**FINAL EXAMINATION**

**PART 1 – FALL 2022**

**SUBJECT: Academic English – Writing (AEG115)**

**Duration: 90 minutes**

Read the two texts and complete the following task.

Write an **essay of at least 450 words** in response to any aspect related to the readings. Use **techniques of paraphrasing, summarizing and incorporate at least four citations from the sources applying citation standards.**

***Analyze the pros and cons of using social media on society, and state whether you support this.***

**Reading text 1:**

**The impact of social media on our society**

***By Susan Saurel- February 10, 2020***

Social media is a powerful revolution that has changed our lives *all* round; it has changed the way that we socialise, conduct our businesses, engage in political affairs, build professions and set job recruitments, says Susan Saurel, writer at EssayOnTime. Saurel gives insights into the areas that have been significantly affected in our society.

It has attracted a *massive* number of users with an estimate of 3.5 billion users worldwide.  
This is according to 2019 Social Media Statistics. Here are the major ways that these platforms have impacted our society.

**1. Socialisation**

With the use of platforms like Facebook, Twitter and Instagram, how people socialise hasbeen greatly revolutionised. It has made it easy to connect to our family members, friends and relatives on a real-time basis.  
With social media, people can share pictures and videos and communicate with their close ones. This has strengthened relationships and it is bringing families together in a way that was not possible in the past.  
Families, friends, relatives and businesses have the opportunity to share skills and improve on different proficiencies. Additionally, people get to make and meet new friends.

### 2. Business

### Businesses have greatly been impacted by social media - from marketing to interacting with customers on a timely basis. A business that has embraced the use of social has a definite edge over its competitors. The online platforms are a less expensive way for businesses to advertise their offerings on a real-time basis and to attract more customers. It has made it easy for businesses to reach out to a wider customer base and improve customer loyalty through different programmes. Easy access to customers gives businesses the leverage to retain existing customers *as well as* to attract more. This leads to great market share and greater profit margins and some good bucks for businesses. Through interaction and feedbacks by businesses to their customers, they can understand the market quickly and adopt new strategies, as well as conform to the dynamic customer's tastes and demands.

### 3. Politics

### Social media has impacted politics in many ways. Nowadays, it is where most people get their news; in some cases, this is*before* the media houses do. It is the medium that gives the easiest access to political and other news. These online platforms also allow people to air out their political grievances to their political leaders and demand for actions to be taken. Its also a medium where mass political rallies are formed, campaigns are carried out and even political unrests are most felt.

### 4. Job hiring

### Social media has impacted job recruitments significantly. The majority of companies make their hiring decisions based on one's social portfolio. Recruiters also use online networks to post job vacancies through which they get their ideal candidates. It has also made it easy for job seekers to get access to job posts. This is evident on platforms like LinkedIn, where job seekers can create their profile containing their skills and see what job opportunities recruiters are posting.

### 5. Education

### Many professions and skills have been built and learned through social media. There is a *massive* increase in online learning where one can easily learn a skill and build a strong profession around it. The existence of social media has led to an increase in the number of people undertaking distance learning, as well as academic offerings such as [writing services](https://www.college-paper.org/).

### 6. The negative impacts of social media

There are, however, negative impacts caused by social media. Despite it being a platform through which we socialise, run our business and understand political affairs, here are some negative results to take into consideration:

* Through sharing personal information, one's privacy is at risk of impersonations, theft and stalking among other vices. Nowadays, companies use social media to gauge job seekers. Posting **anything** abusive or embarrassing could make you lose that job opportunities, because 'the internet never forgets'.
* Online social platforms are *addictive* and this has drastically reduced productivity at workplaces. This impacts negatively on companies as they incur losses.
* In some instances, it has made some people -especially the introverts - to rely too much on the virtual world as opposed to the real world.
* Cyberbullying is another worrying impact of social media. Results of cyberbullying have seen victims falling into depression and, in more radical cases, has cost them their lives.
* Since information travels faster online, a piece of false information could quickly reach a big number of people and cause great panic among the recipients.

**Reading text 2:**

**Advantages and Disadvantages of Social Media**

**By Angela Stephanou – June 14, 2022**

## **The Advantages**

### 1. Use of Social Media for Promotion and Advertising

### Social media is beneficial for promotion and advertising. Because the entire world is connected and uses social media, people may share their business products and services with the whole world. Both online and non-online businesses require promotions and advertisements to promote their products and services to the general public. You can freely promote your product with individuals in groups on social media, or you can pay to have paid adverts appear. Others can use social media to promote their products and reach out to people interested in what they have to offer. Influencer marketers are the new brand ambassadors.

