

INNOVATIONS ARE NEVER-ENDING HEADWAYS

OUTLINE:

1, Introduction

T.S.: Human's urge to innovate their lives and surroundings is never-ending cycle. Whenever man achieves his goal, he strives for something bigger than that, this continuous struggle to reach unattainable perfection makes man to revolve in a loop. The evolution of human personal, professional, political, economical, societal and geographical developments are still in progress and no one knows when they will reach excellence.

2, Mans struggle to innovate is never ending struggle.

3, Unending urge of Individual for innovation in his life.

- a, • Need to progress in personal life.
- b, • Desire for professional advancement.
- c, • Demand of societal development.
- d, • Selfless thought to provide resources for future generations.

4, Never ending developments in the polity of Society.

- a, — Political innovations for sustenance of a society.
- b, — Economical growth to improve impoverished community.
- c, — Need for good governance to combat social issues.
- d, — Promotion of justice and equality in society.

5, Technical Innovations are never-ending achievements.

- a, • Innovations of war weapons (sword, gun powder, nuclear, AI weapons).
- b, • Advent of artificial intelligence.
- c, • Exceptional online communication websites.
- d, • Shift of print media to social media.
- e, • Updated electronics in aerospace missions.
- f, • Transformation to digitalized administration.
- g, • Inclusion of technology in education.
- h, • Development of geo-remote sensing techniques.

6, Conclusion.

JANUARY

M	6	13	20	27	
T	7	14	21	28	
W	1	8	15	22	29
T	2	9	16	23	30
F	3	10	17	24	31
S	4	11	18	25	
S	5	12	19	26	

Date

Note: * Outline already evaluated

* Full essay attempted

* Previous evaluation points noted

• spelling mistakes

• transition between paras

noted
tried to
improve in
this attempt

Q: Can we use transitional adverbs (However, moreover) in start of para to make smooth transition?

Thank you so much for previous detailed evaluation

1st Attempt
of Argumentative
Essay

ONLINE ADVERTISEMENT: GUIDING OR MISGUIDING CUSTOMERS

OUTLINE:

1. Introduction:

T.S.: Online advertisement is powerful tool to enhance the reach of customers. But nowadays, its advantages have been superseded by manipulation and incorporation of deceptive techniques, which poses threat to the trust between business and customers.

2. How online advertisement can guide or misguide customers:

3. Online advertisement misguides customers (Thesis):

a. In online promotion, several companies overshadow negative impacts of their products on human health.

b. Online brands manipulate quality of discounted products.

c. Broad brand providers hide taxes and provisions in advertisement in order to attract online customers.

d. Online marketing of real-estate makes customers upset when they see on-ground reality.

e. Customers expectations sky-rocket after seeing embellished virtual products.

4. Online advertisement guides customers to meet their demands (Anti-thesis):

a. Customers search for pitfalls before buying online healthy items.

b. People use online facility to access original qualitative products.

Date _____

- c. Through ~~ent~~ Customers can choose from wide range of online internet services according to their need and capacity.
- d. Through online advertisement people get diverse options to invest on good land property.
- e. People demand of buying updated and innovative products is achieved through modernized online marketing.

5. Online advertisement is ~~more~~ guiding element to mislead customers.

- a. Unhealthy products becomes widely acceptable and accessible due to fancy advertisement.
- b. Unqualified discounted products are still in high demand due to online reasonable price.
- c. Many poor people get trapped in interest based services because of their attractive promotions.
- d. People get into property frauds and scams after blindly trusting online agencies.
- e. Marketing competition around the world makes advertisement of products more unrealistic and artificial.

6. Conclusion:

ONLINE ADVERTISEMENT: GUIDING OR MISGUIDING CUSTOMERS

"RED BULL GIVES YOU WIIINGS"

This is a tagline for famous energy "Red Bull" drink, but have anyone paid attention to three I's mentioned in "wiiings?" Energy drink company used this marketing slogan and claims that the caffeinated drink could improve a consumer's concentration and reaction speed. In 2014, an American guy named Benjamin Cavethers filed a lawsuit against the company. He claims that he was a regular customer of Red Bull for 10 years, but he had not developed "wings" or shown any signs of improved intellectual or physical abilities. The company settled the case by agreeing to pay \$13 million - including \$10 to every American consumer who bought the drink since 2002, and changed its tagline by adding three I's in wings. The tactics have been used for a long time to attract customers and advertise products online, which may either results into loss of company or loss of customers. Online advertisement is powerful tool to inhance the reach of customers. But nowadays, its advantages have been superceded by manipulation and incorporation of deceptive techniques, which poses threat to the trust between business and customers. Online businesses misguide customers by concealing products health ~~exsis~~ risks, manipulate the quality of products, hide taxes in order to offer cheap prices. Online promotion of products tend to increase expectations of customers, which may become far from reality. Online companies misleads customers in various aspects which also pushes consumers to disregard deal and authentic items.

