



Impacts of Social Media on Globalization and Fifth Generation War

Dr. Masroor Khanum,

Assistant Professor,

Department of Mass Communication,

Federal Urdu University of Arts, Sciences & Technology, Karachi

masroor.khanam@fuuast.edu.pk

Dr. Syed Shahab Uddin,

Assistant Professor,

Department of International Relations,

Federal Urdu University of Arts, Sciences & Technology, Karachi

shahabhashmi2012@gmail.com

Abstract

In the recent past, the global world has undergone many changes in terms of political, social, economic, and cultural paradigms. Similarly, the nature of war has also been altered with the advent of globalization. Among the new techniques, social media platforms and fifth-generation warfare are recent examples. With these concepts, fifth-generation warfare is the war that is being fought in today's generation without any use of military action or without using any forceful or violent technique, as it is the war of information and perception. A qualitative method of document analysis is used in this research to fulfill the research objectives. The research material finds that Fifth Generation War (5GW) has made a massive impact on every sector, including social, political, and economical, and social media has been playing a pivotal role in the promotion and propagation of this 5GW in the era of globalization.

Keywords: Social Media, Globalization, Fifth Generation War, Globalized World



Introduction

In recent times one cannot deny the importance of social media in our daily lives. We live in a globalized world where every day, a new happening is challenging the previous dimension of international affairs. Where people know the facts and figures occurring in a different continent may have some profound impacts on their own region. This is all because of the use of social media – which the current generation is very much addicted. Since the process of globalization has always been aided by the use of technology, social media is also playing a critical role in the promotion of global values. (Tarman, 2013)

The fifth-generation warfare is described as a "war of information and perception." War of the Fifth Generation is a war in which non-state warriors fight nation-states out of pure dissatisfaction with no clear political objectives in a remarkable development. The definition of 5th generation warfare is that everyone agrees that individual actions performed on their initiative are a key feature. For our needs, this is the most crucial feature of 5GW. Fifth-generation warfare (5GW) combines developing technology such as computer science and completely autonomous systems to wage combat primarily through action, such as social engineering, misinformation, and cyber-attacks. The most significant effort to change certain attitudes and social behaviors on a big scale is known as social engineering. It is most commonly done by governments, but it may also be carried out by the media, academia, or commercial enterprises to develop desired attributes in a target demographic. (Abbood, 2021)

The 5th Generation War Weapons are Social Media, Non-State Actors, and Print Media. Our role against the 5th Generation War is to neutralize the propaganda, to raise our voices on Social Media, and to do campaigns in favor of our homeland. Rather than people and weapons, it is built on mobility, adaptability, and movability. Its mission is to strike an enemy nation in the most effective way possible, whether through methods of cultural, social, political, or physical means. The fourth-generation war is distinct from the three preceding generations in that it is not solely intended towards soldiers. Ideas, culture, the media, international groups, economic trends, and even people's minds are all part of it. In the end, the goal is to exploit the enemy's faults in order to convince the enemy's strategists that they would be unwilling to achieve their goals. (McIntosh, 2010)

In today's society, social networking platforms like Twitter, Facebook, and Instagram are critical to fifth-generation warfare. It also includes the use of



forged e-mails, SMS messages, and other forms of communication. It's worth noting that the rise of the Internet and social media has aided the emergence of fifth-generation battles. Things like tapping into civilians' computers to alter their thoughts and influence political decisions relevant in the future. (Khanum et al., 2020).

The study is very significant as this war technique is widespread in today's world, and many happening we have witnessed now are focusing on the same theme. Among the main objective is to find out the relation between globalization and fifth-generation war and the role of social media played in the propagation of this novel idea or wedging a war without any violence. The main research problem in this is to see the link between social media and fifth-generation war and the understanding of the fifth-generation war in the era of complex globalization.