### 2. People Can Connect Through Social Media

### The true beauty and best advantage of social media are that it allows people to connect. With the help of social media, you may connect with the people you desire from anywhere in the world. Social networking platforms give you the ability to communicate with individuals all over the world. You may make friends from anywhere or follow someone on social media. Others might also use social media to follow and contact you. Social networking is the most refined platform for exchanging ideas with individuals who share your interests.Most users use social media platforms such as Facebook, Instagram, and WhatsApp to quickly communicate with their friends, coworkers, and family members.

### 3. Social Media is a Good Source of Up-to-Date Information

### Social media is also a great place to receive the most up-to-date information and news. People used to wait for daily newspapers to acquire the latest news and updates from worldwide before using social media. People no longer have to wait for a daily newspaper or a television newscast. They may simply obtain the most up-to-date information and updates on current events worldwide by going on social media.Social media allows people to share and produce information.

### 4. Social Media Is Beneficial to Education

### Social media is beneficial to education. You can learn from others on social media, and it delivers the best learning chances ever. There are many professors and lecturers on social media that can assist you. People can follow them and contact them, and they can receive assistance in their profession without having to pay them. Students primarily used social media to communicate with their friends and classmates and debate educational matters with one another. 70% of students use social media to discuss school tests and assignments with their friends and peers.

### 5. Entertainment with Social Media

Social media is a new form of entertainment, and the majority of people use social media to pass the time. Humans are social beings. They desire to communicate with other individuals and initiate conversations about various topics with people from different regions. People often spend 40 to 60 minutes on various social media networks. They can exchange images, comments, posts, videos, and other media with others. They can also watch other people’s photos, remarks, and videos for pleasure. They are pleased and content with the likes and comments on her [social media post](https://digitalscholar.in/social-media-post-scheduling-tools/). According to research, 88 percent of individuals consider social media platforms such as Facebook, Twitter, and Instagram a new kind of entertainment.

## **The Disadvantages**

### 1. Cyberbullying

### One of the worst aspects of social media is cyberbullying, which is one of the top disadvantages of social media. Bullying that takes place on social media platforms is known as cyberbullying. The majority of people use false social media accounts to tease others.They are untraceable and can do anything they want. They bully others by sending them derogatory photographs and videos, as well as mocking them. Bullying is made much easier by the use of social media. They make other individuals feel uncomfortable by making unpleasant remarks and teasing them in different ways. Cyberbullying primarily affects teenagers and children. People who are subjected to cyberbullying experience despair, anxiety, and a high level of stress-like symptoms.

### 2. Hacking on Social Media

Hacking is the most severe drawback of social media, and it affects the majority of people. Hacking is a prohibited action, and it is the act of gaining access to another person’s personal and limited information. In my research and study on the pros and cons of Social Media, I discovered that hackers target the youngest youth and children. Several people’s personal Facebook, WhatsApp, and Twitter accounts were hacked in January 2019. Typically, hackers hijack people’s accounts and then blackmail them by revealing their personal information on social media.

### 3. Reduces Face-to-face Communication Skills

### Nowadays, social media is the most prevalent form of communication. The majority of people use social media to communicate with others. One of the worst aspects of social media is that it reduces the ability to communicate face to face. Everyone used social media to interact with others, and as a result, they gradually lost their ability to communicate face to face. Only keyboard or voice communications are used to communicate on social media. People who communicated over social media did not learn how to share face to face, and face-to-face communication became extremely difficult for them. This also increases the chances of being affected by bipolar and other mental sufferings.

### 4. Social Media Cause Depression and Loneliness

### People who spend too much time on social media get depressed and lonely. Our lives have become increasingly reliant on social media, and people nowadays use social media as their primary mode of communication. The majority of people become addicted to social media. They are constantly occupied with social media users, which causes them to become depressed. Constantly settling in The amount of time we spend in front of devices has a significant impact on our brain. We may have a headache, depression, or anxiety due to our excessive usage of social media.

### 5. Social Media Causes Distraction

### People are diverted from their life goals and objectives by social media. The use of social media is steadily expanding. People use social media in more significant numbers. However, they are unaware that social media was diverting their attention away from their objectives. The majority of pupils are distracted by social media, They utilize social media for fun and pleasure, and they are constantly browsing through the newsfeed, wasting their time. Social media distraction has a significant impact on people’s futures and professional prospects.

**THE END**