

# 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 sense 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 1<sup>st</sup> and 2<sup>nd</sup> 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. This is not a 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 Influencers:*

*Inspiration or Digital*

*Deception*

*Outline*

*1- Introduction*

*Social media influencers are more a digital deception than inspiration due to promotion of highly fake lifestyle, consumerism culture, misinformation and unrealistic comparison, posing a threat*

*2- Social Media Influencers - A Digital Deception*

*i) Promotion of fake lifestyle*

*ii) Unrealistic sales narrative*

*iii) Political manipulation and populism*

*iv) Hidden paid promotions*

*v) False standards of beauty*

*vi) Consumerism culture promotion*

*vii) Health and medical misinformation*

*viii) Celebration of religion fan views*

*ix) Lack of accountability and ethics*

*x) Absentment of genuine role models*

*xi) Psychological pressure and social comparison*

*xii) Exploited by influencers*

*xiii) Followers exploited by scammers*

17/10

### 3- Social Media Influencer - A source of inspiration (An unconvincing view)

- ~~i)~~ Promote self confidence and motivation - indirectly promoting selfishness and "Me" attitude
- ~~ii)~~ Motivation for free lancing to make youth economically independent yet posing them to online scams
- ~~iii)~~ Motivation for donation and charity work ultimately leading them to chase fame through in the name of volunteer work
- ~~iv)~~ Awareness of health and mental issues but indirectly exposing them to stress and comparison

Again these are positive aspects but unrelated to inspiration.

### 4. Conclusion

#### THE ESSAY

"The problem with the world is that the foolish is certain while the wise is doubtful." A line by Bertrand Russell clearly depicting the problem faced today. In the time of social media, the negative impacts of social media are known to all however, the

Quote irrelevant

Your discussion is not about the negative aspects of social media.

~~damage caused by social media influencers~~  
~~remains doubtful to the people.~~ Supporters  
 argue in favour of social media influencers  
 as a source of inspiration, however,  
 a clear and deep analysis presents the  
 picture otherwise. Social media influencers  
 are a source of digital deception. They  
~~make or break the opinion affecting~~  
~~lives of thousands on the directions~~  
~~of a few.~~ People consider social  
 media influencers as their saviour while  
 the influencers are actually chasing fame  
 and money through viewership. Kids and  
 teens of modern age are especially the  
 most affected by these influencers. They  
 prefer influencers over their parents, teachers  
 and other persons. People are influenced  
 by their promotion of fake lifestyle, and  
 their unrealistic success narratives. Political  
 figures use them as tools for their populism.  
 Brands use them to promote consumerism  
 culture. To have the most viewership, the  
 influencers do not hesitate to speak on  
 the sensitive topics like health and  
 religion and spread misinformation. Genuine  
 role models are now replaced by social  
 media influencers. They use their leverage  
 to exploit their followers as consumers.

Sentence  
structure.

You are only  
explaining how  
much influence they  
have not how they  
are a digital  
deception.

Tone shifts with  
everything  
sentence. You  
should maintain a  
consistent  
narrative  
throughout.

In short, social media influencers are more a digital deception than an inspiration due to promotion of fake lifestyle, consumerism culture, misinformation and unrealistic comparison, posing a threat in the form of sweet poison.

The digital deception of social media influencers can be realized by their promotion of fake lifestyle.

Most of the social media influencers promote a luxurious lifestyle and a world of imagination. Birthday parties, marriages, proposals all are presented in an imaginative, novelistic style by these influencers. The effect of this lifestyle can easily be seen in our lives as most of the girls, especially on their marriages consider themselves more like an actress than a real life bride and use all their money to make their day incredibly awesome just like movie or whatever they have seen on the pages of influencers. Thus social media influencers are promoting an imaginative life far from reality which causes both monetary and psychological shocks in the real life.

How is that a deception??

Bit that is not deception.

Deception involves deliberately cause (someone) to believe something that is not true, especially for personal gain. How is that reflected in your argument.

Another argument on the digital deception of social media influencers is their presentation of unrealistic success narrative. They present success as some magic which can be achieved overnight and all the struggles and tough time behind that success is completely ignored. The teenagers with their immature minds consider it as a reality and mostly leave their education in midway and to become a star overnight. Logan Paul an international youtube influencer shows his luxury villas, private jets, luxury cars, watches and visits to world expensive places is a thrill of the young generation who are captivated by his intense money and fame. All this unrealistic success badly affects the minds of people, especially the teens.

Not the point of argument. This does not relate to deception.

Another deception posed by social media influencers is political manipulation of the people. Populist culture favours politicians so they hire social media influencers to promote their campaign in an unnoticed way. These influencers use their leverage to influence public opinion in the favour

of those leaders. Cambridge analytica is also an example of this manipulation which exposed an app which collected data of people from social media to know their likes and dislikes and add them in the manifesto of political party to win elections. This was also promoted by influencers to make people use this app. Trump 2016 election campaign was based on this. Putin also used influencers to manipulate elections in USA. So the influencers can also affect on democratic process.

**Sentence structure** Social media influencers are also hidden paid promoters of certain brands and parties. They use these things in their content either by wearing it or in some other way influencing people's choice for those objects. In an Indian movie a person was giving a business idea to his friend that how to sale a 50 rupee pouch in 5000 rupees. He send gift some of these pouches to social media influencers, mostly the actors. They will use it at least once and once they are captured in camera the price will go up and no one will question the quality. In this way even low quality things earn

How are they a digital deception. No analysis presented.

too high by using people so, hidden promotions also cost a lot to common people.

