

The outline is written finding pros and cons of online ad, write only those which are guiding or misguiding for the customers

Masha

ONline advertiging: guiding or misguiding customers?

Outline

Attempt Again

Use only blue and black inks

1 - Introduction

Thesis Statement.

2 - Overview of the role of the online advertisement 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 for customers.

d - Difficult to Determine the trusted company

e - Lack of Products ← How misguiding?

4 - ONLINE Advertising is ~~beneficial~~ guide for customers (Antithesis)

3a - You can check the reviews of customers about Product. Use keywords of essay title past

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) - Most of reviews could be fake and paid

4(3b) - There are many fake companies online except some.

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

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

4(3e) - There are many things unavailable on online Platform

6 - conclusion

Many sub points like this are not relevant to topic. You have to write ways in which online ad 'misguides' e.g. Taxes etc are not shown in campaign prices or 'guides' the customers e.g. Video tutorials are

Same points

Avoid 1st and 2nd person pronouns

Same

same

Keep writing, you will eventually get it!

Attempt *Shoaib Khalid*

Batch: 331

Name: Shoaib Khalid

ACADEMIC PARAGRAPH STRUCTURE

(Sub-heading: Water is a good resource for Pakistan)

Topic Sentence	There are several rich natural resources ⁱⁿ Pakistan, water is the most important one of them.
Explanatory or Reasoning sentence	Pakistan has ^{huge} hydro power potential due to its water resources.
Supporting Point (1)	Hydro power is a clean and renewable energy source that can contribute to the country's energy needs. Proper utilization of water resource allows for the generation of electricity.
Example (1)	Tarbella dam is the best example of hydro power. It plays a vital role in meeting Pakistan's 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 ^{it} faces challenges related to water security, water pollution and water mismanagement. Promote public awareness the importance of water.

(No. of words _____)

Irrelevant

Stay focused on topic sentence and then how to explain it in next sentence. Topic sentence is water resources while explanation sentence is hydropower. First give s.p. And exp for water resources like rivers, glaciers etc then give s.p. And exp for How water caters to energy needs in form of hydropower.