

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 1-5 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 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%)

(2)

DATE: ___/___/___

DAY: ___/___/___

(i) An example of social media influencers living in slum.

Example should be a report, excerpt from a book or well known case studies

(B) Influencers show specific part of their life not a full livestream;

(i) Pakistani social media influencers current life contrast.

(c) Over-romanticizing^{ation} and over-dramatization of events of life;

(i) An example of recent social media influencer wedding.

(D) They are living a lifestyle against religious and cultural norms;

(i) TikTokers and YouTubers relationships for more followers.

(E) Influencers try to portray good image but on screen but from the back some are violent and ill-mannered.

(b) An example of influencers who slapped a boy in an airport.

(III) ~~Some people argue that social media influencers are the source of inspiration.~~ A counter perspective

(A) Influencers indirectly teach morality from which young individuals learn;

(B) They show the journeys of their dreams that inspires others to pursue their dreams and goals;

(C) Influencers show the social service they do which ^{indirectly} compels persons to do good for others.

(IV) Social media influencers are digital deception than a source of inspiration.

(A) They teach morality but unable to learn it by themselves;

(B) Their journeys are hard to

be followed;

(c) They do social service but for more followers and good image.

(vi) Conclusion

That's not deception.

ESSAY

A beautiful and skinny social media influencer present on various social media platforms uploads her videos and pictures and her followers were increasing hours by hour. One day, she decided to come live without any filter, when she appeared, she was average looking girl. This discouraged her followers. In this way, social media influencers create deception on screens. Because of the contrast between their practical life and digital life, short span of life moments, over-

romanticization of events and the good image they show on screen but in reality this is totally different. Some people say social media influencers are inspiration for others. The reason behind is they practice morality, follow their goals and dreams and do social service which inspires people especially youth to do better in their life. However, this is not the real case the things they do the way they portray themselves is only a deception not an inspiration.

Informal expression

No proper overview of essay not thesis statement.

Social media influencers are the people who build a substantial engaged audience on various social media platforms and influence their behavior, opinion, decisions of their followers. Social media influencers create digital deception because a contrast appeared between their real life, how they live, how their housing conditions are and they behave

Directly address the argument in the topic sentence.

may completely different from how they portray on screen. This can be explain through an example of an influencer living in slum house but on camera that part is showing which is decorated and suitable for shooting a tiktok video. The example shows a big contrast and people take it for real life of an influencer.

No argumentation No analysis

No proper example.

Influencers do engagement with their followers through videos and vlogs but in their videos and vlogs they shoot only part of their life not an entire day or entire life. This creates a vacuum of deception and belieg. People consider that one part or moment of the day as the whole happy day. But it is not the case. The evidence of the argument is recently a pakistani influencer sharing his happy moments of life but

in other part which is not shared in videos, he is stuck in court cases, physical abuse from lawyers. Therefore a digital deception is produced.

Another form of digital deception by social media influencers is over-romanticization and over-dramatization of events in their life. Influencers' celebrations are grand and over-priced like birthdays, weddings etc. They over-romanticize the small valued events just to improve their followers and to earn money. This is done by female pakistani influencer recently who extended her wedding events upto many months which is impossible for a normal human being. Hence, over-romanticization and over-dramatization is also a digital deception.

Incomplete