

# 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.

Thesis statement is written within introduction and is properly numbered separately.

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 opening sentence should be positioned, but headings are clear and diversified.

Sub-headings 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. Each paragraph 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 discussing in information in the concluding sentence. One paragraph represents one sub-heading 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%)

Social Media Influence or Digital Deception

14/30

Outline

Introduction

II. Social Media Influencing a wider Reach and Impunity from deceptive Methods

Thesis Statement: Social Media Influencers promote Digital Deception

Digital Decept: Impacting Psyche

Promoting False Information

Promoting Unethical Sites

Compromising Family Values for wider Reach

Hook: most give the glimpse of what's to come

Social Media Service for Mass Popularity

Negative Form Consumerism: Promotion of Mainstream Products

- Display of Obscurity in Name of Popularity

## IV. Anti-Thesis: Social Media Influencing as Inspiration

- Comedy to Make People Happy
- Bring Political Awareness
- Professional People as Influencers

## V. Rebuttal:

Topic specific headings

- Comedy Promoting Immorality
- Politicization of Pop Influencers.
- Faking Degrees to Promote Oneself.

These are immoral but not deception.

## Conclusion

"The woods are lovely dark and deep  
 but I've promises to keep  
 and long to go before I sleep  
 and long to go before I sleep"  
 - Robert Frost

From past to present, the world has evolved. Subsequently, it has opened avenues to many. The most important aspect of the modern world, that is a product of the evolution from the classical time, is the advent of social media. Social media is a window to each and every corner of the world. Not only has it calcified ease but ~~here~~ also bore complexities. The advantages are many, but it is not free from its negative impacts that it projects. Most importantly, social media influencers have altered the entire outlook of how one viewed social media. Social media influencing undermines the true essence of humanity and projects the grim picture of the concealed reality. Social media influencing is widely perceived to be a digital deception due to its fakeness, illegitimate and wrong usage, illegitimate ways to gain likes. Besides, they also promote obscenity and vulgarity. In addition, they also promote illegitimate sites which threatens complete reliance on <sup>messages conveyed by</sup> social media influencers. Conversely, the opposing school believes that social media influencers are a motivation and inspiration for the modern world and younger generation. They provide arguments like political awareness, <sup>presence of</sup> highly professional people, and a source to learn from. However, the opposing group fails to address the politicization of influencers, the issue of influencers faking degrees. Besides, they fall short in ~~comp~~ explaining the fact that learning from experiences is a subjective subject. Therefore, social media influencers project digital deception rather than inspiration because they fake realities, use deception to gain followers and promote illegitimate ways. Hence, they corrupt society rather than reforming it.

Out of context. Your opening should be relevant to the whole context not just one aspect of it. Also it is very generic.

Influencers. The topic is about people not the job.  
Sentence structure, no parallelism

No proper overview of the essay

How are these points indication of inspiration.

Impression

Short Intro

With the ~~rise~~ increase in number of social media applications, many people learned to utilize it. The numbers increased from hundreds to millions, which paved way for ~~many~~ the corrupt faction of society to promote their ideas without the fear of punishment. This painted the dark side of social media with a black point, ~~as~~ as it exacerbated the catastrophic impacts of social media on the ignorant factions of society. People tend to trust the words of social media influencers, which later turns out to be a trap for many. The technological development has enabled the influencers to use this platform for their personal gains rather than to serve the greater number of people. Furthermore, social this platform has been ~~wrongly~~ used by the influencers which ~~is~~ suppresses the need for reviving the spirit of humanity. Thus, social media is persistently used by influencers ~~to~~ in a way that it has become a mere digital deception.

There is no purpose of this. This is neither the genesis of the concept of social media influencers, not the evolution of the idea. You simply state what you believe without any logical explanation or academic verification.

### Social Media In

Social media influencers have ~~been~~ impacted the psyche of masses in a negative way. The masses tend to get addicted to the videos which shuns them ~~for~~ from their daily activities. Subsequently, the social influencers utilize this for their benefits and produce similar content to increase gain more through the views. The cycle of this pattern repeats itself, leading to addiction and deception. Instead of promoting healthy ways of life, the influencers use deceptive strategies for interactions and likes. In the current times, the competitiveness between competition between different influencers

Not the point of discussion. You are to explain how they are a part of digital deception.

Unrelated to social media influencers being a digital deception. What deception?? How is that deception?

No analysis no facts no evidence.

What deceptive strategy?? Explain one of those strategy, show how it is deceiving people.

have amplified the usage of deep deceptive strategies to occupy the high position in this marathon. One of the major example is that of the vlogging culture. Many social media artists, writers and people from various fields have adopted influencing for competing in the marathon of social media influencing. Hence, the vlogging culture pounds the audience with immense unnecessary information which leads to addictive addiction.

