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ONLINE ADVERTISEMENT: GUIDING OR MISGUIDING CUSTOMERS

1. Introduction:

Thesis statement:

Online advertisement can guide as well as misguide customers. Nowadays, businesses use online promotion to gain their interests by misleading masses. However, it can also be used to help people to disregard unreliable products and services.

2. How online advertisement can guide or misguide customers.

3. Online advertisement mislead customers (Thesis):

a. In Online promotion, several companies overshadow negative impacts of their products to human health.

b. Online brands manipulate quality and quantity of discounted products.

c. Broadband service providers hide taxes in advertisement in order to attract online customers.

d. Online marketing of real-estate makes customers upset when they see on-ground reality.

e. Customers make huge expectations after seeing embellished virtual products.

4. Online ~~customer~~ advertisement helps customers to meet their demands (Anti-thesis):

a. Customers focus on buying healthy items.

b. People shift to invest on original qualitative products.

c. Customers can choose from wide range of online internet services according to their need and capacity.

d. Through online advertisement people get reliable options to invest on good land property.

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- e. People demand of buying updated and innovative products is achieved through modernized online marketing.
- 4.
5. Online advertisement is more detrimental for customers.
 - a. Unhealthy products becomes widely acceptable and accessible due to fancy advertisement as compared to healthy products.
 - b. Unqualified discounted products are still in high demand due to online reasonable prices.
 - c. Many poor people get trapped in interest based services because of their attractive promotion.
 - d. People get into property fraud and scam after blindly trusting online agencies.
 - e. Marketing competition around the world makes advertisement of products more unrealistic and artificial.

6. Conclusion:

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Note:- This Full Essay is written after approval of outline (1st attempt) kindly evaluate in detail, so that mistakes could be improved in next attempt. Please give score too!

POVERTY ANYWHERE IS THREAT TO PROSPERITY EVERYWHERE

OUTLINE:

(1) Introduction

Thesis statement:-

Poverty in any part of the world poses a significant threat to global prosperity. It paves the path to crime, social inequality, injustice, health crisis and pessimistic approach to every problem. This menace can be countered by addressing the problem of unemployment, illiteracy, uncontrolled population and inefficient economic policies.

(2) Poverty anywhere is detrimental to global prosperity.

(3) Factors behind poverty anywhere.

- a. Inefficient economic plans to improve living standard of the poor.
- b. Effete educational institutions producing unintellectual and inefficient human resource.
- c. Gender disparity preventing women to participate in economic race.
- d. Population explosion anywhere overburdens resources.
- e. Accumulation of wealth to selected elite groups.
- f. Expansion of corruption due to lack of accountability and transparency of stakeholders.

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(4) Poverty endangers global prosperity.

- a. People turn to illegal means to earn resulting in prevalence of crime across the globe.
- b. It leads to mass migration and refugee return resulting in global demographic changes.
- c. Poverty engraves seed of resentment between the rich and the poor, leading to social instability.
- d. Health crisis in one region quickly spreads to others.
- e. People lose hope and optimism.
- f. Powerful states manipulate economic needs of the poor states to maintain their hegemony.
- g. It leads to focus on financial issues only rather than addressing self-progression and self-development.

(5) Prosperity can be elevated by joint efforts against root causes of poverty.

- a. Macroeconomic reforms to strengthen global economy.
- b. Prevalence of education and vocational skills without gender discrimination.
- c. Population control to alleviate pressure on resources.
- d. Introducing strategies for circulation of wealth across the globe.

(6) Conclusion.

The first action Holy Prophet (P.B.U.H) took after the conquest of Makkah was to address the economic empowerment of people. He ordered to preserve property and discouraged any form of confiscation and looting. This created sense of unity in Makkah and later on ensured the well-fare of that city. He knew that any damage to economy can create chaos and ~~damage~~ impose threat to peace and prosperity everywhere. Poor economic policies favouring elitism and accumulation of wealth creates economic instability in society. Lack of skills and standardized education builds hollow brains that fuels the fire of poverty. Scarcity of resources due to overpopulation can create global economic recession and further hinders financial well-being of individuals.

Poverty in any part of the world poses a significant threat to global prosperity. It ~~pave~~ paves path to crime, social inequality, injustice, health issues and pessimistic approach to every problem. This menace can be countered by addressing the problem of unemployment, illiteracy, uncontrolled population and inefficient economic policies.

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Poverty is multidomain condition characterised by lack of resources and opportunities to get basic human needs. It should be noted poverty is not solely an economic issue but also has social, cultural and political dimensions exerting their effect beyond borders. In the era of globalisation, where countries adopt constrictive actions and influence each other, various geographical based issues can have profound impact around the globe. According to world bank, about 8.5% of world population or approximately 685 million people are living under poverty by the end of 2022. Poverty can hinder access to health, education and justice imposing harm to global prosperity. Poverty cannot not be confined within borders but its extension around the world is threat to prosperity everywhere.

