

Unit 12 LO 1.1, 1.2

Task 1:

My potential idea for my research essay is under the **Marketing** sector, as in future I would like to see myself working under this field as they are expanding greatly and widely, if you see few years ago vs today, we have developed so much digitally in so many ways, either with more social media platforms, social media posts, paid influencers, more editing tools, and apps. All this and the development between time interest me so much that I know when doing this research essay under this topic I will be extremely passionate and interested about.

However, I do not want to research about marketing all at once, as under marketing there is many different sectors, fields, and topics. So, I want to slowly take each topic and do research to such an extent that I can acknowledge the different advantages and disadvantages that are highlighted, so overall I mentally and physically appreciate the marketing topic, people, and the efforts put in. Below are some topics in which I would like to focus and research about.

- **Social media marketing** – The reason I chose to investigate doing a research essay on this topic is becomes increasingly is one of the biggest sectors that I believe is a reason marketing is popular today. Moreover, this topic interests me a lot as it involves a lot of people. Social media marketing is so trending as everybody uses social media for different needs for example businesses will use it either to campaign or promote themselves, advertisers will use it as they now everyone on these platforms are more likely to come across the adverts and end up scrolling on them, people use social media in their free time and like to just relax looking at some Instagram posts on trending TikTok videos, parents more likely use social media to look at other people and many times take inspiration from them and tend to bring changes to either their dietary or homes or in the way they do their daily routines.
- **Editing development** – One thing that interests me in any field but in media is the post-production the editing. It is one of the most fascinating things that I find either when snipping different short videos into making an engaging video which ends up taking peoples breathes away or photoshop editing and change the whole picture into something else which just wipes the floor away under people's feet and who naïve people are that they do not know is done by editing. But that is not what I want to talk about, I want to talk about the different state we are in today when editing either a film, documentary, poster, or post. Nowadays, we tend to get a lot of different apps and tools to be able to edit and can tend to find many tutorials on how to use them and many templates are found. Anyway, back in the days they had one or two apps where they would need to make a film or documentary on that which must of took ages, but today they have different teams, different editors doing distinct parts of the work and tend to use apps which are immensely helpful, smooth, and quicker.
- **Influences** – The major topic that I would be passionate about are the influencers on social media. I can go on all day talking about them and researching about them, though I am not a

major fan of influencers as I have different opinions about them as they are fake, use filters and send different messages to our youth towards the way they should look, dress, eat, talk, and live. Which makes a significant impact into making insecurities introduced in diverse ways to all generations to mostly to the young ones as they want the attention they do not want to be ignored when growing up into an adult. The young end up trying to seek love and attention on social media and many times these influences end up killing their self-esteem which impact a lot of things for example there thinking their involvement and more. However, all negatives on a side many of these influences are helpful when either a business is promoting products because if they influencer tries it and give a helpful review many people tend to want to try it and use it as so influencer said 'it was really good' so the products sell faster benefiting manufactures.

Unit 12 LO 2.1, 2.2

Task 2:

Discipline: Marketing, Branding, social media

Context: How do influencers impact the youth through social media

This document is supposed to help me with the structure of my Essay about Influencers. It will be helpful as it will tell me in what I will need to involve and talk about in each sector or paragraph. It will tell which parts I will need highlight about meaning talk in brief and where I need to give a detailed explanation under the topic of how influencers impact the youth.

Introduction:

This will be the beginning to my Essay, acknowledging the reader of what they will find out whilst reading this essay. This is when I will only introduce the topic of:

- *What is an influencer*
- *Where do you find them*
- *Who can influencers be*
- *What do they do for a living*

Main Body:

This part of the Essay will be involved of me discussing how impactful influencers are on social media, referring to all the references I use during the research.

It will be including:

- *What advantages do influencers give*
- *What are the disadvantages faced because of these influencers*
- *Youth Health, self-esteem, confidence, and insecurities*
- *When does it get hard*
- *Benefits they give to manufacturers and businesses*

REFER TO REFERENCES

Conclusion:

The overall message and the reason to why it is approached.

REMEMEBER:

REFERENCES referral

Harvard style

1500 words

Do not waffle and repeat

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[Qf2P4-1wnE1FmRja7tU_QczxY&sig=AOD64_02yX-ALE3j1jM6ZnT07coWypLUjA&q&adurl&ved=2ahUKEwjltXf1b_8AhXKilwKHYS5DUAQ0Qx6BAqGEAE](https://www.bark.us/blog/social-media-influencers/) [Accessed 11 Jan. 2023].

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