

GENERAL FEEDBACK FOR ESSAYS

Nisha Sikandar

Batch : 405

LMS ID : 40341

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.

Thesis statement: Social Media Influencers: Inspiration or Digital Deception?

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.

Thesis statement: Social media influencers act as agents of digital deception by presenting staged lives, hiding paid promotions, and exploiting followers. Although some may argue that they serve as source of inspiration, behind this inspiration lies manipulation and illusion.

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.

I. Introduction

LANGUAGE (25%)

II. Social Media Influencers: an overview

Focus on enhancing your grammar as any essay with 4-5 grammatical mistakes does not pass.

III. Social Media Influencers as Agents of Digital Deception:

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. 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.

COHERENCE (15%)

IV. It may be argued that Social Media Influencers are a Source of Inspiration:

- A. Encourage ~~creativity~~ by showing new hobbies and skills
- B. Inspire personal growth through stories of struggle and success
- C. Raise social awareness on issues like health and environment
- D. Provide educational content with tips and tutorials

V. Behind the Inspiration lies Deception:

- A. Stage or copy content, giving false impressions of achievement
- B. Curate success stories, creating unrealistic expectations
- C. Promote cause for profit rather than genuine concern
- D. Share unverified advice that can mislead followers

VI. Conclusion