

SOCIAL MEDIA INFLUENCERS: INSPIRATION OR DIGITAL DECEPTION

OUTLINES

Introduction

Hook

Background

Thesis Statement: In a global world, social media influencers promote well being of people, education, positive life style, creativity and innovation competition and become the agent of change.

HOW SOCIAL MEDIA INFLUENCERS BECOME INSPIRATION FOR OTHERS

- i Social media influencers are promoting well being of people.
- ii Social media influencers are promoting positive life style by which people inspired.
- iii Social media influencers are educating the people on various issues.
- iv Social media influencers are promoting creativity and innovation.
- v Social media influencers are enhancing the competition among people.

vi. Social media influencers are changing the ideology and thinking of people.

vii. Social media influencers are the agent of change.

viii. Changing, making public opinion.

HOW SOCIAL MEDIA INFLUENCERS DESPAIR OTHERS

i. Due to lack of resources, middle class people show hopelessness.

ii. Excessive comparison and competition snatches the joy.

iii. In traditional society, social media influencers are not accepted by people.

CONCLUSION

THE ESSAY

"Meet the new-age motivators:
Social media influencers relating
success stories one post at a
time"

Society evolved from certain transitions. From newspaper to digital books from script writer to motivational speaker, from cinema house to movie box, all these changes happened in a particular. These changes brought by some persons who known as influencers. Social media influencers, influence the people by different modes and means. From one post to another, social media influencer make public opinion on social media apps. As this world becomes a global village. Through inter connectedness^{and} the interaction between different person, ~~to~~ create the impression of new things like cultural exchange. These social media apps are the source of information, education and communication. Social media influencers promotes the social

well being of people, education the people, making public opinion. Moreover, the debates, conferences on various issues ~~is~~ conducted by influencers creates the harmony among people. Influencers talk about success stories of lives which inspired the common public. Social media Influencers are the catalyst of change. These influencers have the ability to module the ideology, thinking of the people. However, these influencers sometimes promotes the negativity or as such things which are not accepted by culture and society.

Firstly, social media influencers are educating the people on different platforms. As social media apps are used for entertainment but some influencers educating the people by providing various lectures. Education is the right of everyone. Social media influencers provide free education at various platforms. For example, Javed Ghamdi a religiously scholar, who explains the Quran, Hadith on a social media. Moreover, an Indian famous teachers Mr. Alak Pandey, provides a lecture series on Physics, which are available for all over the world. A lot of scholars, influencers gives the informal education to the people, as discussion about various topics, quoting a quotation of any scholar, posting information on the platform. People get connected to these influencers and gain knowledge from these sources.

Secondly, social media influencers promote the well-being of people. These influencers raised voice against any violent act. They work for the betterment of people and society. Influencers posted something on their

plot from. Their followers attached with post and make reach higher. The post becomes a voice of certain country or nation. In a recent, muslim countries raised voice on social media against ~~anti~~ Zionism in Palestine. This voice is supported by different social media influencers and make cause for cease fire. Another example of promoting well being is Pakistani Senator raised voice on social media, to overcome the issue of global warming. The voice of this influencer has great impact on the policy maker, as they becomes the main stake holder in this matter.

Thirdly, social media influencers, raised the competition among the people. People want to be like that social influencer. As, these influencers portray the positive life style, ~~at~~ ~~p~~ well off dressing, People wanted to be same like that.

People respected these influencers, people wanted same respect as they give to the influencers. For example, social media influencer used their name as for prestige. Other people think that, they also do this. People

When observed the social media influencers, they wanted to be like that. They work hard, complete others and try to fulfill their own demands.

Fourthly, social media influencers are promoting creativity and innovation. As, their job is high demanding, motivation speaking, acting, connected with people requires the creativity of their mind. People who engage with try to watch new things. As innovation in the world is happened, they discussed about this innovation. For example, a social media influencers, Mr. Beast, always tried to explore innovative ideas, innovation of different things. Another social media platform, in which an influencers conducts different scientific experiments which really happened in ~~our~~ universe. People learned from these influencers, and try to make practical in their daily lives.

Fifthly, social media influencers, module the personality of an individual. An individual, who deeply follows the influencer, has great impact on his life. Social if social media influence spread the positive things, people will benefit.

from these influencers. If influencers shares those things which are unwanted by some culture people dislike it.

In third world country, there are blind following of the different things.

People did not use their rationality about certain issue or knowledge. For example, once in a time, an influencer used to wear 'shawl' having certain calligraphy especially 'od' - a sweet dish.

People killed that influencer on the a cause of disobedience. Another one is the life of influencers ^{have} ~~make~~

great impact of on individual as influencers earn money, they are females. So individuals also try to think, being like that influencers.

Sixthly, social media influencers are the agent of change. As I mentioned earlier, ~~social media~~ transitions comes over particular way and these transitions are carried by influencers. Influencers have ability to transform one society to another. They have ability to module the personality, spreading the information, imploy positive image on the others leads to the transformation of others. For example, a renowned influencer, Ducky Bachhi and Rajjeb Bhutti, changed

the concept of privacy by promoting the family villoging. Another examples influencers like Amir Khan who changed the whole education system by releasing the 'Taray Zamana Par'. Same like 'Three Idiots' which also criticized by renowned educationist. All of these influencers and platforms have ability to change the entire system either individual or social.

lastly, social media influencers have ability to make public opinion. Public opinion is the collective thinking of people on certain issue. Influencers ~~have~~ can change the opinion of public by promoting something or disliking something. As mentioned earlier, people are blind follower, influencers have power. For example, politician used social media influencers to promote their agenda. These influencers work for politicians and people followed that politicians. Same like others, religious people, economist, educationist also promotes their agendas through influencers and reshaping the public opinions. For example, in past rise of Taliban is good thing. At that time opinion was shaped by that time of

people who supported Taliban but now, opinion is changed and the conception of about Taliban is also changed.

To sum up,

on the other hand, where social media influencers promote well being, education, positive image, modulating the personality and public opinion but there are also some disadvantages to inspire from influencers.

Firstly, due to lack of resources, poor people have not any kind of development. They ~~have~~ ^{become} pessimist, and think influencers are ideal in nature. Secondly, competition also snatches the happiness of people. They think, they are better than others and get depression. Lastly, in traditional society, social media influencers can not make a place where they promote culture, well being, and education. Simply they are not accepted by the people.

To sum up, social media influencers have ability to promote good things i.e. well being, positive life, education, modulating public opinion but on the other hand it faces some kind of destruction, or obstacles like unacceptance.

of people, criticism from traditional societies. But in global villages we cannot ignore the positive role of influencers.

"From stories shared to dreams they chase,
They leave behind a digital trace —
Of hopes, of drives, of rising high,
Beneath the algorithms, real wings fly."