

# The Influence of Social Media on Modern Communication

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ENG-1/1

ID-09

# Evolution of Communication

- Traditional Communication:
  - ❖ Face-to-face interactions, telephone calls, letters.
- Digital Transformation:
  - ❖ Introduction of emails, instant messaging, and video call
- Rise of Social Media:
  - ❖ Real-time, multimedia communication accessible globally.

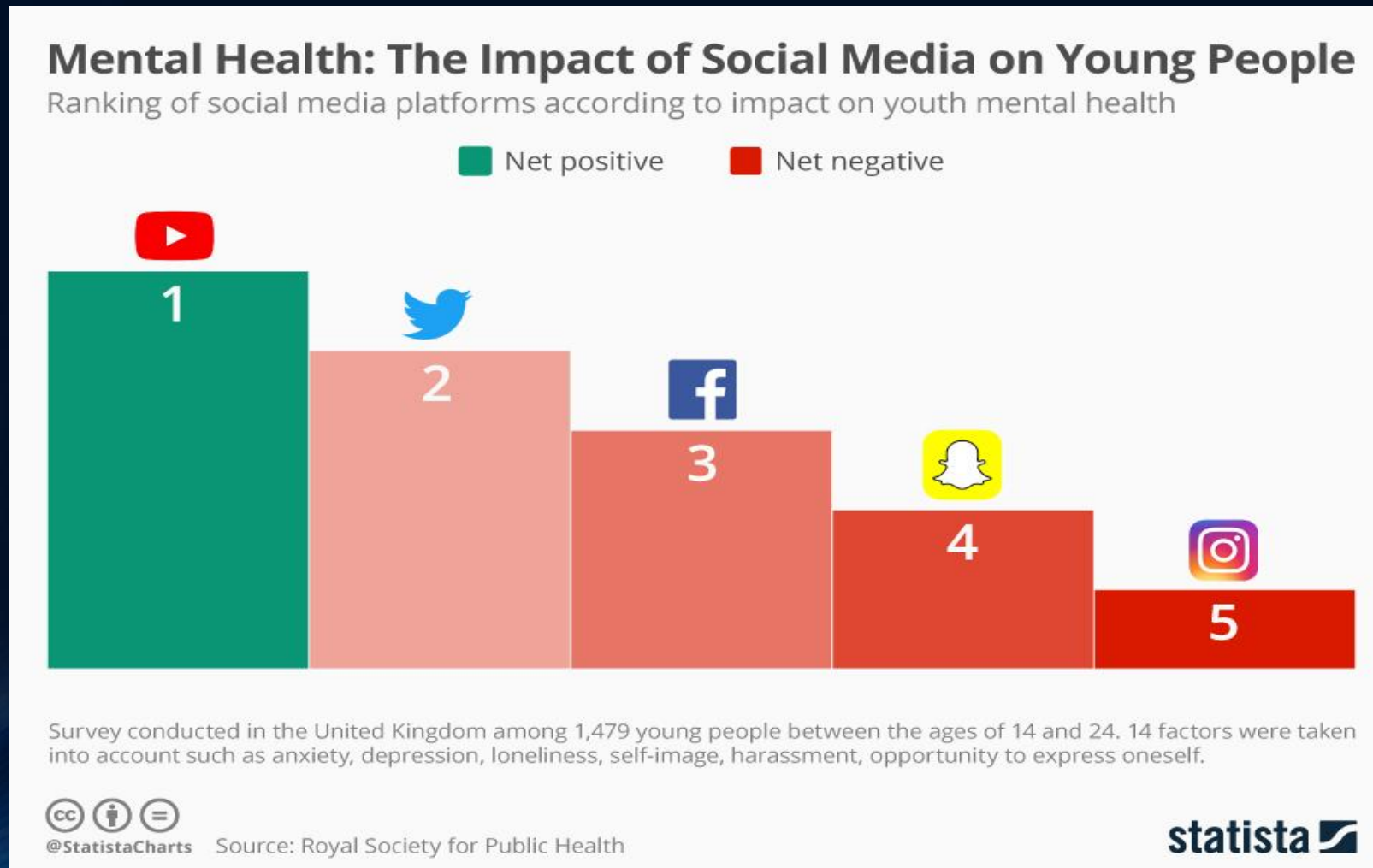
# Positive Impacts of Social Media

- **Enhanced Connectivity:**
  - ✓ Bridging geographical gaps; staying in touch with friends and family.
- **Information Dissemination:**
  - ✓ Rapid sharing of news, educational content, and updates.
- **Community Building:**
  - ✓ Formation of online communities around shared interests and causes.
- **Professional Networking:**
  - ✓ Platforms like LinkedIn facilitating career opportunities.

# Negative Impacts of Social Media

Negative Impact	Percentage of Users Affected
Misinformation Spread	60%
Cyberbullying and Harassment	45%
Reduced Face-to-Face Interaction	35%
Privacy Concerns	25%

# If we try to see in graphically:





## Social Media in Crisis Communication

- **Role in Emergencies:**
    - Dissemination of critical information during crises.
  - **Challenges:**
    - Conflicting reports and misinformation causing public confusion.
  - **Case Study:**
    - During emergencies, reliance on social media for updates highlighted the need for unified communication channels.
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## Impact on Language and Writing

- **Informal Communication:**
  - Blurring lines between spoken and written language.
- **Increased Writing:**
  - More daily writing through texts, posts, and comments.
- **Language Evolution:**
  - Emergence of new slang, abbreviations, and emojis.

