

GENERAL FEEDBACK FOR ESSAYS

Day: THURSDAY

Date: JAN 01, 2020

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16/2

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.

OUTLINE

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. You are not discussing a double-edged sword. You

are asked whether they are a source of inspiration or not. 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 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 in a hopeful note, remember that solutions and hope are not the same.

COHERENCE (15%)

1. INTRODUCTION

1.1. Hook

1.2. Background

1.3. Thesis Statement: While social

media influencers are powerful catalyst for social awareness, enter-

preneurship and individual inspiration,

the industry's unregulated nature frequently

encourages unbridled expansion through

organized production and distribution

and spread of misinformation.

2. TOPIC STATEMENT: AS A SOURCE OF INSPIRATION:

2.1. Empowering Education and Well-being

2.1.1. Bridging the digital divide, promoting

fitness and digital marketing.

Both cannot be your stand. There is an OR in the topic not an and. Choose what your stan

- 2.1.2. Teaching practical skills outside traditional education system
- 2.1.3. Connecting individuals with specialised knowledge areas

2.2. - Encouragement for Social and Civic Change

- 2.2.1. Driving awareness for climate action, human rights and political movements
- 2.2.2. Rapidly gathering support and funds for disaster relief and non-profits
- 2.2.3. Amplifying under-represented communities and social justice issues.

2.3. Driving Economic Opportunities and Innovation

- 2.3.1. Generating new jobs for "content creator", managers and digital strategists
- 2.3.2. Providing affordable, targeted advertising solutions
- 2.3.3. Influencers successfully launching their own product lines and companies

These are positives of social media influencers yes but this does not explain how they are a source of inspiration.

~~3. THE DARK SIDE: DIGITAL DECEPTION:~~

- 3.1. The Illusion of Curated Perfection
 - 3.1.1. Use of extreme editing and filters to present unattainable lifestyles

and appearances

3.1.2. Correlation between heavy platform usage and heightened anxiety levels

3.1.3. Linking "upward social comparison" to increased body image issues and depression.

3.2. Unethical and Predatory Marketing Practices

3.2.1. Failing to clearly label sponsored content as required by law

3.2.2. Advertising unproven health supplements or high-risk financial schemes

3.2.3. Targeting impressionable followers with misleading approvals.

3.3. ~~Erosion of Authenticity and Trust~~

3.3.1. AI-driven avatars blurring the lines between real people and marketing tools

3.3.2. Turning genuine experiences and relationships into transactional content

3.3.3. Public skepticism towards the genuine nature of product reviews.

Algorithm

effect

4. ANALYSIS OF CONFLICT: RELIABILITY VS COMMODIFICATION

4.1. The "Trust Gap" and the Death of Authenticity

4.1.1. Moving from spontaneous life sharing to calculated and professional self-branding

4.1.2. The shift from community based following to transactional audience.

4.2. Algorithmic Pressure and the Push for Sensationalism.

4.2.1. How algorithms prioritize "outrage" and "luxury" over realistic content

4.2.2. Digital platforms engineering feelings of inadequacy to keep users engaged

4.2.3. Influencers becoming "actors" in their own lives to satisfy platform metrics.

5. RECOMMENDED STRATEGIES FOR A BALANCED DIGITAL ECOSYSTEM

5.1. Strengthening Policies like PEMRA in Pakistan

5.2. Integrating Media Literacy into Educational Content to Help Users Identify Deceptive Content.

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5.3. Encouraging Influencers and Brands
to Adopt Transparency through
Mandatory Hashtags

6. CONCLUSION:

Argumentative or stance based essays do not require unnecessary detail. If you are given the option between two. Choose one, either go for simply validating your stance or go for thesis and anti thesis approach. This is not acceptable or suitable. It does not answer the question asked.

