

Writing a two-sided argument essay

Topic: Social Media [example]

Argument: *Is social media a benefit for society?*

Type: Academic [8 sources]

Level: **** [B2/C1]

Lesson Aim

To develop the students' ability to generate main ideas with support and write a two-sided argument essay.

3 types of lesson (writing x2 / reading x1).

1. Writing

- Ask Students to discuss question: *Is social media a benefit for society?*
- Write down the arguments in favour and in opposition.
- Feed in / check key vocabulary (see next page).

Free Writing #1

1. Distribute **outline #1** (blank).
2. Students complete outline using ideas discussed previously.
3. Students write the essay using the completed outline.
4. Students compare their essay with the model essay.
5. Extra: Reading Exercise.

Guided Writing #2:

Distribute **outline#2** (completed with points).

- Students write the essay using outline.
- Students compare their essay with the model essay.

Marking student's work:

Use marking code: www.academic-englishuk.com/error-correction

2. Reading

- Distribute text and **outline #3** (blank).
- Students read the essay and complete outline with key points and support.
- Students check answers with **outline #4**.

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Is social media a benefit to society?

C. Wilson (2017)

Key vocabulary

Check this vocabulary before you read

1. Popularity
2. Biographical profiles
3. [REDACTED]
4. To facilitate political change
5. A frivolous activity
6. [REDACTED]
7. A wider pool of employees
8. Capabilities
9. [REDACTED]
10. Isolated generation
11. To distinguish
12. [REDACTED]
13. To infringe copyrights
14. Piracy
15. [REDACTED]
16. To affect personality
17. The real world
18. [REDACTED]
19. Loneliness
20. Face-to-face interaction
21. [REDACTED]
22. To combat the negatives

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Is social media a benefit to society?

C. Wilson (2017)

Social media has exploded in [REDACTED]. In fact, the popularity of sites like Facebook, Instagram, Twitter and LinkedIn have grown by 36% since 2008 (Jordan, 2015). On social [REDACTED] profiles, communicate [REDACTED] and share thoughts, photos and similar media. [REDACTED] of social networking sites claim that [REDACTED] interaction with friends and family, [REDACTED] and facilitate social and political change. Opponents of social networking state that sites prevent face-to-face communication, [REDACTED] and alter [REDACTED]. This essay examines both the arguments for and against, and puts forward the proposal that it is [REDACTED]. For the purpose of this paper, [REDACTED] (SNS), social media sites (SMS), [REDACTED] (SN) will be used inter-changeably but will carry the same meaning.

There is a significant amount of evidence that supports the notion of social media being a benefit for society. This first main benefit is that social media [REDACTED] than [REDACTED]. Recent research by Kidwali & Imperatore (2016) highlight that over 50% of people learn about [REDACTED] and more [REDACTED] of [REDACTED] and editors use sites like Facebook and LinkedIn for story research. A second significant benefit is that social media [REDACTED] networks to advertise or find employees because they offer a wider pool of applicants and more efficient searching capabilities. To [REDACTED] of [REDACTED] on two or more [REDACTED] of these companies hired through LinkedIn (Wolburg, 2015). A final point is that SMS are a benefit for the economy. This divides [REDACTED]. In the political arena, SNS have increased voters' participation. Facebook users have reported that communication between [REDACTED] and campaigns [REDACTED] and been more persuasive in encouraging people to vote than in the past. For example, during the recent [REDACTED] UK, 2016), the readily available information and sharing of views on social sites encouraged [REDACTED], 2016). With regards to the financial benefits of SMS, the industry generates up to £1.3trillion to the [REDACTED]. Overall, the immense amount of available information shared and positive benefits for the [REDACTED] of SNS.

There is also evidence that suggests SNS are not beneficial to society and in fact are [REDACTED]. The first main detrimental effect of SNS is information sharing. Much of the information being shared on these sites is not [REDACTED] are sometimes written [REDACTED], it can be difficult to distinguish the difference. Many social network users fail to realise that SNS lack [REDACTED] posted can be accessed and used by anyone. In a recent survey by Boyd & Hargittai (2015), [REDACTED] users were unaware of Facebook's privacy policy. Of course sharing media content information such as [REDACTED] infringe copyrights and cause artists, musicians and writers to lose income. It has been estimated that [REDACTED] (CSIS, 2014). The second [REDACTED]. Young people in particular waste hours sending

messages, checking for replies and updating profiles. Bruns (2015) [redacted] average 18-year [redacted] on SMS, and cites recent research which highlighted that two thirds of teachers claim heavy use [redacted] grades at school. The final negative point associated with SNS is that it affects personality and behaviour. In terms of [redacted] on SNS can create [redacted] become less connected to the real world. This can lead to a higher risk of depression, low self-[redacted] (Steijn, 2014). In fact, [redacted] is changing behaviour and reducing the ability to spend time interacting face-to-face with family and friends. [redacted] together than [redacted] are being blamed for this (ibid). In sum, the negative impact of information sharing, the highly addictive nature and [redacted] reasons against SNS being a benefit to society.

