

**SCOPUS / ELSEVIER -  
INDEXED EDITED BOOK**

# **IMPACT OF COVID 19 ON MEDIA AND ENTERTAINMENT**

**VOL.: I & II**

**EDITOR :-**

**DR. KUMARDATT A GANJRE**

**DR. ATUL KUMAR**

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## Chapter 11

# NAVIGATING THE EFFECT OF SOCIAL MEDIA ON SOFT SKILLS

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### ABSTRACT

This research paper discusses the importance of incorporating technology in education to enhance the teaching and learning experience, especially in 21st century education. The paper emphasizes the need for educators to embrace emerging technologies and use them effectively to improve students' soft skills, such as dialogue, teamwork, problem-solving, and time management. It also discusses the potential benefits and drawbacks of social media use among students, including addiction and mental health issues. The paper highlights the growing significance of aesthetic labor and how employers hire workers based on their appearance and communication skills. Furthermore, it emphasizes the importance of soft skills in various industries, including effective communication, active listening, empathy, and teamwork, which adds value in their workers.

### INTRODUCTION

The potential of technology to improve education and increase its accessibility is significant, particularly as we move towards 21st century learning. It is important for educators to have a positive outlook towards emerging technologies and to use them effectively in order to enhance teaching and learning experiences and improve students' soft skills. By incorporating the latest technological advancements, educators can create more engaging and meaningful learning activities that benefit their students.