

Marked

Attempt Again

Online advertising: guiding or misguiding?

Thesis statement does not correlate to essay topic directly

What is the other one?

Outlines:

Write thesis statement using complete sentences without preamble

1. Introduction ^{Who?}
T.S. ~~Anyhow~~, Online advertising has ^{also} some flaws but they can mitigate through remedies.

2. Online advertising as a guiding for customers.

3. How online advertising is a guide for customers. **(Thesis)**

Points Not clear

- (a) items for choices increased
- (b) shopping became less time consuming
- (c) product supply increased
- (d) people become ^{quickly} familiar with new products
- (e) one can buy things all over the world
- (f) beneficial for small startups

4. Online advertising can misguide customers ^{sellers}. **(Anti-Thesis)**

- (a) credibility of item ^{(un)promised} decreased by putting fake details
- (b) ~~sometime~~ local product become ~~too~~ costly through fake selling price
- (c) local product is devalued
- (d) value of old product/item decreased.
- (e) shipment charges can be ~~costly~~ ^{more} than item price ^{spoiled}
- (f) reputation of market/country ~~decrease~~ when people take advantage by cheating customers.

Incomplete outline, only scratches the surface of the topic.

Read a couple of academic research articles on the topic to obtain sufficient data and related Jargon

5. How can we make online advertising ~~is~~ a true guide for customers. (Synthesis)

a) product details and picture should be real

b) fixed selling price

c) if item available on local market it would be mentioned

d) sustainable development should promote.

e) use of national products should promote through social media

f) be a genuine seller or customer

6. Conclusion