In conclusion, it is true that there are many negatives connected to SMS; however, the main benefits of improving [redacted] and [redacted] outweigh those negatives. Countries need economic growth to create prosperity and more opportunities for [redacted] can be done through SMS. It is therefore recommended that to combat the negatives, SMS need [redacted] on [redacted] materials and [redacted] for those who have become isolated.

(800 words)

Reference List

Boyd, D. and Hargittai, E. (2015). Facebook Privacy Settings: who cares? *First Monday*, 15(8)

Bruns, A. (2015). Making Sense of Society Through Social Media. *Social Media Society*, 1

Center for Strategic and International Studies (CSIS), (2015). The Cost of Cybercrime. *Network Security*, 2015(10), p.2

The Economist. (2016). Explaining the Brexit vote. [online] Available at: <http://www.economist.com/news/britain/21702228-areas-lots-migrants-voted-mainly-remain-or-did-they-explaining-brexit-vote> [Accessed 16 Jul. 2016].

Jordan, K. (2015). Academics Awareness, Perceptions and Uses of Social Networking Sites: Analysis of a Social Networking Sites Survey Dataset. *SSRN Electronic Journal*.

Kidwali, G & Imperatore, T., (2016) "Social Media as a Journalist Tool," *Journal of Social Networks*, 97 (6), pp.63-64

Steijn, W. (2014). A Developmental Perspective Regarding the Behaviour of Adolescents, Young Adults, and Adults on Social Network Sites. *CP*, 8 (2)

Wolburg, J. (2010). Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social. *Journal of Consumer Marketing*, 27(5), pp.481-482

Outline #1

Make notes using this outline to plan an essay on: *Is social media a benefit for society?*

Introduction	
General	
Specific	
Outline & Thesis	

Positives - write your ideas and support

1. Point / idea:

Support:

2. Point:

Support:

3. Point:

Support:

Negatives - write your ideas and support

1. Point / idea:

Support:

2. Point:

Support:

3. Point:

Support:

Conclusion	
Summary	
Thesis	
Recommendations	

Outline #2

Use these ideas to write a two-sided argument on: *Is social media a benefit for society?*

Introduction	
General	Social media > [redacted] Social media sites > [redacted] 2008. Activities = profiles, communicate & sharing thoughts, photos (Jordan, 2015).
Specific	Proponents - interaction friends & family, [redacted] and help change. Opponents – [redacted] waste time & impact behaviour.
Outline & Thesis	Examine both the arguments for & against. Conclude that they are beneficial for society.
Clarify terms	(SNS), (SMS), (SN) used inter-changeably - carry the same meaning.

Positives

1. Spread information faster (than any other media).

- >50% of people learn news (Kidwali & Imperatore, 2016).
- media journalists for story research.

ALL ANSWERS ARE INCLUDED IN PAID VERSION...

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Outline #3

Read the essay on: *Is social media a benefit for society?* Fill in the outline (basic notes only)

Introduction	
General	
Specific	
Outline & Thesis	
Clarity of terms	

Positives - find the main points and support	
1. _____	<ul style="list-style-type: none">•••
2. _____	<ul style="list-style-type: none">•••
3. _____	<ul style="list-style-type: none">••••

Negatives - find the main points and support	
1. _____	<ul style="list-style-type: none">••••
2. _____	<ul style="list-style-type: none">•••
3. _____	<ul style="list-style-type: none">••••

Conclusion	
Summary	
Thesis	
Recommendations	

Outline #4 ANSWERS

Introduction	
General	Social media has exploded [redacted]. Popularity of sites grown [redacted] since 2008. Profiles, communicate & sharing thoughts, [redacted] (Jordan, 2015).
Specific	Proponents = interaction friends & family, share info and facilitate change. Opponents = prevent [redacted], waste time & behaviour.
Outline & Thesis	Examine both the arguments for & against. Put forward the proposal that it is beneficial for society.
Clarify terms	(SNS), (SMS), (SN) used inter-changeably carry the same meaning.

Positives	
1. Spread information faster (than any other media).	
<ul style="list-style-type: none"> • >50% of people learn about breaking news (Kidwali & Imperatore, 2016). • Media journalists for story research. 	
2. Effective method of creating employment.	
<ul style="list-style-type: none"> • Employers advertise or find employees = wider applicants & searching capabilities. • 64% of companies are on two or more social networks. • 89% of these hired through LinkedIn (Wolburg, 2015). 	

ALL ANSWERS ARE INCLUDED IN PAID VERSION...

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