Literature Review

In his recent book, *Cyberwar: How Russian hackers and trolls helped elect a president*, Jamieson highlighted the issue of 5GW between Russia and the USA during the election of UD President. As in this globalized world, even the political leadership and its elections are also influenced by the propaganda techniques of social media and fifth-generation warfare. This was also the case in the 2016 US elections, when Donald Trump, the first President, came in second behind Hillary Clinton. What role did Russian hackers and trolls play in the President's election? The outcomes and tactics of the legislative elections were affected by Russians, giving Trump a chance to win. (Jamieson, 2020) A sampling of various Facebook adverts, supplied by the House Special Services Committee, was examined by the Senate on Russia's social networking sites. The Russians paid for all of these advertisements. Although Facebook CEO Mark Zuckerberg stated that the Russian information was too little to have a substantial influence on the US elections, this supported previous concerns of Russian meddling. Senator Diane Feinstein announced a counterattack on one hundred and twenty-six million US Facebook members, based on the evidence. Regular members of American society on Facebook to disseminate the news that would deter people from voting for Hillary, based not just on the statistics but also on the demographics and geography of the individuals who got them. Masroor Khanum et al. also put some light on the role of social media in the election of the highest political seat of any country. In her publication named, the fifth-generation war in Pakistan and the role of the media, she gave an example of 5GW and informed that scientific studies reveal that a political message cannot influence voters' minds once a politician is elected.



It may, however, have an impact on individuals who are unsure about their choice. According to some estimates, 37 million Americans, or 15% of eligible voters, were uncertain in the weeks preceding up to the election. (Khanum et al., 2020).

Sumarno, in his research named, the Universal War Strategy in the 5th Generation War in the 4.0 Industry Era, explained that the dissatisfaction of the impoverished masses, such as refugees-immigrants fleeing conflict zones like Syria, and the overall situation in periphery nations where international powers remain inactive. A counter-argument claims that fifth-generation warfare is a contemporary approach. (Sumarno, 2020).

Methodology

The article is a qualitative study related to new war techniques and propaganda methods. Document analysis is done throughout this research. Appropriate literature is also reviewed that comes under the relevant headings with having appropriate publication titles. In this, the data was collected mainly through secondary search resources - journal articles that comment on or analyze this kind of research, newspaper editorial/opinion pieces, dictionaries and encyclopedias, books that interpret, explore, and dissertations.

Socio-Economic impacts of Social Media and 5GW

It was critical to recognize that the quick adoption of new media technologies, together with the economic slump and low literacy levels, has acted as a catalyst for both external and internal social and cultural harm. It was also demonstrated in many types of research how data from online social networking sites might aid academics in better understanding the impact of social interactions on economic decision-making. (Bailey et al., 2018)

For a long time, people have seen that social media is becoming increasingly important in global business. Their effect is multifaceted and extends across many sectors, including corporate, public, and non-governmental organizations. It was exposed how social media supports worldwide companies in engaging with consumers, influencing buyers and sellers, and the issue of assumption via social media. As a result, it's reasonable to suppose that social media has an impact on economic equilibrium. Furthermore, social media allows for reducing operational expenses and the more effective utilization of resources. They also have a significant influence on consumer choices.



In this globalized world, the economic influence is also on the respective markets, focusing on the impact on productivity growth. Automobile manufacturing financial services, government, health care, retailing, non-auto manufacturing, higher education, and private-sector training, financial services, government, health care, and retail outlets transportation were among the industries that saw growth. Policymakers and other actors in the economy care about productivity growth. To formulate a monetary system, the Federal Reserve must forecast future economic growth and pricing. (Lupa-Wójcik, 2019)

Productivity growth has been unpredictable throughout the postwar era. The use of the Internet and fifth-generation warfare techniques as a management tool can increase efficiency in many sectors of the economy while also generating massive industry upheaval. A significant percentage of the potential efficiency gains may be attributed to the adoption of Web-based technologies to better manage supply chains and reduce inventory. These savings might be gained inside the company via better scheduling or information sharing or with other firms in the supply chain through more efficient interactions. In other industries, the Internet is being effectively used to connect partnership members over large distances, allow people to interact with production plans, and combine their processes. (Litan et al., 2000)