Inefficient economic strategies to combat economic crisis of country gives birth to poverty. Poor and outdated economic policies undermines the financial needs of the poor. Many developing countries such as Pakistan has low tax-GDP ratio which is due to multiple flawed policies. Failed tax reforms of Pakistan in terms of invalid assessment, undocumented collection and unaccountable tax evaders makes difficult for country to improve its poor population. Furthermore, continuing short-term goals rather than structural reforms establishes "Ideological necrophilia". This term was coined by venezuelian journalist and writer for that ideas that have been tried but found wanting. These ineffectual continuation of failed economic plans don't not play pivotal role in ending poverty in country.

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Effete educational institutions in any country leads to poor human resource. Unintellectual and inefficient students can lead to burden on country and can not actively participate in its economy. A high youth dependency ratio indicates that a greater investment needs to be made in schooling and other services for children. Total dependency ratio of Pakistan is 70pc with youth dependency ratio of 62.8 pc (World bank, dependency ratios, 2021). In addition to this, economic prosperity of any country is indicated by its effective workforce. Employers in many developing countries, report that lack of skilled workers is a major and increasing bottleneck of their operations, affecting their capacity to innovate. Thus, lack of intellect and skills in any educational system produce poor manpower which hampers economic progress.

Gender disparity prevents women to participate in world economy. Major vacuum created by around half of world population due to lack of economic independence escalates poverty. Women cooperation in global economy is low as compared to men. Labour force participation rate for women aged 25-54 is 63pc compared to 94pc for men (WEF, Global gender gap report, 2022). Eventhough, if some women gets the chance to flourish their lives independently and collaborate to end poverty, they may face several barriers in their way to progress. Sexual harassment, transport issues, gender pay gaps, ~~by~~ unpaid care and domestic work hinders their participation in financial system of world. Expelling women role in workforce can lead to global economic distress.

Overburdening of resources due to population explosion creates poverty. Disproportionate share of resources makes people vulnerable to meet their basic needs. Over the centuries, philosophers like Plato and later scholars expressed their concerns about population growth and its impact on resources. Uncontrolled population can lead to food insecurity, energy crisis, health issues and pollution. The fear of poverty related to over population can be dated back to Paul Erlich's book "The Population Bomb" in 1968 raising fears of man starvation and environmental devastation. Thus, overcrowding can exhaust resources of world pushing people in the abyss of poverty.

Unequal wealth distribution can be leading cause of poverty anywhere. Accumulation of wealth to selected group in society creates unending cycle for the poor to chase basic necessities only. Wealth disparity is detrimental to social structure as it will prevent the poor from opportunities to improve their lifestyle. According to Credit Suisse, wealth share of global top 1% of people is around 45% (global wealth report, 2022). The hegemony of elite business groups in economic structure of any country makes the poor at their mercy. In this context, feudalism plays important role in most post-colonial countries. It negatively impacts on social and political prospects of the country such as low agriculture productivity, land exhaustion, deliberated moves to make needy people indebt. This disproportionate wealth forces the vulnerable population to sink deeper into poverty.

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Expansion of Corruption due to lack of economic transparency devastates impecunious people and their peace. Ensuring accountability and transparency in governing institutions prevents enables poor to easy access of their rights and prevents them to opt for violence. Government hampered by corruption lack the capacity to protect the people, while public discontent is more likely to run in violence. According to Global Peace Index, 2022, world continues to become a less peaceful place, there is clear connection between violence or unpeaceful environment and corruption, with countries that score lowest in that index also scoring very low on corruption perception index (CPI). The progress of underprivileged people is hindered by corruption and lack of accountability.

Poverty thrust people to turn to illegal means of earning which is threat to prosperity everywhere. The unprivileged people who failed to get some economic support through legal means can turn to criminal acts. Rational choice theory depicts the economic model of criminal behaviour. It explains the decision-making of individual between legal activity and criminal activity on the basis of incentives. In addition to this, desperation and frustration due to lack of resources can make the poor more vulnerable to evil doing in order to be relieved from stress. In this context, victim blaming is one of coping mechanism for criminals to get relief from remorse and continue doing crime for their benefits. Thus, destitute can push people to illegitimate and obscene acts threatening global peace and harmony.

Man migration and refugee flux due to poverty can alter demographic prosperity all around the globe. People due to less opportunities tend to shift to developed countries for career growth and better chance. This creates brain drain in parent country. According to IMF, the migration rate from Pakistan to OECD countries, for individuals with tertiary education is more than 7pc compared to 2.7pc of India (2022). This shows increase tendency for highly educated individuals to settle abroad creating brain drain in the country. In contrast to this, there are many people who are more prone to resettle in developing countries due to 'easy access and less border restrictions'. There are around 103 million forcibly displaced people worldwide creating refugee crisis and 74pc of refugees are hosted in low and middle-income countries (UNHCR, refugee statistics, 2022). This shows that poor economy anywhere tend people to resettle to other countries threatening demography of the world.

