

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.

COHERENCE (15%)

- There should be connectivity and flow between the paragraphs. Use proper connectors for this purpose not firstly, secondly, thirdly and so on.
- The sequencing of paragraphs must be logical.
- The essay must align with the outline in sequence, idea, and content. If not it will be deemed incoherent.
- Unity of idea must be maintained within the paragraph, otherwise it will be considered incoherent.

TASMIA
KHALID

402

Social Media Influencers: Inspiration or Digital Deception?

A Introduction

B. Social Media Influencers are Inspirations ;

Lacks argumentation
and analysis. No
academic backing. Very
surface level approach

1. Successful business ladies on social media inspires other women to start business ;

- Merium Pervaiz cosmetics

2. Video gamers on social media inspire unemployed people to earn money through gaming ;

- theanonymousxd : Mubeen Ilyas

Ansari in Pakistan, a Pubg player

3. Influencers' stories : From poverty to wealthy life style inspire others to follow ^{the} same path ;

- Ahsanajab : Now an entrepreneur, was a vendor before

4. Perks and privileges of Influencers

jobs inspire youth to work ^{even} harder;

- Hundreds of CSS officers are

social media influencers

- Sassi Malik Sher

5. Influencers through pursuing their dream career inspires others

- Medical students as residents in

USA after passing USMLE

- Marhama Zaffar, graduate of

Agha Khan University

6. Inspiration from Religious influencers

- Members of youth club

- Mufti Shamail Nadavi after a debate with an atheist

You are simply changing the fields you are not arguing how they inspire people

7. cooking channels inspire young girls and boys to cook efficiently

- Andrew Rea

- Iife's Kitchen

8. Welfare projects by influencers

inspire others to participate

- Arslan Ali: An influencers

who does cleaning projects.

9 - Disease awareness campaigns by influencers inspire others to practice precautions;

- COVID-19 vaccination
- Diabetes awareness campaign

C - Some flaws associated with Influencers system

10 - Influencers promote products without credibility, just for payments

- Kylie Jenner and detox tea case

11 - Influencers show only a perfect image of their life while hiding the other face of coin;

- Selena Gomez : Glamorous red carpet looks, the other side, kidney transplant, severe anxiety

Stance based topic. You are to select from the two given options

D. conclusion

Shehla was an orphan girl, living in a small village of Azad Kashmir.

A young girl with a middle class family background, inspired from ^{by a} social media influencer, who had a small home-based bakery, started her own business. Now she is a top class baker in town.

Billions of ~~the~~ people are there, on social media and hundreds of thousands are influencers. The point to ponder is the impact of these influencers on public. The positive image ^{Expression} is that many of them inspire others with their content. The most significant among all, the young business women as influencer inspire other women to start their own businesses and become successful. Moreover, video gamers - whose majority following is youngsters - inspire others to earn through video gaming. Furthermore, many influencers inspire others with their life stories and their journey from poverty to wealthy life style. In addition to this, Influencers

by showing perks and privileges of their jobs inspires others to work hard and secure their jobs as well. Indeed, social media influencers are inspirations for others. However, every good thing comes at a cost.

Short introduction. Should be 200-250 words
Lacks proper structure.
No thesis statement. No proper overview of essay

That's not the point of the essay. Your tone should match the topic. You are asked whether social media influencers are inspiration or deception.

The most significant inspiration that people get from social media influencers is, starting a business. The outcomes of a successful business creates a ^{the} shine in eyes of viewers. Many young ladies who are already running a social media account, start their business and provide all the tips and tricks about successful business and all other business ideas.

You are explaining what happens to people not how social media influencers are an inspiration

Merium Pervaiz is a social media influencer in Pakistan who started her own cosmetics business that became successful. Many young girls get influenced from her.

Generic, in what way??

Concluding sentence??

Topic sentence has no relation to social media influencers being an inspiration

Informal expression

Another most important thing that inspires many, especially young generation is earning through video gaming. Many people become influencers after gaining fame through videogames. They upload videos of their own played games and earn money by promoting various hacks and companies.

No analysis on how they are an inspiration

Mubeen Ansoni is a Pakistani gamer who played Pubg and gained fame through it. He earned a handsome amount of money and in this way inspired many unemployed people to earn. This is how social media influencers inspire people.