The media, as a whole, plays an essential role in shaping a good society and serving as a powerful vehicle for change. In areas like identity construction, regionalization, and the establishment of a multicultural society, they also shape norms, beliefs, and subjects of interest. (Acar, 2014)

Media is all around us, and it has become an integral part of our everyday lives. In addition, media plays a significant role in the learning process. The media has the ability to shape people's personalities and influence our impressions of the world and our surroundings. The impact of media may be seen in the fact that nearly everyone nowadays spends every minute with it. One wakes up to WhatsApp messages, then spreads information throughout the day through various types of entertainment and education, and finally retires to bed surrounded by media. (Fischer, 2016)

The media has become the most effective means of distributing information. Because of the media's enormous effect in today's fast-changing society, it's critical to comprehend it by assessing it from the perspective of current social requirements. In this perspective, social media, such as Facebook and



WhatsApp, digital materials, entertainment media, and information media, which includes news channels and literary festivals, are all examples. After reviewing several types of media and their roles, it is decided that media serves as a facilitator of growth, a disseminator of knowledge, and a change agent. In today's society, the media is regarded as the fourth pillar of existence. (Tang, 2020)

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In a world like a global village, social media outlets are included in the marketing mix with traditional marketing channels. The mechanics of contact between firms and customers that nurture this connection have altered as a result of social media. Companies have a standard procedure for maintaining brand Facebook pages on social media sites. Customers may become brand fans by liking the designer's content, sharing it on media platforms, or just leaving a comment on these sites. The purpose of this paper is to investigate how cultural differences influence online presence and statistically confirm the brand engagement in terms of commitment, loyalty, and brand endorsements. (Khan, 2016)

Social Media vis-à-vis Fifth Generation War

One reality with sensible reason was that international relations academics were concerned that "fifth-generation war" is not an extensively accepted idea. International security has discussed all journals that were journal of conflicts, journal of strategic studies and security studies, journal of peace research. This fifth-generation war does not exist in the last five years, and these journals were printed randomly in 5 million words. And the power was limited of fifth-generation war. (Ahsan I Butt, 2021)

Fifth-generation war, based on millions of communications and information's and as a blend battle via spreading of falsify report, websites, false message, and fake representation. Fake news leads to uncertainty and fear with their competitors. On the behalf acknowledgment the works to admit legislation execution service. They stretch false reports and misapply the current technology and gadgets go well with the current plan of action to begin unfriendly schedule planned game in the process of 5GW. (IA Tahir, MK Afridi, 2019)



In the process of this battle and by using the social media tools, publishing new strategies, pretender and cable memes line up to create more gaps and increase the level of distrustfulness among institutions. Because the present time cable accepted enduring connections in the company of editors and audience, therefore it is running increasingly successful with the period. The fifth-generation war was firstly developed from the previous four generations of warfare. Such as Incorporating information and cyber warning, conduct by states/non-state actors, the combination of kinetic and non-kinetic action, fifth-generation war is mainly in social and cognitive authority. (H Khan, 2021)

And on the other hand, social media plays an important role in every individual life. It is a social networking site known as they plan to build social relations among individuals, for example, share interests, activities, and backgrounds, real-life associates, etc. Information is smoothly accessed through Internet; social media significance is drastically increased in the last few years since electronics have become famous in our everyday lives. Making wars, social media was the principal essential compound for finding data, research, journals, etc. (R Ali, 2016)

The trend of misstatement and distorted facts through social media reached its peak on January 06, 2021, with an attack on Capitol Hill. It was the peak of an aggressive campaign of stable ideology in America against the present system of governance. It could also be, as it is generally recognized currently among intelligence personnel, that the Russian interference in the US elections process tries to affect the US civilian population's trust in US institutions. Such attack is known as fifth-generation warfare, modern warfare, cyberwar, etc. This idea of a fifth-generation war is not new. It is an ideological, cultural, and moral war that subtracts any weapons. In general, fifth-generation war can be interpreted in the origination of conflicts. And the first generation of war (1GW) required soldiers' swords, the second generation of war (2GW) advanced in the usage of black powder, and the third generation of war, based on private financial institutions, NGOs, and in the last fourth generation of war introduced economic **objectives**.