Social media influencers are also a source of setting false beauty standards. They use multiple products and ~~apply certain filters before uploading their content or coming live.~~ In this way, a false and imaginative beauty standard is set which causes trouble to the ~~public.~~ The ordinary boys and girls are specifically targeted by this.

Argument lacks nuance of how this is a deception.

A report by Pakistan Mail reflected that over 1 crore women above ~~35~~ 30 years of age ~~in Pakistan still~~ await marriage. This cannot only be attributed to the social media influencer but yet much share is of these influencers of social media who are setting false beauty standards.

Furthermore, social media influencers are a ~~source~~ of promoting consumeristic culture. They spend lavishly on food and clothing. Their trips to ~~foreign~~ countries all are promoting a consumeristic culture.

which becomes a source of dissatisfaction for the people who cannot afford it. The people in South Asian region and other middle class people try to imitate this high culture which pushes them to seek money by hook or by crook. Consumeristic culture indirectly becomes the cause of crimes and theft. So, the consumerism culture by social media influencers causes serious consequences.

Social media influencers even do not hesitate to speak on health and medicines. To have an increasing number of viewership they talk on every health hazard and also suggest so-called remedies. The ~~epid~~ pandemic of COVID also produced many influencers because people were confined to homes and they had nothing to do except to use social media. In this way, many "social media doctors" also originated which keep on giving tips and tricks to people that cause more harm to people than good. Most of the people get seriously affected by these quacks.

Social media influencers have not even left the religion out of

their influence. They use fake stories to influence people and enhance their viewership. They have made fun of religion by modernizing it in their own way. Some eight years ago a couple was famous on social media - Umm-e-Abdullah and Hasnat - showing themselves as a purely religious couple and sharing their fake daily routines. After some time people discovered that girl as a bold model with another name and the boy as an atheist which were living a dual life just for fame. Social media influencers has caused more harm to the religion than anything else.

The social media influencers are yet free from accountability as no universal laws for digital content creation exist. Each country handles them according to its own laws and own benefits. The politicians who use these content creators to come to power least try to control them after coming to power because of their usefulness and for future campaigns. In this way these content creators remain free from

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accountability and does not take care of ethics as well. They openly support even enemies and yet remain unaccountable. A number of drugs are introduced by these influencers in the name of style and promotion of ads which influences millions of people. So the lack of accountability also provides a free hand to their digital deception.

A very depressing effect of this digital deception of influencers is that it has replaced the genuine role models with fake ones. Kids are more influenced by the social media influencers than their parents. A report published by European Union Social Media platform presented the figures of Europe that 70% of teens listen to social media influencers more than their parents and trust on these influencers. The teachers at school are replaced by the "Edutainment" of social media. Their false and short tricks are moving kids away from the mandatory subject practices and influencing their education.

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The worst effect of social media influencers is the psychological pressure on ordinary people because of social comparison. When those influencers show their real or fake lifestyles, the deprived population unconsciously compares itself to them. This produces great depression in public and psychologically harms people. Many people even commit suicide just because of feeling deprived out of this fake comparison. "Fan" movie of India starring Shahrukh Khan is also related to this comparison culture where one of his fan becomes so obsessive with SRK that he even harms SRK and his family. This is clearly the manifestation of public attitude when they are psychologically obsessed by the influencers.

Social media influencers does not even spare their followers and use them as consumers. Instead of being thankful to them for following their content they further exploit them by their own products. Ducky Bhai a famous influencer also used his influence to buy his uploaded <sup>paid</sup> courses of online eating and is arrested because of his

promotion of apps that are not allowed in an Islamic society. The influencers are mostly devoid of emotions that public have with them. The strong affections and love of public for them is missing in these influencers and they only see them as a source of monetization even by risking their lives.

Social media influencers are also considered as a source of inspiration by some of its supporters and they present multiple arguments which exist in reality but are not much convincing.

Argument before the evidence.

Social media influencers promote self confidence and motivation as Pakistani influencer Syed Muzammil influence public to be self reliant. However, in the absence of proper guidance the followers are indirectly forwarded towards selfishness and "me" attitude. They start hating the state and develop resentment against state measures. They develop an attitude that they have to snatch their rights as the world is not doing justice with them.

Again how is this deception.

Social media influencers now a days are also becoming an inspiration for free lancing. Hisham sarwar a Pakistani influencer is guiding the public for free lancing. This seems so attractive to public but yet it again poses the teen towards online scams. The teenagers in the fantasies of becoming wealthy overnight easily become a prey to the online frauds and thus cause financial damage to their parents and sometimes they become so distressed that they even commit suicide just because of their dream not coming true as promised by the influencers.

No relation to inspiration or deception

Motivation for donation and charity can also be considered as an inspiration as supported by many people yet it too ultimately leads to chasing fame by using the name of public welfare. These influencers themselves share their work of public welfare to influence people which also harms the dignity of the affected people. Thus these influencers become the cause of

of a chain that uses affected people for their fame.

Some social media influencers talk about the awareness of certain health and mental issues which is a good thing but still it is not as effective as it seems. Every person is going through different circumstances. The things that people ignored in past and moved on from that phase is now presented as a psychological trauma which must be considered but it causes more harm than good. Many meaningless things are presented in an exaggerated manner that people believe themselves to be suffering from a lot of diseases and promotes victimization culture.

To conclude, influencers cannot be blindly trusted as role models. In Pakistan specifically and the world generally, digital deception dominates. A number of examples are presented in this essay which clearly show the prevalence of deception more than inspiration. So, only with ethical regulation and critical thinking, <sup>positive</sup> influence can be maximized.

This is not a properly structured conclusion.