

# ONline advertiging : guiding or misguiding customers?

## Outline

### 1 - Introduction

Thesis Statment:

### 2 - Overview of the role of the online advertisement<sup>s</sup> IN Digital market.

### 3 - How online Advertisement misleading the customers. (Thesis)

a - Difficult to determine the quality of Product.

b - Lack of trust on Companies

c - Problems in Delivery - Timely Delivery is the key aspect of customers.

d - Difficult to Determine the trusted company

e - Lack of Products

### 4 - ONLINE Advertising is benificial for customers (Antithesis)

3a - You can check the reviews of customer about Product.

3b - There are trusted companies like Amazon.

3c - It provide good delivery services.

3d - Amazon is trusted E-commerce site.

3e - ALL kinds of things available here

### 5 - ONLINE Advertisement misguide customers (Synthesis)

4(3a) - Mostel] reviews could be fake

4(3b) - There are man] fake companies except some.

4(3c) - They charge extra charges of Delivery

4(3d) - There are man] example of fake companies

4(3e) - There are man] thing unavailabl IN online Plat form

### 6 - conclusion

Batch: 331Name: Shoaib Khalid**ACADEMIC PARAGRAPH STRUCTURE**(Sub-heading: Water is an good resource for Pakistan)

Topic Sentence	There are several <del>rich</del> Natural rich resources for Pakistan, water is most important one of them
Explanatory or Reasoning sentence	Pakistan has hydroPower Potential due to its water resources.
Supporting Point (1)	Hydro Power is a clean and renewable energy source that can contribute the country energy needs. Proper utilization of water resource → Allow for the generation of electricity.
Example (1)	Tarbella dam is the best example of hydroPower. It play vital role in meeting Pakistan energy needs.
SP 2 (optional)	Indus river is the Largest river in Pakistan and the backbone of the country's water resources.
Ex 2 (to be written if SP2 is given)	Agriculture of Pakistan is heavily dependent on the water of Indus river.
Concluding Sentence	Pakistan has several water resources. But Pakistan faces challenges related to water security → water pollution and water mismanagement. Promote Public awareness the importance of water.
	(No. of words _____)