

## Sample Persuasion Essay

### Why Instagram is Not So Bad

In a world where digital products have more and more effect on people's daily lives, certain software and media products inevitably become the center of the public's attention. Moreover, they become a part of an individual's lifestyle. Along with Facebook, Twitter, and YouTube, which already are daily companions for millions of people, there is one more application that causes debates and conflicting assessments: Instagram. Though it has many opponents, Instagram is in fact a useful program helping people develop their creativity and learn about culture.

As with any other digital product, Instagram can be used ineptly. Billions of boring and similar selfies, kittens, flowers, "Converse" sneakers, and food photos have become the subject for ridicule. However, what Instagram critics miss is its usage among a vast population of creative people.

For instance, many famous photographers, whose talent is undisputed, use Instagram to share their photos taken on their phones. Such photographers as Richard Koci Hernandez (@koci), Cory Richards (@coryrichards), Michael O'Neal (@moneal), and Jimmy Chin (@jimmy\_chin) are real professionals. For instance, Jimmy Chin and Cory Richards are photographers for National Geographic. And there are many more professional photographers on Instagram. This means any person possessing a smartphone can follow their accounts, and receive daily high quality images. It is like a first-hand workshop, direct lessons on photography, and denying this advantage of Instagram is not reasonable.

One of the biggest pluses of Instagram is its mobility. In the 21st century, a smartphone is a thing almost nobody leaves at his or her home. Considering nearly every smartphone has a camera, every time one walks around the city, one has a tool to capture the most interesting and inspiring moments, and what is more important, receive momentary feedback. "Likes" are not a truly adequate assessment of your creativity, but if you are followed by famous (or talented) photographers, and they like your photos, it can be a hint you are moving in the right direction.

Instagram has its own advantages not only for creative people, but also for businesses. In fact, it is a great platform for what is called visual marketing, when you have an ability to introduce your products to potential customers directly (i.e. visually) in the most attractive way. One can form a whole feed of marketing images, encouraging interaction and purchasing (MaximizeSocialBusiness). In addition, promoting accounts in Instagram is not difficult, so gaining a number of followers and potential customers is not a big deal.

Instagram is not all about advantages, though. There are many people who post mediocre, or even bad photos, hoping to get more likes; obsession with shooting selfies has officially become a psychological disorder (CE), and the amount of people with bad taste in photography can be depressing. However, if used responsibly and with a purpose, Instagram can be a useful tool.

Regardless of its disadvantages, Instagram remains a useful and fun tool for both amateur and professional photographers. It allows common people to follow famous photographers and learn from their works. It also allows users to receive feedback about their creativity. In addition, Instagram can be an effective media platform for businesses, allowing companies to use visual marketing to engage customers.

### References

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