

SOCIAL MEDIA INFLUENCERS: INSPIRATION OR DIGITAL DECEPTION.

1) Introduction:

- a) Growing dominance of social media in everyday life.
- b) Shift from traditional celebrity to relatable digital personality.
- c) Thesis Statement: Social media influencers have become a powerful catalyst for growth; promoting education, democratization, and advocating socio-political causes, they simultaneously foster a culture of digital deception through curated and consumerist narratives. Their materialistic lifestyle has taken a psychological toll on people, ultimately impacting their social values and demanding creating an urgency for regulation and digital awareness.

2) Inspiration Argument: Influencers as Catalyst for Growth:

The main headings must be from the topic statement.

No clear stance. There is an OR between the two options not an AND. Also it talks about influencers being as a catalyst for growth. That's not what the topic says. The topic asks whether they are an inspiration or deception.

a) ~~Democratization of fame:~~

- Breaking the gatekeeping of traditional media.

b) ~~Educational Outreach:~~

- Micro learning and skill education such as: fitness training, short courses and educational help.

c) ~~Advocacy for socio-political causes:~~

- Case in point: Noor Mukaddam's case prevented delayed justice.

The points should indicate how they are an inspiration. Not simply their effect

Are these examples of explanation of the heading? Also the heading should be self-explanatory. Your meaning should not be reliant of what's explained afterwards, because if the heading is not self-explanatory the examiner isn't going to read beyond that.

a) The Deception Argument: Dark Side of Digital Facade:-

The discussion is about how they deceive people, not the myth and ethics of it.

a) ~~Myths of Perfectionist:~~

- Curated aesthetics versus the reality of human experiences.

b) ~~Ethics of promotion:~~

- Promotion of "quick-fix" brands and paid product reviews

c) ~~Psychological toll:~~

- The perfect appearing lifestyle actually requires hours of efforts.

Both sides cannot be equal in number, your stance should be given more weight.

4) Impacts On Youth and Social Values:-

- a) Youth losing connection to their roots
 - ▶ ~~Influences~~ and Influences promoting western culture and events celebration such as Christmas, Divali and Holy.
- b) Erosion of patience, hardwork and realism.
- c) Need of validation and material success.

5) Need for Regulation and Digital Awareness:

- a) Regulatory framework for transparent brand disclosures
- b) Role of government
- c) Role of individual:
 - ▶ Mindful consumption, unfollowing toxic influencers.

6) Conclusion:

THE ESSAY:

In the 21st century social media has transformed from more than just a means of communication to the powerful tool, shaping individual's lifestyle, opinions and ambitions. ~~This~~ evolution has given birth to a new class of modern day icons, the social media influencers. They are the individuals who command a large number of followers by shaping their behaviors and daily life conduct. Unlike the unapproachable movie stars of the past century, they sell their narrative to be "one of us", by sharing their personal schedules from morning coffee, their daily gym routines, to their deepest insecurities that movie stars could never. This creates a sense of intimacy and connectedness between the influencers and their followers. However, this intimacy is a double-edged sword. While many influencers have undoubtedly democratized

Don't discuss genesis of something in the introduction.

Not needed. This is a stance based

Short intro. Not properly structured. This is different both in tone, words and meaning than the one in the outline.

information and mobilized a social change by creating motivational and creative content, some critics argue that they create a sense of illusion and often mislead individuals.

The rise of the social media platforms such as Instagram, TikTok, Youtube and X has created opportunities for the ordinary individual to become extra-ordinary. Unlike the traditional movie stars, influencers appear to be approachable and relevant which further strengthens their connection with the audience. Unlike the traditional media stars who had to struggle for fame, running after wealthy costers and expensive movie studios, it has become easier for influencers to connect globally, using nothing more than a smartphone. Social media influencers have also made "micro-learning" easier by promoting platforms that are making online learning and skills training easier for people, that traditional textbooks lacked.

The freedom of speech has facilitated social media influencers to advocate for socio-political causes. This has opened doors for marginalized voices, allowing diverse range of narratives which were previously ignored. This has been observed during Noor Mukkadam's case when a petition went viral and people donated money and ~~voted~~ demanded speedy justice.

However, "inspiration" often stops where the "filler" begins. Influencers often present an exaggerated version of reality. The pressure of "attention economy" and the constant urge to appear in the algorithm of the general public to attract more numbers of followers, forces them to set unrealistic standards, generating a sense of deception. When influencers portray a life full of ~~enjoyment~~ ^{enjoyment}, travel experiences, effortless wealth and flawless skin and hair, they are not only deceiving

Paragraph 2(a, b and c) are missing.