And now, currently, there is no frequently agreed definition of fifth-generation war. As stated by retired Lt Col Nasir of Pakistan Army, "fifth-generation war is an addition of uneven and revolutionary welfare, by which the enemy uses all means, regular and irregular tactics. It includes political, religious, and social causes. Including false news, liberal differences, and economic inequalities are utilized through educational and social institutions by NGOs or un-organized groups. Such kinds of unfriendly



situations are highly effective led by a nation-state, non-state actors, so some mostly encourage and aid from within" Developing countries with little capacity, skills, infrastructure, ideas, and capabilities in the field of cyberspace are constant victims of fifth-generation war.

Most developing world governments suffer economic and political expenses on the world stage through control powers worldwide. Most developing countries tolerate by loss of import and export nation world, low foreign investment, low revenue generated, not maximum profit earned, decreased foreign investment, inflation, and remittances. (Web Desk, 2021)

In this war, Pakistan faced many conflicts among nations, and Pakistan economy was also affected among nations such as Balochistan and Pakistan was affected in this war, and in this war, Balochistan ha witnessed many attacks, bomb blasts, attacks on infrastructure and security, and was publishing misleading and fake news report to influence local communities and against its own state and institutions. In the fifth generation war, Pakistan faced many challenges, not only Pakistan but also other nations. And in this war many economics problems occur such as: Loss of GDP (Gross domestic Product), Public debt and levels of taxation, Inflation, Average stock market valuations, Inequal distribution of income.

In the book of cocktails, writer Austin Bay explained the methods of techniques of this future war. He defined these instruments as "DIME FILCH" "The Diplomatic, Information, Military and Economic elements of power (DIME). Fiscal, Intellect, legislation, Civilizing and Humane Capacity (FILCH)". These are inexpressible assets of the fifth generation of war (5GW). The war is state-centric and concentrated on the absolute supremacy of the enemy. As stated in a Russian policy paper on Ukraine (April 2014); "the present time warfare is based on the plan that the main battle location is in mind, for enduring war main aim is to make civilian population advocate the unseen attacker's record to the disadvantage of their foundation and strategy. The idea of enduring war denotes the enduring enemy". Fundamental ideological conflict and powerfully held politics lead to an example of the permanent enemy. In the current geopolitical structure, all over the globe, scores of permanent enemies survive due to trade rivalries, border, and water controversy. Fight for domination or scope their hegemony in the region without even discharge of bullet such is the power of fifth-generation warfare (5GW). (Web Desk, 2021)



5GW and Pakistan

Fifth-generation warfare does not take place in far-off lands. Apart from the civilian community, it happens in the cities and groups of real people. The civilian community becomes resistant participants in a fight for dominance, declaration of sovereignty or independence, or declare to land or other resources. Excepting terrorist events, Americans have been mainly protected from this actuality since World War 2; although, the recovery of world power disagreement between China and America makes warfare on American soil a real potential. The war is a challenge with bombs and bullets but with social disinformation of agenda. Developing countries that have bounded capacity, skills, and capabilities in the field of cyberspace are constant sufferers of fifth-generation war. Hardly with any access or power of networks and servers, most developing world governments tolerate economic and political losses on the world platform through dominating ability facing intelligence agencies have been utilizing soft preventives such as cultural and educational interchange, "democracy," NGOs, economic institutions, and liberal think army tanks hold and control independent nations. Iran (economic penalty), Pakistan (involvement in the grey list of FATF), and Turkey (permission on purchases of Russians weapons) are prime examples of being forced into submissiveness to defend US authority in the region without boots on the foundation. A very current example is the European Union Disinfo lab report. Indian Chronicles exposed an unbelievable network of misinformation and propaganda against its neighbor, Pakistan, throughout the last 15 years of performance. (Turunen, A., 2018)