Furthermore, it leads to projection of false integration of false ideas in the life of generations that who carry naivety in their being. Such functions of society becomes prone to the catastrophic impacts of social media via social influencers. many of the influencers change mould and reshape narratives and mis project false information. This can, however, be threatening to the free flow of information. This is an alarming concern as influencers deceptive strategies threatens the existence of real information. As per a psychological study, the one who conceal portions of truth in order to deceive is a craftsman of destruction. Pertinent to this is the tactics used by social media influencers to say a utter the portions of truths only to satisfy their self-oriented interests.

What is the argument? Is it false lifestyle or misinformation? Also misinformation is not deception. Misinformation happens unintentionally. When one intentionally spreads false information that's disinformation.

Which study? In which journal was it published? whom?

This is unethical use of social media but not deception.

In addition to this, the social media influencers using the use of social media for promoting to promote illicit sites that are unlawful. most of since social media is fraught with huge number of influencers, most of the illicit promotions go unaddressed. This threatens not only the masses but also the state credibility. Such a situation highlights the threat of influencing. Furthermore, the companies who promoting illegal means of earning indulge in use influencers as intermediaries to spread illegitimate ways corruption across society. Various reports

You keep saying deceptive strategy and tactics but you have never explained any of those. Also you are more focused on their effects not how they are a deception.

suggest that most of the white collar crimes has been carried out through social media influencers. Furthermore, in Pakistan three famous social media influencers have been convicted for promoting unlawful ways of earning.

Furthermore, many social media influencers use their personal lives, shot at home, with their families to increase their reach. This has threatened the privacy and undermined family values. Besides, most of the influencers post videos without editing which highlights apparently seems to project reality based content, but behind veils it compromises the privacy. Furthermore, it also becomes an inspiration for few if such videos and pictures gain popularity. For instance, a youtuber posted a video of his wedding day showing his wife badly falling during dance for the groom. This emphasizes the deceptive nature of social media and how it threatens the traditions and basic ethics. Besides, in a podcast, a youtuber claimed to earn nine crore through live tiktok session, while also showing his family life. This projects the true face of most social media influencers in modern times and how it costs one's private life.

Not related to digital deception.

In addition, the influencers, who are occupying a heroic position through social media often adopts violence behind closed doors. Many of the influencers, who seem to be inspiration for the audience, turns to brutality when it comes to their family. Most importantly, influencers, who appear calm and content on the social media, use suppressive ways against their wives. For instance, an Egyptian couple young

You are discussing their personal lives not how does this duality deceive the masses.

couple, appeared apparently, projected a beautiful bond. ~~How~~ many of the youth had followed them and looked upto them. However, later his wife revealed that he had ~~she~~ faced assault at the hands of her husband. She claimed that he would use coercion to convince her to record a video. Furthermore, in Pakistan, a tiktoker revealed in a live show that he beats up his wife for various purposes her to obey him. This shows the true face of social media influencing. It reflects the stark picture of its deceptive nature.

Furthermore, the social welfare activities have become another mean for the new influencers to gain followers. Since the audience who are emotion driven, catches takes admiration from people who indulge in social activities, many influencers adopt this as a field. This undermined the privacy of the vulnerable factors as it threatens their identity. Through revealing the faces of the vulnerable factors, the influencers gain sympathy from the masses and, hence, it becomes their source to gain likes. Various studies suggests that the influencers highly involved in charitable works tend to have more followers in comparison to ones who use show a different content.

Furthermore, many industries utilize social media influencers to promote products that can be harmful to ones body. Most of the influencers find various ways to earn for living. For this purpose, they accept to promote any product without verification and examination. This turns out to be catastrophic for the audience as

They consume the product on the advice of the influencers. This pattern has repeated itself over and over again. Unfortunately, many have become prey to the convincing remarks and reviews of the influencers. For instance, various social media influencers have been accused of promoting products that are made in an unhygienic environment. Besides, the social media influencers receive PR packages, despite any examination process, and promote these products without even using it themselves. Hence, the social media influencers can be adopts deceptive ways even in consumerism.

Moreover, social media influencers and their role tends to be deceptive as they promote obscenity and vulgarity in the name of influencing. The field of influencing has blurred the line between moral and immoral conduct. Since social media is addictive in nature, this corrupts the minds of youth and normalizes the immoral and unethical conduct. Besides, most of the social media influencers are taken as inspiration and role models, which makes their immoral acts look appear appealing to them. Hence, the unethical codes spreads like wildfire across societies, initiated through influencing by influencers. For instance, before the twenty-first century, the gay and lesbian culture was not known. However, various influencers <sup>now,</sup> openly claim to be gays or lesbians which reveal normalizes the matter. Besides, various videos on tiktok and instagram reveal normal people present displaying

conducts that has a vulgar and obscene elements. Hence, the influencers normalize immorality and threatens the cultural values moral codes and conduct. The presents the ~~get~~ filthy picture of influencing hence, projecting ~~to~~ this field as a digital deception rather than inspiration.

