk more over the chat but go silent when they meet them.
6. Life has gone too public and hence the privacy is now compromised.
7. Social media has become a haven of judgment.
8. People don't want to be as they are anymore.

There could be many negative points but it totally depends upon how one is using social media for his/her own purpose.

Thank you for your attention!
Good bye! 😊