Poverty engraves seed of resentment between two disparate groups i.e. the rich and the poor. Deprivation of basic necessities of the impoverished while exaggeration of lavish living standard of the affluent in same society gives birth to hostility and grudge. The bitterness and grievance due to wealth-gap can sweep the social structure of the world. Discontent in public against each other endangers world prosperity and sustainability. If inhabitants of the planet step out against one another, no wonder global prosperity will soon become unattainable dream for humans. Bipolar economic structure of any society harms global peace.

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Unstandard living conditions in any poverty-stricken area foster health crisis globally. Poor hygiene, malnutrition and spread of slums can add to various uncontrolled communicable diseases. Malaria, dengue and recent pandemic of COVID-19 virus ~~are~~ are some examples of wide-spread diseases.

The diseases originate from small region and affect millions of people economically, socially, biologically and mentally across the globe. According to UNICEF, over 340 million children under the age of 5 suffer from deficiency like delay growth, weaken immune system and impair brain development. Prevalence of malnourishment and communicable diseases due to poor living standards can halt global health.

Unending failures in life due to less economic opportunities makes people hopeless and pessimistic. The negative approach toward a certain issue hinders individual's self-expression. Hopelessness theory of psychology describes the subsequent negative life events along with cognitive vulnerability can cause hopelessness leading to depression. When most of people loose optimism and leave social issues as they already were, no one will get courage to address and solve difficulties. Human perspective influence human behaviour and action.

Negative perspective of future will greatly affect individual behaviour and courage to solve global issues. Loss of enthusiasm will deconstruct global perspective of hope.

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Powerful states exploit economic needs of poor countries to maintain their hegemony. As the world order is progressing towards multi-polar era, every great power wants to influence global politics for its own interests damaging prosperous global diplomacy. Giving unchecked loans and aids to needy countries in order to influence global world politics is sheer exploitation and prejudice against the poor. According to David Graeber's 2011 "Clavic Debt: The first 5000 years," former colonies have been captivated economically by three elements i.e pliant national rulers, policemen who make sure that rulers are obedient (loan lending organisations) and instrument that would tie the two together (debt). Manipulation of economically-ill countries by world power is threat to global public affairs.

Economically demolished societies prevent people to work on themselves. Poverty-stricken areas faces lot of economic, political and social issues which are difficult to resolve easily. People tends to focus on social issues only while ignoring self-progression and self development, preventing them to participate in prosperous world. living unaware and uneducated can hamper individual personality and perspective of world. This leads to loss of human rationale and inbuilt human attitude of progression. Indulging in poverty hinders man's ability to think and question.

long-term economic structural reforms can alleviate poverty. Facilitation of the poor with macroeconomic reforms can empower their lifestyle. Export-based economy can prove to be transformative step. In this context, institutional reforms by china after a long term of debt crisis are laudable, which helped country to lift millions out of poverty. According to recent statistics of world economic in 2022, China's share of global GDP is 18.2pc and will contribute 34.2pc of global growth (IMF, 2023). Furthermore, facilitating investments can accelerate economy. Most of developed growing countries have facilitated large-scale manufacturing industries, which later add up to their national reserves. Around 53% of global manufacturing output belongs to China, US and Japan (world population review, 2022). Macroeconomic reforms can empower the poor and facilitate in prosperous global economy.

Prevalence of Education and skills

without gender discrimination foster global prosperity. Equal basic education with intellectual abilities ensures way out of poverty. Literacy is first step to overcome poverty in any society. According to economist Mary Jean Bowman, 40% literacy is required to sustain growth while 70-80pc provides industrialization. This can be illustrated by 80pc of literacy rate in china between 1990-1994 while India has less than 50pc. Literate and intellect people can help solve global issue through effective means.

Population control can be another step to counter poverty. Unchecked population growth can overburden resources around the world. Lack of contraceptive measures or proper institutional plans to curb population control severely affect the economy of world. China was one of the countries, which adopted different policies like "later, longer, fewer" and "one-child policy" to alleviate pressure on resources and check population explosion. Small families can have more money in bank and investment in business making economy of country powerful. Population restraint can offer breathing space to the poor around the globe.

Circulation of wealth can help divert economic disparity in the world. Redistribution of wealth can have profound effect on global economy ensuring empowerment of the poor. Philanthropy or certain religious acts like "zakat" or "sadaqah" empowers backward population of society. According to World Bank and IDBG, in 2016, potential size of annual zakat pool was established between \$200B and \$1 trillion. These methods are also perfectly alligning with sustainable development goals including no poverty, zero hunger, reduced inequalities. Minimizing wealth gap by promoting wealth transfer to poor secure global economic prosperity.

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In a nutshell poverty results due to several bleaks in economical, institutional and societal structure. As poverty is multifaced issue affecting various global domains like education, health, economy, resources, individuality and human capital. The solutions to this issue should also involve multidimensions.

Considering economic reforms for the poor, population check, educating manes along with skillful training, redistribution of wealth can help build prosperous world.

" Wars of nations are fought to change maps, but wars of poverty are fought to map change "

(Mohammad Ali) .