

ENGLISH (Precis & Composition)

PART - II

Q.2. Make a precis of the following passage and suggest a suitable title. (15+5=20)

The dissonance among various political theories can be attributed to a labyrinthine web of divergent epistemological foundations, normative values, and conflicting ontological assumptions regarding the nature of humanity and governance. These theoretical schisms are elucidated through the works of eminent political philosophers whose ideations have profoundly shaped the discourse. Thomas Hobbes, the harbinger of modern political philosophy, articulates a rather nihilistic perspective in his magnum opus, "Leviathan." He posits that humans, inherently self-interested and belligerent, inhabit a natural state characterized by a "war of all against all." To escape the insidious clutches of anarchy, Hobbes advocates for a sovereign authority endowed with absolute power—a Leviathan—to impose order and mitigate the baser instincts of mankind. This philosophical underpinning fosters an allegiance to authoritarianism, predicated on the belief that without stringent control, societal fabric would disintegrate into chaos. Hobbes' materialist view starkly contrasts with the Enlightenment ideals espoused by John Locke, whose "Two Treatises of Government" offers a quintessentially liberal counter-narrative. Locke's theory rests upon the inalienable rights of individuals—primarily life, liberty, and property—arguing for governance predicated on the consent of the governed. Thus, Locke's philosophy advocates for a social contract that champions individual autonomy, laying the groundwork for liberal democratic thought and underscoring the philosophical tension with Hobbesian absolutism.

Karl Marx introduces yet another layer of complexity to the political discourse. In "The Communist Manifesto," Marx delineates a historical materialist perspective that emphasizes class struggle as the engine of societal evolution. He critiques the capitalist mode of production, positing that it engenders systemic exploitation of the proletariat by the bourgeoisie. Marx's revolutionary doctrine advocates for a classless society, thereby subverting Lockean individualism and Hobbesian authority by asserting that true freedom can only be achieved through collective ownership of the means of production. This collectivist ideology is fundamentally at odds with individualistic theories, perpetuating a conflict that persists in contemporary political dialogues. Furthermore, John Stuart Mill's utilitarianism in "On Liberty" interjects another significant viewpoint that challenges both Hobbesian and Marxist frameworks. Mill champions individual freedom, positing that personal autonomy should only be curtailed to prevent harm to others. His insistence on pluralism and the paramountcy of liberty contrasts with the overarching control necessitated by revolutionary Marxism and the authoritarianism implied in Hobbesian thought. The inexorable clash among these philosophical orientations underscores a perennial conflict over foundational questions regarding justice, equality, and human nature. The multiplicity of moral frameworks engenders a diverse political landscape; wherein competing ideologies vie for precedence.

Throughout history, political philosophers have different views regarding human's nature and governance, due to difference in their origins. Thomas Hobbes advocates for an authoritarian power (Leviathan) to bring peace as he considers humans evil by nature. It is countered by John Locke's "Two Treatises of Government" theory where he advocates for humans' rights and argued for individual autonomy on the consent of the governance. Karl Marx in his manifesto considers class struggle as "the engine of societal evolution, emphasizing capitalism as an exploitation. Marx's doctrine advocates for collective ownership against Lock's individualism and Hobbes' authoritarianism for true freedom. ~~the~~ and the fight for collective ownership against individual is still continued. However, John Stuart Mill ~~argued that~~ ~~proposed~~ individual freedom should only be restricted to safeguard others against the Marxism and Hobbesian thought. This clash among philosophers diversify the political landscape, raising conflict over the questions regarding justice, equality and human nature.

(2)

Title :-

Different political thoughts regarding human nature and governance.

Total Words = 442 ± 5

Req. words : 147

Preci words : 149

Q.3. Read this passage and answer the questions that follow. (4x5=20)

In February 2013, during Super Bowl XLVII, the stadium lights at the Superdome in New Orleans suddenly went out. The blackout lasted 34 minutes. Broadcasters vamped with images of players milling around while their producers scrambled. The millions of Americans watching at home started to scroll through Twitter. Oreo's marketing team launched an immediate response. Minutes after the blackout began, it tweeted a simple picture of a single Oreo edging into the left side of the frame. The soft white spotlight on it faded to black on the right. The image was captioned "Power out? No problem" and included the tagline "You can still dunk in the dark." The post exploded. It was shared thousands of times, got more buzz than most of the Super Bowl commercials, and generated roughly 525 million earned media impressions. Oreo's bold, fast post was praised for its marketing brilliance by media outlets around the world. This was the first time a brand had acted so quickly. In the decade since that tweet, the ability to create and release marketing at the speed of culture, often referred to as *fastvertising*, *real-time marketing*, or *newsjacking*, has become a full-blown strategic capability. Oreo's post wasn't a random tweet from a social media manager. The brand had a dedicated Super Bowl "command center" with agency partners, creatives, and brand executives on hand to conceive and approve

ideas instantly. When the blackout hit, that setup allowed it to create and post the tweet within minutes. Today companies are trying to replicate that agility with in-house creative teams, AI tools, and entire advertising ecosystems. The fastvertising model—producing rapid-fire, culturally relevant, platform-native content that engages people at just the right time—is no longer optional. Social media accelerates the pace of public discourse so much that being fast isn't just a marketing edge; it's a survival skill. In a world that prizes virality, there's a zero-sum aspect to branding. If you don't seize the moment, your competitors will—and they will be the brands that are seen as being in touch with the culture and customers. The conversation won't involve you if you miss the opportunity. Fastvertising doesn't just reward brands for being speedy; it rewards them disproportionately. With fastvertising the audience itself becomes the distribution channel. It helps brands tap into what people are already talking about and, in doing so, turn cultural participation into free publicity. In a world where attention is expensive, fastvertising can deliver it at a small fraction of the cost of more-traditional marketing—if you're willing to strike while the iron is hot.

Questions:

- 1) How does this passage illustrate the direction of future of advertising?
- 2) What psychological implications are found in this passage about human reaction through this example?
- 3) Why was Oreo advertising team able to act so swiftly?
- 4) Can all companies replicate this advertising model and infrastructure? Why yes? Why no?
- 5) How do seizing sports-cum-cultural events advertising opportunities affect companies?

Questions = 3

①. This passage illustrates the direction of future of advertising as; to strike while the iron is hot. According to the author, world acknowledges virality and there is no need of branding if you seize the right moment. Hence, ~~by~~ ~~being~~ ~~fastly~~, and ~~precisely~~, advertising future of advertising is by acting fastly and precisely.

②. The psychological implications found in this passage about human reactions is to copy other's success. According to ^{the} author, when brands and companies knew about oreo past advertising success, they try to copy it with same in-house creative teams. Hence,

③

its human psychology to replicate others' success.

③. Oreo advertising team was able to act so swiftly because they were ready for it. According to the author, oreo advertising team acted swiftly because they already have a command center for the game to advertise instantly. Thus, they were able to act swiftly due to their well-prepared team.

4). Yes, all companies can replicate this advertising model and infrastructure but not all ~~can~~ can succeed. According to author, many tried to replicate oreo success but failed to do so in engaging people at the right time. So, if to replicate this model and infrastructure successfully, one should act swiftly at the right time.

④

5). Seizing sports-cum-cultural events advertising opportunities affect companies greatly. Sports related events are watched by millions and by advertising seizing the right opportunity, one can profit greatly. Hence, by advertising at right moment in sports-cum-cultural events, can greatly affect the companies.