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## Influence on Youth Communication

- **Changing Preferences:**
    - Shift from face-to-face to digital communication among teens.
  - **Benefits:**
    - Enhanced self-expression, access to support networks.
  - **Concerns:**
    - Potential for decreased interpersonal skills and increased screen time.
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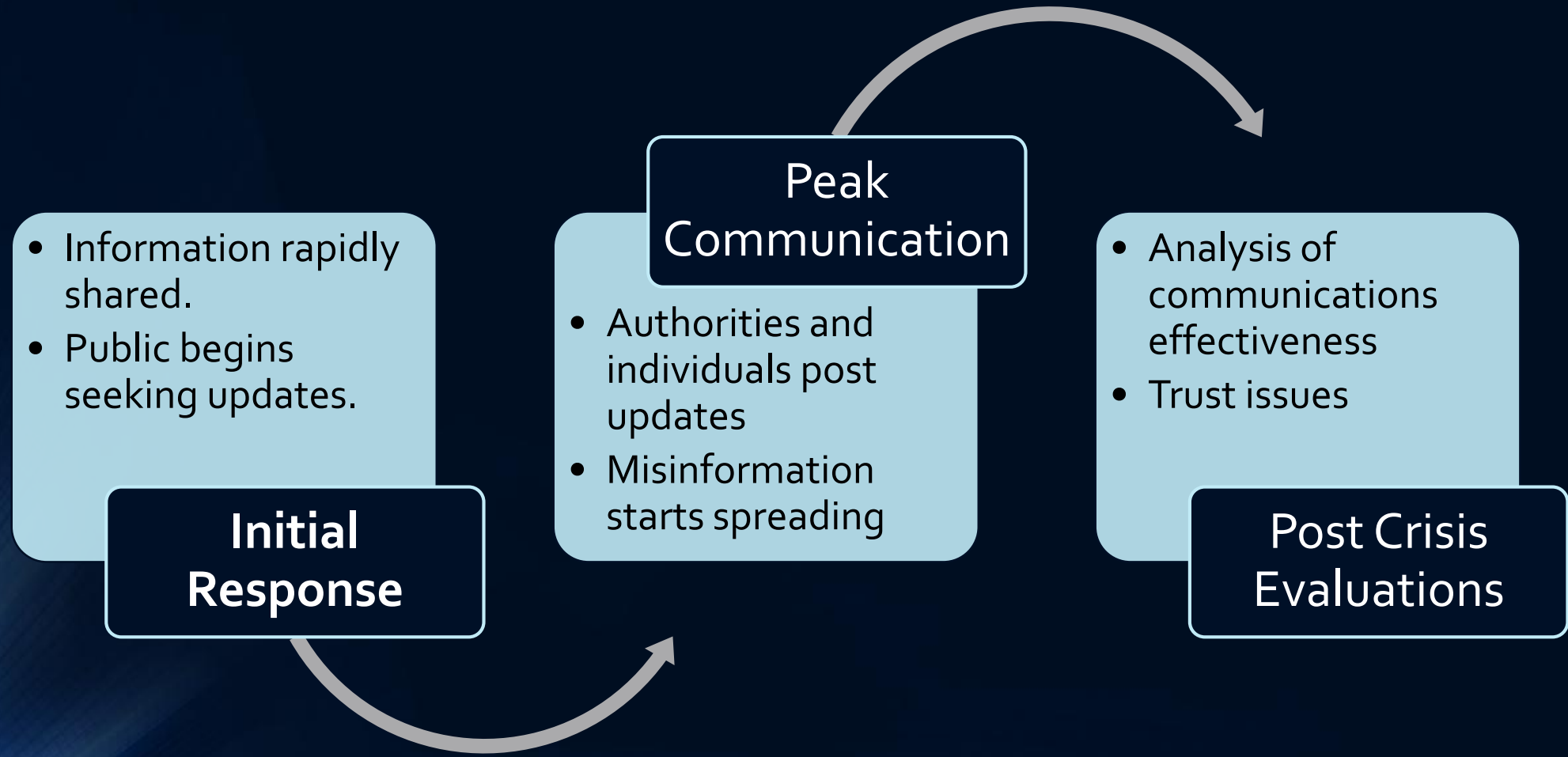
## Social Media in Professional Settings

- **Corporate Communication:**
  - Use of social media for branding and customer engagement.
- **Workplace Dynamics:**
  - Platforms facilitating remote collaboration and networking.
- **Challenges:**
  - Maintaining professionalism and managing digital footprints.

## Future of Social Media Communication

- **Technological Advancements:**
  - Integration of AI, AR, and VR for immersive experiences.
- **Evolving Platforms:**
  - Emergence of new social media channels catering to niche audiences.
- **Regulatory Considerations:**
  - Need for policies addressing privacy, misinformation, and digital well-being.

# Flow of Social Media Usage in Crisis Communication





Any Questions

Thank you for staying with me till this time