No country other than Pakistan has been spoiled economically, exhausted morally, and wrecked academically more between this soundless and invisible war raged by India and other world came together because of not following the new world command. After 75 years, India still has not accepted Pakistan's independence or freedom because of its ideology (Two Nation Theory). Pakistan safety warning belief from India margins are found a rough occurrence of earlier and future disgusting accomplishment by the Indian military forces and the huge settlement of atomic weapons. India uses many voluntary alternatives hostile Pakistan along a mindset to disable security and profit-making potential. Because of the nuclear check in the middle of the district and the terror of powerful reaction or feedback of Pakistan, neighbors shall not involve or threaten themselves to accept battle. Pakistan preferably Centre themselves in generating the disturbance and legislation, command condition in Pakistan along with financing the non-profit groups, controlling social and cultural activities, media groups,



assist the revolutionary team of damaging Pakistan conflict perspective, decreasing governmental profile and damaging the manufacturing Centre, rule of connectivity and production assets and Pakistan neighbor will try to separate Pakistan tactfully by way of incorrect protuberant its profile as a revolutionary group along with the globe throughout its huge channel of publicity and destroy it services in their works in world war on alarm. Pakistan's profitable situation is terrible but also unstable, and safety trouble is pushing Pakistan to balance its military forces and make them better as compared to India. Pakistan's neighbor has damaged its farming wealth. That is the primary support system of Pakistan and locked the waterway, which drained our barrage and watercourse. In the fifth generation, warfare security is the organ of the state which has always been targeted. Pakistan needs the security most due to its neighbor India and India never wants to stable Pakistan. (Kamboh, M.K, Mustafa, G., & Rasul, M.f., 2021)

In the fifth generation war, many events occurred due to conflicts not with the help of weapons but with the use of social media, and these conflicts impacted every international relation among nations. These conflicts also impacted the economy of every nation. (Reed, D.J, 2008) Challenges faced in the fifth-generation war were so long focused amount delay technical issues, increasing production and delivery rates. (Adamson, A, & Snyder, M. (2017)

In fifth generation war nations impacted the economy by communication, entertainment, information leakage of any organization, spreading others knowledge these all lead to national conflicts and these all conflicts impact the society. (Liles, S., 2007, June) The growing complexity in industrial technology, changes in marketing strategies, or strategic change. Increased economic growth due to expansion of market or more efficiency. (Rothwell, R., 1994) To expand universalize the productive task in making new forms of a gross national organization expanding markets across borders. Different capitalist economic organizations such as Europe, Asia, and America. (Whitley, R., 1998) Instead of focusing on uneven development within countries, focus on the gross domestic Product (GDP) because a lower rate of GDP leads towards a slower pace of economic growth. (Sovacool, B.k, & Walter, G., 2019)

Findings and Conclusion

We have already dived deep into the fifth generation war in the globalized world and the role of social media in it. The research finds that social media plays a pivotal role in this recent war technique. With the help of social media tools the governments has achieved their desired goals and also influencing the minds of citizens by using these social media platforms. So



talking about the political interference that includes Russian meddling in US elections was also true in the 2016 US elections, when Donald Trump, the country's first President, finished second behind Hillary Clinton. The Russians influenced the outcomes and tactics of the parliamentary elections, giving Trump a chance to win. The Senate evaluated Russia's use of social networking sites using a sample of several Facebook advertisements provided by the House Special Services Committee. All of these commercials were paid for by Russians. Although Facebook CEO Mark Zuckerberg indicated that the Russian information was insufficient to have a significant impact on the US elections, this backed up prior fears about Russian intervention.

