

(ii) EFFECT OF SCIENCE ON MAN'S LIFE.

EXERCISE 4

As material civilisation advances and the supply of available goods and services increases, man's needs correspondingly, multiply. Advertising plays a key role in this never-ending process by stimulating the public's desire for certain products, and thereby promoting the sales thereof, until it has, in effect, created new needs, real or supposed, where there were none before. A familiar example is the motor car—once a rare and costly novelty, now an ubiquitous and relatively inexpensive necessity. More recently, the television set has undergone the same transformation. While some people would deny that television is a necessity, the fact that sets are found in a majority of Western homes shows that it answers, to a greater or lesser degree, the need felt by millions of people for entertainment and information.

A product, service, or commodity that the public needs, and knows it needs, tends of course, to "sell itself". We might therefore assume that, in such cases advertising would be of minor importance. To some extent this is true. Meat-packers, vegetable and fruit growers, and dairy operators spend less on advertising, for instance, than manufacturers of cigarettes, liquors, cosmetics, and other items of this type. On the other hand, the competition that exists between rival brands means that the suppliers of such basic necessities as food, clothing, and housing must advertise their wares to stay in business. Significantly, the industry that spends most on advertising turns out a product which almost everyone considers a necessity; soap. (247 words)

Aids to Vocabulary

30-sep

Precis

30 minutes

Advertisement and Increasing Demand

With the advancement of material civilisation demand of products also in upward track.

In the increasing trend of demand, advertisement plays important role as it ~~creates~~ ^{makes} undesirable needs also desirable. The most

prominent products are Car and television

that are being common and cheap by increasing ^{their} demand. Moreover, some products

needs no advertisement which are actually

need of people. As basic necessary products

less dependent on advertisement as compared

less necessary products, Advertisement is

very important for those products

which are in competition in market.

Total words 247

: 86

4. Trees give shade for the benefit of others and while they themselves stand in the sun and endure scorching heat, they produce the fruit by which others profit. The character of good men is, like that of trees, What is the use of this perishable body, if no use of it is made for the benefit of mankind? Sandalwood — the more it is rubbed the more scent does it yield. Sugarcane — the more it is peeled and cut into pieces, the more juice does it produce. Gold — the more it is burnt, the more brightly does it shine. The men who are noble at heart do not lose these qualities even in losing their lives. What does it matter whether men praise them or not? What difference does it make whether riches abide with them or not? What does it signify whether they die at this moment or whether their lives are prolonged? Happen what may, those who tread in the right path will not set foot in any other. Life itself is unprofitable to a man who does not live for others. To live for the mere sake of living one's life is to live the life of dogs and cows. Those who lay down their lives for the sake of a friend, or even for the sake of a stranger, will assuredly dwell forever in a world of bliss.

5. We must insist that free oratory is only the beginning of free speech; it is

45 minutes

Title:

Total words: 217 → 75

Humanity Remains Forever

OR

Those who live for Others Live Forever OR

Humanity Never Dies

Great people and trees have common characteristics to facilitate others at cost of own life. Absence of

this attribute makes life useless. Things also

become precious after passing from hard time.

Moreover, great saints don't have any lurch of

other's appreciation. Life of a person, who solely

lives for one's own, is not more than animal's life.

On the other hand, ~~great people live forever.~~

Those who live for others they live forever.

H.W

Negative Effects of Social Media on Youth

Although there are multiple negative effects of social media on youth, putting a large portion of population at risk for suicidal of suicide is important one. As youth spend most of their time on social media, they start to compare their life with others on social media. This comparison suffer them inferiority complexes and depression which ultimately lead them towards suicide, as depression become unbearable for them. According to CDC (centre for disease control) 31% increase of male suicidal ration and 40% of female from pas 10-15 years are due to social media. So there is no doubt that use of social media is effecting youth negatively.