ESSAY

In the landscape of twenty-first century, the way we look up to people has changed completely. We have moved away from distant movie stars towards "social media influencers" who are actually ordinary people who have gained millions of followers by sharing their daily lives online. The shift happened because influencers felt real, honest and relatable, like a friend or family member talking to us through phone screen. Today, the influencer industry has grown into a massive global business worth billions of dollars. However, this growth has created a serious problem. While many influencers use their platforms to teach new skills or stand up for important social issues, many others have turned their lives into a product. They often use fake filters, promote harmful products for money and show a "perfect" lifestyle that does not actually exist. This raises a vital question for our digital age: are influencers a true source of inspiration, or are they just masters of digital deception? This essay argues that

The people we look up to have changed not the way we look up to them from your description.

Informal

not really

Irrelevant detail.

Does not match the context of the topic. You cannot choose both sides.

No proper thesis statement and no gist of outline.

while social media influencers can be powerful tools for social change, entrepreneurship and personal motivation, the lack of rules in this industry often leads to deception through false perfection, hidden advertisements and the spread of wrong information. Therefore, we must learn to balance the inspiration they provide with a critical eye toward the digital lies they often tell.

Not asked. You are not asked the benefits of social media influencers.

One of the most significant benefits of social media influencer phenomenon is its role in democratizing education. Historically, specialized knowledge in areas like advanced marketing, fitness coaching or cooking classes was often expensive or required formal schooling. Influencers have changed this dynamic entirely by providing free, accessible tutorials and guides to anyone with just an internet connection. For example, aspiring graphic designers can learn complex software skills outside traditional education systems, creating new opportunities for people who might not have time and money for formal training. Furthermore, influencers allow for niche expertise sharing. Let's not forget whether a person wants to learn about

Unrelated to how they are an inspiration.

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Too long for a body paragraph.

sustainable gardening, using a historical costume design, there is likely a dedicated influencer providing detailed content on that very specific topic. This access to specialized information fosters skill development and self-improvement on a global scale, proving that digital space can be a powerful engine for individual empowerment and growth.

No connectivity between paragraphs.

Social Media influencers have also emerged as powerful catalysts for social and civic change, moving beyond mere entertainment to drive real-world impact. Because they hold the attention of millions, they can mobilize large audiences almost instantly bringing urgent focus to global issues like climate action, human rights and significant political movements. When a crisis occurs, such as earthquake or floods, influencers can reach their audience to launch massive charitable fund-raising campaigns, gathering support and donations to non-profits and needy much faster than traditional media. Furthermore, these digital platforms allow of amplification of marginalized perspectives that are often ignored by mainstream news. By sharing their personal stories, influencers from under-represented communities can

No explanation related to how influencers are an inspiration.

raise awareness about social justice issues, and promote empathy among diverse group of people. In this way, influencers act as ~~modern-day activists~~, using their digital influence to encourage civic responsibility ~~and unite people behind meaningful causes~~ that can improve society as a whole.

No evidence
no paragraph
structure.

Beyond their social impact, influencers are significant drivers of modern economic opportunities and innovations. They are the backbone of what economists now call the "Creator Economy", a rapidly growing sector that generates new jobs not just for the content creators themselves but also for whole ecosystem of managers, video editors and digital marketing strategists. This provides employment chances that did not exist a decade ago. For small businesses, influencers offer a vital, affordable advertising solution. Instead of paying millions for a TV commercial, a small business can partner with a micro-influencer to reach a highly targeted and loyal audience to successfully launch their own product lines. This shows how the influencer model is fundamentally reshaping business and employment in the digital age.

Present it as a counter opinion. Not Your own.

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Despite the positive impacts of the digital world, there is a significant "dark side" rooted in the illusion of created perfection. Many influencers present a lifestyle that is carefully edited using filters and professional tools to hide any flaws. This creates a "filtered reality" where everything looks perfect. However, these images are often unattainable and fake, yet they are presented as normal. For young and impressionable followers, this leads to a dangerous psychological damage known as "upward social comparison". Where users constantly compare their real, messy, low self-esteem and even depression. Scientific studies have shown a clear correlation between heavy social media usage and rising mental health metrics like anxiety and loneliness. Because followers only see the "highlight reel" of an influencer's life, they feel inadequate in their own, proving that this digital deception can have devastating consequences for mental well-being of society.