Directly address the argument in the topic sentence

Not such a paragraph in the outline

Incoherent. One subheading equals one paragraph.

Also one paragraph discusses only one idea

their followers, but are selling unrealistic dreams. Big and small brands are believed to hire influential people for promoting their brands, making innocent public fall for their made up stories. Other than that, what appears to be a raw, candid moment, is often the result of hours of editing, staged setups and professional lighting. For an average viewer this can create a dangerous "comparison trap": ~~consequently this digital deception~~ takes a toll on psychological health of people fueling social anxiety and body dysmorphia, as millions of people across the globe strive to meet the fake standards ~~which are actually~~ do not really exist in real world.

Young people are particularly vulnerable to the influence of social media. A study proves that ^{the mind of young adults} ~~people~~ before the age of 25 can be molded by the environment they live in. Promotion of the western cultures and events has

become a common occurrence among the influencers. This has impacted youth greatly. These young adults have been observed celebrating Christmas, Diwali and Holy in universities and at work places, which has moved them away from their religious values. Traditional values such as patience, hardwork, and discipline are overshadowed by materialism and appearance based validation. The constant pursuit of likes, followers and viral fame encourages instant gratification. Overtime, this can weaken social values, erodes discipline from life and creates an illusion of a happy life when its only an unwanted ~~gratification~~ validation, hence injecting digital deception in personal lives.

To mitigate the negative impacts of digital deception, a multi-pronged approach is needed. Government should generate a regulatory framework introducing ~~transparency~~ guidelines for transparency and mental health protection. The state and regulatory

GENERAL FEEDBACK FOR ESSAYS

Content (40%)

Your interpretation should be in depth, comprehensive and academic. Always address the asked part. It should be evident in your outline, which should be self-explanatory in nature. Essays/Outlines that give related information without addressing the asked part do not qualify. The whole essay should be relevant. Even if 1-2 arguments are irrelevant the essay will not pass. Distribution of topic should be according to the demand of the topic statement i.e. if there is one scoring point it should be given more weight, if there are 2 or more scoring points all should be given equal weight. All claims made in the essay must be substantiated. Out of 15-17 arguments at least 9-10 should be academically backed with proper references. The rest should be backed by either case studies or generally known information. Evidence must be authentic and come from proper and authentic academic sources. Newspapers do not qualify as an academic source. Illustrations and vague mentions of events do not qualify as academic evidence. Essays that are lacking in evidence do not qualify.

LANGUAGE (25%)

Focus on enhancing your grammar as any essay with 4-5 grammatical mistakes does not pass. Your essay must be in the tone and tense of the topic statements. Essays that fail to comply do not pass. Your sentence structure should be simple yet clear and diversified. Vocabulary used should be simple, clear and concise. Expression should always be formal and academic. You are never to write in 1st and 2nd person pronouns. You must always use the given keywords and your topic for your thesis statements and main headings in your outline.

STRUCTURE (20%)

Your essay must follow the selected pattern and that structure should be maintained throughout. INTRODUCTION: The introduction is the longest paragraph of the essay, at least 200 words. It should start with a hook, must give the glimpse of what's to come and must have a thesis statement. Besides hook, your introduction should not have any sort of information and reference. Avoid definitions in introduction. BODY PARAGRAPHS: Approximately 150 words at most and all the body paragraphs must be consistent in length. Should follow the proper structure of an academic paragraph i.e. it must have a topic sentence, supporting point, evidence and concluding sentence. The topic sentence and concluding sentence must align with each other. There should be no new information in the concluding sentence. One paragraph represents one subheading in the outline and consists of one idea. CONCLUSION: Must start with the concluding phrase. There should be no new information in the conclusion. It should recap the arguments. Conclusion does not have any examples and information. If you are ending it on a hopeful note, remember that solutions and hope are not the same.

bodies could enforce transparency
ensuring that every paid partnership
must be clearly labelled for people
to avoid falling in the trap of bad
promises by influencers. However, regulatory
authorities should be more stringent
to the digital deception. Social media
influencers should be mindful of what
they promote. They are considered to
be the idols by people, hence they should
get responsible and promote content
that can benefit youth. Additionally,
an individual can save his paper by
mindful consumption, about being conscious
what they follow.

would keep on following influences blindly,
the risk of digital deception will
remain high. We don't need to
abandon social media but we need
to change how we engage with it.

NO Structure