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Social Media Influencers: Inspiration or Digital Deception?

Thesis Statement:

Social media influencers are more like digital deception than inspiration for individuals especially for youth. Because they show only a small part of their life that contrasts with practical reality. The morality they indirectly teach, the journey of dreams they show and the social service they do are hard to follow by their followers in real life.

Outline

(I) Introduction

(II) Social media influencers are more like digital deception than inspiration.

(A) There is a contrast between influencers' practical life and life on social media;

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(i) An example of social media influencers living in slum.

(B) Influencers show specific part of their life not a full livestream;

(i) Pakistani social media influencers current life contrast.

(c) Over-romanticizing^{ation} and over-dramatization of events of life;

(i) An example of recent social media influencer wedding.

(D) They are living a lifestyle against religious and cultural norms;

(i) TikTokers and YouTubers relationships for more followers.

(E) Influencers try to portray good image ~~but~~ on screen but from the back some are violent and ill-mannered;

(B) An example of influencers who slapped a boy in an airport.

(III) Some people argue that social media influencers are the source of inspiration.

(A) Influencers indirectly teach morality from which young individuals learn;

(B) They show the journeys of their dreams that inspires others to pursue their dreams and goals;

(C) Influencers show the social service they do which ^{indirectly} compels persons to do good for others.

(IV) Social media influencers are digital deception than a source of inspiration.

(A) They teach morality but unable to learn it by themselves;

(B) Their journeys are hard to

be followed;

(c) They do social service but for more followers and good image.

(v) Conclusion

ESSAY

A beautiful and skinny social media influencer present on various social media platforms uploads her videos and pictures and her followers were increasing hours by hour. One day, she decided to come live without any filter, when she appeared, she was average looking girl. This discouraged her followers. In this way, social media influencers create deception on screens. Because of the contrast between their practical life and digital life, short span of life moments, over-

romanticization of events and the good image they show on screen but in reality this is totally different. Some people say social media influencers are inspiration for others. The reason behind is they practice morality, follow their goals and dreams and do social service which inspires people especially youth to do better in their life. However, this is not the real case the things they do the way they portray themselves is only a deception not an inspiration.

Social media influencers are the people who build a substantial, engaged audience on various social media platforms and influence ~~their~~ behavior, opinion, decisions of their followers. Social media influencers create digital deception because a contrast appeared between their real life, how they live, how ^{how} their housing conditions are and they behave

may completely different from how they portray on screen. This can be explain through an example of an influencer living in slum house but on camera that part is showing which is decorated and suitable for shooting a tiktok video. The example shows a big contrast and people take it for real life of an influencer.

Influencers do engagement with their followers through videos and vlogs but in ~~their~~ videos and vlogs they shoot only part of their life not an entire day or entire life. This creates a vacuum of deception and belief. People consider that one part or moment of the day as the whole happy day. But it is not the case. The evidence of the argument is recently a pakistani influencer sharing his happy moments of life but

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in other part which is not shared in videos, he is stuck in court cases, physical abuse from lawyers. Therefore a digital deception is produced.

Another form of digital deception by social media influencers is over-romanticization and over-dramatization of events in their life. Influencers' celebrations are grand and over-priced like birthdays, weddings etc. They over-romanticize the small valued events just to improve their followers and to earn money. This is done by female Pakistani influencer recently who extended her wedding events up to many months which is impossible for a normal human being. Hence, over-romanticization and over-dramatization is also a digital deception.