Too many ideas no example and explanation.

Another major concern within the influencer industry is rise of unethical and predatory marketing practices. Many influencers engaged in "undisclosed commercialism" which means they promote products without clearly telling their audience that they are being paid to do so. This violates advertising laws and tricks followers into believing a paid advertisement is actually a sincere, personal recommendation. Even more dangerous is promotion of harmful or unproven products. For the sake of paycheck, some influencers advertise "detox teas" that can cause health problems or promote high-risk financial schemes and gambling apps that lead to significant money loss. These tactics exploit vulnerable and impressionable audiences, such as teenagers in financial distress, who deeply trust influencer's opinion. By using this trust to sell misleading or risky products, influencers prioritize their own profit over safety and well-being of their followers. This lack of honesty turns digital space into deceptive marketplace where profit often comes at the expense of public health and financial security.

Not the point of discussion

was that

That's not undisclosed marketing.

Your focus should be on highlighting the deception of social media influencers.

No evidence. Too many different ideas in a single paragraph

The digital age has witnessed a significant erosion of authenticity as influencers increasingly turn their private lives into "products". This commodification of the human experience means that genuine moments, such as family gatherings or personal struggles, are often staged purely for views and profits. This profit is worsened by the rise of "virtual influencers" that are AI-driven avatars that look like humans but are actually controlled by corporations. These digital characters blur the line between reality and marketing, making it impossible to find a real human connection. Consequently, a massive "trust deficit" has emerged; the public is now highly skeptical of reviews and endorsements, wondering if anything they see is truly genuine or just another paid performance.

The central conflict within the influencer phenomenon lies in the clash between the initial promise of genuine relatability and the harsh reality of modern commercialization. This conflict creates a significant "Trust Gap". What began

as personal sharing has transitioned into professional self-branding, where every photo and caption is carefully planned to sell a product. This undermines the genuine loyalty followers once felt, as the audience begins to suspect that every interaction is transactional.

Furthermore, the very platforms these influencers use contribute to the deception through "Algorithmic Control." The computer programs that run social media do not reward honest, everyday content; instead, they prioritize sensationalism, extreme beauty and dramatic conflict because these elements generate more user engagement and advertising revenue. This system forces influencers to create a highly selective, often false version of reality.

As a result, users are trapped in a cycle of "Fear of Missing Out" (FOMO), constantly comparing their lives to impossible standards and feeling the cycle of digital deception.

To foster healthier, more balanced digital ecosystems, several proactive strategies are necessary to manage the influence industry. First, robust regulatory oversight is crucial. Governments and consumer protection bodies, such as FTC in US and

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and organizations like PEMRA in Pakistan, must enforce existing digital consumer protection laws more strictly. This includes mandating clear, easily visible labels like #ad or #sponsored on all commercial content. These regulations encourage ethical branding and hold both influencers and the companies they partner with accountable for transparency. Secondly, we must prioritize promoting digital literacy. Integrating media literacy into school curricula will equip young people with critical thinking skills needed to identify deceptive content, wretched realities and predatory marketing tactics. Teaching audiences how to distinguish genuine information from commercial manipulation is perhaps the most sustainable solution to the problem of digital deception.

In conclusion, the impact of social media influencers on modern society is a complex issue; they are neither purely inspirational heroes nor entirely deceptive villains. The true nature of their influence is determined entirely by how we, as a society, use and regulate positive

Platforms.

~~social change~~. When used responsibly, influencers can inspire, educate and mobilize ~~positive social change~~. When left unchecked, the industry exploits vulnerability and promotes unattainable standards. The future requires a symbiotic relationship where technology serves human growth and connection, rather than just commercial manipulation. A blend of personal responsibility, educational reform and clear legal boundaries will ensure the digital ecosystem becomes a safer, more transparent space for everyone.