In contrast, the opposing class believes that social media influencers are an inspiration because they inform the audience about the needs of time. Furthermore, they also claim that ~~the~~ <sup>some</sup> influencers use comedy to make audience happy in current world fraught with gloom. Besides, they argue that ~~the~~ <sup>other</sup> social media influencers focus on awareness regarding political matters. In addition to this, they argue that in modern times many professional people, with good degrees, have joined this domain and they share their experience to inspire people. Hence, they believe that social media influencing is not a digital deception but an inspiration.

No consistency in paragraph length.

Interestingly, many social media influencers influence people by using comedy. They change try to bring happiness into the lives of people and serve humanity through the talent that they have been granted. Many people take inspiration from such influencers. Besides, through their ~~comedy~~ talent, they convey messages that are useful for the progress of humanity and society. Various comments under influencers' videos of comedy reveal the fact that they make people happy. For instance, on Instagram,

This should be presented as a counter narrative.

How is that being an inspiration??

an influencer with the name of 'Khan' received comments ~~com~~ stating that 'you made my day'.

Furthermore, the social media users are given awareness regarding political matters through social media influencers. Since, ~~social~~ these influencers have a ~~big~~ ~~sea~~ wider reach, the politicians seek help through from the influencers. ~~and~~ These influencers informs the audience about the important political messages that are helpful for the social progress. Besides, at times the influencers ~~are~~ act as intermediary in connecting the masses and the government.

Moreover, many politicians have adopted influencing in order to know the problems and to address them. Hence for instance, in Pakistan one of the young member of ~~the~~ ~~MPA~~, of KP government ~~has~~ ~~adopted~~ uses social media to influence people and to know about the common problem, specially those pertaining to women.

In addition, the social media influencers include a cluster of educated people - holding graduate and ~~post graduate~~ degrees - who continue to ~~inspire~~ ~~people~~. Besides, many doctors have now adopted the field of influencing to inform people about the necessary aspects that the world needs to know. Furthermore, many ~~make up~~ artists have also used social media to ~~inspire~~ people and to teach them through ~~their~~ social media platforms. For instance, various studies reveal that many professional ~~or~~ make up artists use social media platforms to teach

How?  
What?  
Why?

people and until in them process related to makeup artistry. This has led many people to start their businesses by taking inspiration from the professional people ~~that~~ who continue to inspire people, through social media platforms. Hence, social media influencers are an inspiration rather than deception.

~~How~~ In order to refute the claims of the opposing class, it must be understood that the social media influencers, who ~~is~~ displays comedy, mostly ~~project~~ <sup>use</sup> unethical language or conduct. This undermines the morality that is essential for to society's progress. Besides it also corrupts the minds of young users. In such situation, the young immature minds ~~that~~ adopt unethical ways from these influencers, which later spreads like wildfire among their peers. Hence, this projects the idea that the opposing class failed to address the darker side of the comedians as influencers. Furthermore, ~~is~~ the snapchat filter used by one of the ~~is~~ comedian-influencer on instagram makes him discuss matters that are threatening to moral codes of society.

Besides, many ~~polit~~ influencers who bring awareness regarding political matters are politicized by the ~~politicians~~. Instead of indicating awareness, they ~~project~~ false narratives and deteriorates the essence of true political information. Besides, many of the influencers are used as a mouthpiece ~~to~~ by the politicians to gain votes prior to elections. Since influencers have

a huge fan following, the politicians gain trust through them. Besides, many politicians use social media influencing # and deceptive techniques themselves to gain popularity rather than to serve humanity. Various reports suggest that many politicians have now turned to influencing through social media, in order to win the hearts and, most importantly, trust of the masses.

Furthermore, many influencers, <sup>who</sup> that apparently seems to hold professional degrees, are not very well educated. This presents the reality that social media can be deceptive in terms of ~~prof~~ people's profession. Social media tends to be a illusion, many can appear as educated while they are uneducated. For instance, in various underdeveloped countries, many people ~~join~~ join the field of influencing through social media. Later, after gaining popularity, they project a fake profession, from where ~~there~~ their actual occupation initiates, which is based on fakeness. A ~~case~~ study case study of of a woman tiktoker reveals that she projected herself as ~~an~~ a skin doctor, whereas she was a just an aesthetician. Hence, social media influencers deceive people for their self-oriented interests.

To cut long story short, social media influencing is digital deception rather than inspiration. ~~This field of influencing, through online platforms, is fraught with deceptive ways which entail negative psychological impacts, changing narratives and projection of wrong information, promoting illicit sites.~~ Besides, it also promotes the display of family to gain

popularity and compromises moral codes. Furthermore, the ones appearing heroes online, tends to be brutal ~~at~~ with their wives at homes. Furthermore, the use of welfare ~~to~~ services and deceptive consumerism methods reveal its grim ~~to~~ and deceptive picture. Furthermore, it also promotes obscurity which projects that behind veils, the social media influencing is deception. Though opposing class believes that ~~it is~~ <sup>digital influencing</sup> inspiration, however they fail to address the loopholes that their arguments are filled with. Hence, social media influencing, in modern times, can not be eradicated; however, it can be reformed through collective will and efforts.

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