In this globalized world, the world economy has also been impacted due to the fifth generation war. It was vital to acknowledge that the rapid adoption of new media technologies, together with the economic downturn and low literacy levels, worked as a catalyst for both external and internal social and cultural damage. We demonstrate how data from networking sites may assist academics in better understanding the impact of interpersonal relationships on economic decision-making.

It concludes that the research is very much significant in this globalized era because every country is dependent on other countries concerning the trade, social transformations, and political dimensions of every country are also influenced by the outside happenings of other countries. In this age of global interdependence, it is challenging to keep one unaffected by the external world's experiences. We also explore the nature and effect of social networks by combining anonymized data from Facebook, the most prominent online social network, with housing transaction data. People have long recognized that social media is becoming increasingly crucial in business. Their impact is diverse and spans many sectors, including corporate, public, and non-governmental organizations. It was also discussed how social media helps companies engage with customers, influence buyers, and sellers, and address the issue of assumption via social media in this present era of globalization. As a result, it is acceptable to assume that social media affects economic equilibrium. Furthermore, social media provides lower operating costs and more efficient resource usage. They also have a substantial impact on consumer decisions.

Social media plays a vital part in developing a good society and acting as a powerful change agent. They also shape norms, attitudes, and topics of interest in identity building, regionalization, and the establishment of a globalized and multicultural society. The media is everywhere, and it is



becoming an essential part of our daily life. Furthermore, media plays a vital role in the learning process. People's personalities are shaped by the media, and our views of the universe and our surroundings are shaped by the media. The influence of media may be observed in the fact that practically everyone today spends every minute of every day with it.

Social networking offers a wide range of beneficial cultural implications. Individuals' contacts have grown as a result of social media, which has provided a forum for people to communicate ideas, images, and other information. You get the opportunity to explore and extend your capabilities and interact with new individuals from diverse backgrounds due to social media. Social networking sites and media allows uninterrupted and free gateway along with flexibility, and it is simpler to learn about sudden or breaking news.

Social networking sites had an unrealistic influence on societal norms and culture. Anybody may post their opinions without being liable to the authorities, but some of those messages may include inappropriate content. People are growing less trusting of singular viewpoints. People started engaging in disputes with the perspectives of others on matters such as social religion, rights, politics, and culture. Social media presented a harmful influence on today's generation.

As a result, levels of physical exercise have decreased. During the day, people would rather speak and sit in front of computers. Social media has also had a negative influence on young people. Certain websites may include inappropriate content that can influence and manipulate youngsters. People post a lot of needless content on social media, and bullying and harassment on social media have risen. People can make harsh and disrespectful remarks about anything and everyone. Social media has a positive, negative, and ugly influence on our society.

Fifth-generation warfare is growing more routine and widespread these days, and it may soon be the most dangerous to several countries. What I'd want to say is that fifth-generation conflict is irreparable, altering our whole outlook on war and posing a far greater threat to nations. It condemns the countries and compels them to devise novel, never-before-seen methods. It shifts our perspectives, requiring us to look beyond military might and focus on other challenges.



Technology is so freely accessible and vital in today's society that it may provide accused or potential foes additional power or ideas. They would produce exceedingly lethal weapons or extremely repulsive creations that may pose a threat to humanity as technology advanced. The tremendous progress may pose a significant risk to us. However, if our putative and possible adversaries can concoct something really heinous, Pakistan can, and there is a good likelihood that Pakistan is capable of concocting something equally hazardous, if not more dreadful, than its potential rivals or threats. We are not the only ones who should be concerned about the Fifth Generation War; our adversaries should be as well.

To summarize, we must recognize that dual or hybrid dangers to Pakistan in today's globe are indeed rather complicated. Unless and until a correct awareness that we obtain through observation via a comprehensive reaction materializes, rising or substantially developing countries such as Pakistan must continue to fight for peace, balance, and prosperity. For future researchers, it is essential to keep one up to date with the contemporary happenings in a global world.

The related theme is very much relevant and needs further research on the different other dimensions of this fifth-generation war, the political, social, and economic impacts should also be researched in this context.

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