Social media Argumentative Essay. (50 marks) In their 2021 article on the first 25 years of social media (SM), Aichner et al. document the most dominant definitions and major applications of SM from 1994 to 2019. The impact of social media on society is also addressed in a 2020 documentary, The Social Dilemma, directed by Jeff Orlowski and produced by Larissa Rhodes. This documentary portrays the social media industry as an existential threat to society and extremely harmful because it exploits human weaknesses in order to manipulate and influence us as users, through the use of algorithms, and for the sole purpose of profit. Write approximately 1500 words where you not only identify the characteristics of the social media industry but also – using critical evaluation - argue whether you agree with the documentary’s perspective of the SM industry. Eventually, your essay must reveal whether you believe the social media industry is ethical or not. You must make use of the sources we have looked at in class on this topic (the article and documentary mentioned above) and at least one other reliable source (preferably an academic article) on social media. Other requirements: Your essay must show that you have taken into account all the aspects of academic writing – and especially the writing of an argumentative essay – that we have focused on this year. These aspects include: avoiding plagiarism, paraphrasing, referencing, establishing cohesion and coherence, the correct and sensible use of quotations, formulating arguments, formulating a thesis statement in your introduction etc. Your essay must be typed out in Times New Roman, Arial or Calibri. You must write in a font size set at 12 and use double spacing so that the essay is easy to mark. You must use the Harvard (Stellenbosch) method of referencing, incorporate in-text referencing, and attach a reference list. All essays must be submitted – in PDF format - through Turnitin by 28 October 2022 before 23h58