Date _____

The advent of internet in 21st century have made advertisement easy. Companies and businesses use online strategy to promote their products. It guides customers to access wide range of products and services. In 2022, retail e-commerce sales were estimated to exceed \$5.7 trillion worldwide, and this figure is expected to reach new heights in the coming years (E-commerce, worldwide, statista, 2023). In contrast, online advertisement has also been used to deceive consumers with quality and quantity of products. For instance, federal trade commission of U.S received 2.8 million fraud reports in 2021, with loses more than 70pc over previous year. This depicts the impact of increasing tendency of online marketing in misguiding and scaming customers.

Several companies overshadow health risks imposed by their products in online advertisement. This demonstrates clear violation of basic human right "Right to know truth". Over the past few years, feminine hygienic products have been contaminated by PFAs (polyfluoroalkyl substance or forever chemicals). Between 2020 to 2029, a lab analyses of Environmental health news shows 48pc of sanitary pads including famous brand "Always" tested were found to contain PFAs. Although, PFAs are found nearly everywhere including our tap water, certain food and cleaning products. But its presence in menstrual products is causing the most stir of late is because many companies advertise as "natural or non-toxic". However, these dangerous items have been linked to a range of health ills like decrease fertility, high blood pressure, increase ~~the~~ risks of cancers, hormonal disruptions

and many more. The greed of companies often led to the loss of consumer's life.

Apart from hiding health dangers, online advertisement misguides customers related to quality of product. Online sellers sometimes advertise unstandard goods with unbelievable low-price, which pushes consumers on immediate transaction without thorough analysis. Sellers may engage in such fraud practices, which they believe to attract customers and increase sale volume. This ideology can be illustrated by ethical theory of egoism that suggests individual ought to act in their own self-interest and seek to maximise their own personal well-being. Promotion of unqualified and substandard products mislead customers to lose huge amount of money.

Many broad brand service providers cheat customers by hiding taxes and provisions to offer cheap services. In the era of modern world, online sources are exclusively included in every aspect of life. The reach of internet services mainly depend on its easy access and meaningful costs. Access providers often hide taxes and other formal necessary charges to confound their gullible customers. In addition to this, many consumers are unaware of its provisions. They sometimes masks terms and conditions in online marketing and captivate customers by exploiting their personal data. In this context, access to username, password and web history through

Date _____

cookies to improve borrowing experience is of crucial value. Exchange of web cookies can be dangerous if hackers get access to it. Network providers not only misguide customers but also enable customers to question their reliability.

Online advertisement have also entrenched its roots in making people more vulnerable in real-estate. Several realtors make online websites and apps to attract foreign investors to invest in real estate property. These fake agents use wire fraud and fascinate their customers by using virtual architecture designs and maps. When property holders transact online money without visiting land, they face huge loss of money or documents fraud. FBI ranks real estate and rental wire fraud at number 7 out of more than 30 types of frauds tracked by FBI's Internet Crime Complaint Center. Online fake apps and agents sometimes leverage real estate fraudulents to foreign investors.

The misguidance doesnot only involve the fraud of products or services, but it also wreck the rational approach of human psychology. People increase their expectations, when they see embellished and beautified products. Online marketing includes promotional team, video advertising management which include direction, lighting and sound system, involvement of virtual reality (VR) and artificial intelligence (AI) to make appealing ads for customers.

It is estimated that global market revenues of AI in the marketing are expected to grow from around \$24B in 2023 to around \$107B in 2023 (Statista, AI use in marketing, 2023). The use of modern technology in online advertisement have influenced the beliefs of human about reality.

The use of online marketing for misleading customers cannot undermine its positive impacts. It can be utilized as scrutinizing strategy to protect oneself from perilous and hazardous products. Due to large number of complains against a certain products, people use to avoid and search online for more healthy and fit items. Famous latin phrase "Caveat Emptor" or "let the buyer beware" also demonstrates the need for customers to check the conditions risks and quality before purchasing. People use online source for better options available in market.

People get access to more qualitative products online and prevent from chasing discounted products. They can search for good and authentic websites offering reliable and standardized items. Many consumers prioritize quality over price and several good deals influence them to shop online. A recent research "Price vs Quality: what matters most to consumers" conducted by Firstinsight in 2021, many consumers ranked quality of value of products (51%) higher than the price (30%). Although people get attracted to cheap discounted products, but they end up prioritizing good standardized products online.

