

Social Media and Communication in Modern Society:

Social media has become a big part of how we connect with others. Platforms like Facebook, Instagram, and Tiktok help us share ideas, stay in touch with friends, and learn about the world. In this lesson, we will look at how social media has changed the way we communicate. We will talk about its good and bad sides and how we can use it wisely.

1. Introduction to social media:

Social media refers to online platforms and apps that allow people to share ideas create content, and interact with others online. As an example we have: Instagram, Facebook, Tiktok, and Twitter (X). It enables communication, connection, and the exchange of ideas from all around the globe.

✚ **Brief history of social media:** social media began in the late 1990s with platforms like Six Degrees (1997), which allowed users to create profiles and connect with friends. In the early 2000s, sites like MySpace (2003) and Facebook (2004) revolutionized online social networking by offering more features for sharing and interacting. Over time, platforms like Twitter (2006), Instagram (2010), and Tiktok (2016) emerged, focusing on real-time updates, photo sharing, and short videos. Today, shaping how we communicate and share information globally.

✚ **Importance of Social Media:**

. **connectivity** : links people globally, enabling instant communication.

. **Relationship Building:** helps maintain personal and professional connections.

. **Business Promotion:** provides a platform for marketing and reaching customers.

- . **Education:** offers resources, online learning, and knowledge-sharing opportunities.
- . **Awareness:** spreads information about social issues and current events.
- . **Entertainment:** provides diverse content like videos, music, and memes.
- . **Networking:** facilitates professional networking and career opportunities.
- . **Real-Time Updates:** shares news and trends quickly with a wide audience.
- . **Community building:** creates spaces for like-minded individuals to connect.
- . **Creativity:** encourages users to share ideas, art, and original content.

2. How social media shapes communication:

a. Characteristics of social media communication:

Instantaneous:

- Real-time messaging and updates.

Interactive:

- Likes, comments, shares, and polls

Multimedia:

- Combines text, images, videos, and live streams



b. Impact on interpersonal relationships:



c. Impact on social media:

- *News dissemination:* real-time updates and citizen journalism.
- *Marketing and branding:* how businesses use social media to reach audiences.
- *Cultural influence:* trends, memes, and the global exchange of ideas.

3. Advantages and Disadvantages of Social Media:

Advantages:

- Links people from different parts of the world.
- Access to resources, online courses, and discussions.
- Diverse content for relaxation and enjoyment.

Disadvantages:

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- Data breaches and misuse of personal information.
- Overuse leading to decreased productivity.
- Difficulty distinguishing fact from opinion or falsehood

4. Responsible use of social media:

Guidelines for ethical social media use:

- ✚ Verify information before sharing.
- ✚ Respect others' opinions and privacy.
- ✚ Limit screen time to avoid addiction.
- ✚ Report harmful or inappropriate content.