

A10. How does the writer try to persuade us that social media can be an unpleasant part of modern life? [10]

The writer tells us that social media is a form of 'digital vanity' in the title, which is written in bold letters to stand out to the reader. 'Vanity' is an insult, therefore the writer implies that social media is not a good development.

The writer also uses the rhetorical question 'can this trend be reversed?' which shows the writer's belief that it should be 'reversed' and social media should not be a part of modern life.

In the first paragraph, the writer names three unliked celebrities and states that they have use of social

media 'in common'. This persuades us that social media is unpleasant because nobody would like to be compared to the named celebrities.

Next, the writer says that social media is used for 'digital self-love', 'bragging' and 'showing off', all negative things that can be achieved through use of social media. It also uses the persuasive technique of tripling to emphasize this point.

For the following two paragraphs, the writer describes how different social media websites are used for 'new territories of self-love', 'online exhibitionism', 'showing off' and 'wannabe pop stars and DJs'. This persuades us that

social media is 'bad' because these are all very negative uses.



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Turn over.

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In a very short paragraph that is used to make the statements stand out, the writer states that 'vanity levels have been rising for decades' and we are 'less interested in other people' which persuades us that use of social media

has a negative impact on behaviour.

The writer uses the words 'scientific studies' because it has the effect of making the article more credible as most people believe what is found in the results of a scientific study.

In the final paragraph, the ~~writer~~^{writer} states that use of social media 'impairs' the ability to 'build and maintain happy relationships' and 'successful careers', this persuades people that use of social media is an unpleasant aspect of modern day life because everyone wants to be 'successful' and have good relationships and use of social media prevents this.

Throughout the article there is a lot of repetition of key ideas such as 'self-love', 'showing off' and 'vanity' or the idea of being 'vain' is repeated four times in the article. This persuasive technique causes the reader to remember these key words as a summary for the article, and as they all have negative connotations, it persuades the reader that use of social media is bad.

9-10 marks: Well-considered response