Topic sentence unrelated to the topic

Life story of any person that represents a journey from failure to success always inspires people. When it comes to an influencer who already have a huge fan following, then boundaries do not matter. People from different regions get inspiration. Ahsan Ajab a Pakistani young man was a vendor and had a shoe stall

No argumentation
No analysis.

is now an owner of a restaurant in Madina and also a shilajeet supplier. He is inspiring many of his fellows to work hard and get a luxurious life.

Many influencers on social media upload pictures related to their jobs and show perks and privileges on their jobs. They influence many young people and inspire them to work even harder to get those positions. Job security is an important factor that inspire people to get similar jobs. Many CSS officers are social media influencers and they show the benefits and luxury of becoming a civil servant or Bureaucrat. This is how they influence and inspire young people who have big dreams. This is how social media influencers become inspirations for others.

Many influencers pursue their dream career through education and become inspiration for like

minded people. Education is the most important tool to get your dreams fulfilled especially those that are linked to higher education.

Social media influencers record their journeys of pursuing their desired career and inspire those

who are coming behind. Marhama

Zaffar, a medical graduate of Agha Khan University, now working as a surgery resident in Chicago

after clearing USMLE. Through her social media account she inspires a crowd of medical students who

are following her. This depicts how

influencers become inspiration through their educational achievements.

How do you know? This isn't an academic example

Social media influencers who promote religious practices, also become inspiration for social media

users. Islam is a highly growing religion and many Islamic scholars on social media preach how to

balance deen and dunya. Social media influencers upload Islamic debates, pod casts, and their

Not the only religion in the world

Life style to inspire people. Members of youth club have gained popularity and now they are inspiration for youngsters, similarly, Mufti Shamail who had a debate with an atheist became an inspiration for people.

This is how social media influencers promote religion and become inspiration.

Social media cooking influencers has become inspiration for young girls and boys. Cooking and baking channels show each step and ingredients of a recipe and help others to cook efficiently. Cooking tactics and efficiency of social media cooking influencers are inspiration for newbie chefs and common people.

Andrew Rea and Life's Kitchen are the best and top class cooking channels. They their cooking methods and flawless videos inspire others to cook likewise. This shows how cooking channels become inspirations for others.

Welfare projects promoted by social media influencers gain momentum and influencers become inspiration. Public welfare projects are always widely accepted in society, social media influencers start welfare projects and through posting influence a huge community. Arslan Ali a social media influencer has started cleaning project. He washes and cleans streets, water pumps, corners, and many public places and post videos on social media. This act has become inspiration for people as his followers count has surpassed one million. This is how social media influencers become inspiration by promoting welfare projects.

How are they an inspiration?

Social media influencers are inspirations for others as they promote and spreading disease awareness campaigns. Awareness of any evil is the necessity of human. Disease awareness help people to adopt precautionary

measures. Disease awareness campaigns help people to understand causes of disease and early warning signs to immediately control it. Diabetes awareness and thalassaemia awareness campaigns through social media influencers help people to recognise early warning signs and get immediate medical care. Social media influencers inspire others to participate in awareness campaigns and take care of their own health.

No explanation of how social media influencers are an inspiration

Every good thing comes at a cost. Along with benefits of social media influencers, there are certain flaws in this system that might be harmful for innocent social media users.

Transition should be about counted opinion not your negatives of social media

Social media influencers promote many products without credibility. In order to get payments only. Modern time shows that every person runs behind wealth. Same as with social media influencers

low credibility products promoted by famous influencers cause harm to users. Kylie Jenner and detox tea case is the most famous case in which this influencer was promoting this product just for money. The useless products cause harm to users. This is how flawed this system has become.

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No
analysis

Social media influencers show a fake life style just to gain followers and fame. Many people just show a fake past as just a little perfect part of their life. People get social media anxiety and fear of missing out from fake life styles of social media influencers. Selena Gomez a famous celebrity whose glamorous red carpet looks inspire young girls but the other side of her life is that she has her kidney transplanted and a patient of severe depression. The life which is giving anxiety to others is also full of anxiety. This is

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how this system has flaws that comes with selective sharing of content

Start the conclusion with a concluding phrase

Social media influencers inspire their viewers with multiple variety of content that they show on their accounts. They shape life style of people, build a specific narrative and help them to grow. Religious influencers inspire others through their religious lifestyle that is balanced with worldly lifestyle. Many cooking based influencers inspire others to cook efficiently and start their cooking based businesses. Moreover, welfare projects led by influencers gain popularity and completion. Such people become inspiration for many people. Similarly, disease awareness campaigns by influencers help people adopt precautionary measures. As every good thing has some side effects as well so as social media have.