Date _____

In this context, consumers can choose better internet services online and prevent themselves from frauds of broad brand services. Online internet providers offers variety of packages with clear details and may sometimes give chance to ~~customers~~ customize bundles based on feasibility and capacity. It helps customers in simple billing, all in one services and better experience. Some ISPs offer geographic specific packages to facilitate backward areas in easy access to online education, employment, health and media. Access to the specific online services based on consumers capacity and demography help them to choose wiser and participate in progress of country.

Online advertisement also provides better options for customer to invest on reliable land property. Purchasers can buy suitable property with a few clicks. The time taken in choosing or funding can be reduced through viewings, easy sharing of documents, pre-approved by lenders with in due time and access to different type of property loans can be done through online marketing. According to a survey, about 35% of borrowers completed applications from a mobile device (Betta, 2021) The increase shift of interest to online real-estate is assisted through online advertisement.

People deviance from reality do not even prevent them from seeking innovated and updated products. The never-ending urge to access ~~result~~ recent and stylished products push companies and brands to reform their online marketing strategy. This inclusion

of high-tech and improved human efforts comparable to the demands of customers is highly accomplished.

The use of ChatGPT (OPENAI) open doors to new ideas and ways to transform one's products and outclass their items from the rest available in online market. In this context famous brand Coca-Cola signs Open AI's technology for marketing, ~~personalized~~ personalized copy, image and consumer experience.

Thus, unending urge of customers to buy new and latest products can be achieved by modernized online advertisement.

Despite of many benefits, online advertisement is more involved in misguiding its customers. The fancy advertisement of unhealthy products have been glamorised, making them acceptable and accessible for general population. People tend to use hazardous items without considering their health-risks. ~~They~~ People do not avoid injurious products until one gets affected oneself. This can be related to construal level theory that demonstrates the relation between psychological distance and the extent to which people's thinking is abstract or concrete. Online marketing have made the use of dangerous items more convenient to use than healthy products.

The surge in demands of cheap objects pushed brand to camouflage unqualified things in order to increase their market volume. This shifts focus of people to obtain cheap unstandard objects

than preferring expensive and competent things. An online study by the "Street" was carried out in 2021, in which people were asked whether they would choose to pay \$85 for an American made pair of pants versus paying \$50 for the same item made outside the US. An astounding 67% said that they would go for the cheaper products. This shows that online marketing attracts and misguides customers through publicizing cheap unqualified products.

These tactics have been widely used by every other broad brand service providers to inspire internet users. Many poor and unaware people admire low-priced complete packages. Eventhough, they can search for deals comparative to their economic capacity, but their little they know that many ISPs offer deals containing hidden interest rates, add on payed services, limitations and restrictions. They offer time limited benefits and engage in deceptive practices, which overburden financial capacity of the poor. The online marketing have been used as a hub to attract internet users to cheap concealed bundles.

The mismanagement of online advertisement in the field of real estate is also not blue in the belt. Many people who have less knowledge and access to overview and analyse property issues, they get easily trapped by

Online fraudulent agents. They usually promote their land online through verbal and virtual tactics such as beautifying its location, specifications, quality of products used and better pricing. This makes customers trust their online agents and give huge amount to invest. In this context, recent scandal of "Bahria town" selling plots it did not even possess demonstrates how easily people get trapped. Many customers use online agencies for buying properties, which mostly misguide and deceive them.

Moreover, online advertisement has initiated war between the brands and companies to outshine in unending game of domination of virtual online market. This creates unrealistic and artificial approach to live human lives. The shift of consumer's behaviour to own or experience these products, mental and emotional well-being should be not be ignored. Online companies exploit human vulnerabilities through persuasive messaging, appealing visuals and emotional triggers which help them to promote unrealistic products. Furthermore, humans have a natural inclination to seek escapism and engage in fantasy which will provide temporary escape from the realities and challenges of everyday life. Online advertisement abuse human psychology amid online war between brands and misguides customers to enter unrealistic world.

Date _____

Conclusion

In a nutshell, online advertisement have been used to misguide customers. Its negative implications exceed its benefits. It is used as a method to deceive customers by hiding dangerous effects of their products on human physical, mental, and emotional health. Online Brands manipulate the quality of discounted products. Virtual deceiving can also be seen in Internet service providers, who misguide customers by hiding provisions, taxes and other add on pricing services. Its implications also involve real-estate domain, where many fraudulent agents, deceive consumers through documents or property scam. Online marketing deludes customers in a virtual world, where everything is unachievable and unattainable. This deforms the mental and emotional health of customers. Continuous struggle to gain unrealistic products creates discontent and disharmony in one's life. As it is once said:

"Advertising is the art of making whole lies out of half truths"