

You can tell strength of a nation by the women behind its men

Outline:

A- Introduction

B- How women play their role in shaping the nation

1- Resilience and strength demonstrated by women in challenging times reduces conflicts.

2- Contribution of women to economic growth and development is proportional to nation's development.

3- Entrepreneurship and innovations by women doubles the pace of progress!

4- Maternal and child health contribution adds overall well being of a nation.

5- Women as an agent of social transformation and grassroots activism influence societal values.

C- Exclusion of women from nation-building results in the degradation of society

1- Lack of diversity in decision making process limit range of solutions and strategies.

2- Backwardness of women in education and employment creates disparity in society.

3- Political process with the exclusion of women results in lack of legitimacy and inclusivity.

4- Policies and programs designed without women participation results in ineffectiveness and failure.

5- Ignored women role is to leave human capital untapped.

D- How to enhance women role in society

1- Giving due regard to reasonable population and its potential to create difference

2- Equality of opportunities can increase participation.

3- Reduced discrimination can promote efficiency

E- Conclusion

Thesis statement:

The strength and progress of a nation cannot be achieved by excluding its women from the mainstream of the nation.

Their subtraction can crumble the society while their active participation can double the pace of nation's progress.

The relation between nations and its individuals is as that of a body and soul. They are mandatory ideas and can not exist in isolation. Among individuals, men and women are given equal and due significance, and by neglecting the potential of either equation of the nation will be imbalanced. The strength and progress of a nation can not be achieved by excluding its women from the mainstream of the nation. Subtraction of women can crumble the society while their active participation can double the pace of nation's progress. Resilience and strength of women in difficult times and their contribution in innovations and economic development accelerates development. Their maternal health and childcare ranks the nation in development index. Women, as an agent of transformation can change the society positively. However, excluding women from political and economic spheres leads to inefficient policies and hampered economy. Leaving untapped potential can cause serious dent on nation's overall progress. In present day scenario, women's participation in social political and economic spheres can mitigate a number of manaces and by ensuring their equal participation, nation's success can be ensured.

The World is not blind towards West's Hypocrisy.

Outline

A Introduction

B Perception of the West in the global context

C Evidences of Western hypocrisy worldwide

1- Exploitative practices in the form of colonialism and imperialism

2- Interventionist policies to establish political hegemony in sovereign states

3- West dominated financial institutions to control economies of other countries

4- Exploitative trade agreements to paralyze development of nations

5- Selective criticism on abuses of human rights while ignoring violations of west

6- Military intervention and arms sale to conflicting regions under the garb of establishing peace in the region

7- Discrepancies in addressing environmental issues - loud slogans but faint will

8- Stereotyping and misrepresentation of global culture by portraying perfect Western culture

D Global response to Western hypocrisy

1- Reduced reliance on West with the rise of alternative power centres

2- Emerging nations - a challenge to West

3- Shifting alliances and partnerships

4- Regional financial institutions development

E Conclusion

Thesis Statement:

In the complex landscape of international relations, Western hypocrisy has harmed much to sovereign nations in multiple ways. However, World is no more blind to the fact and is developing new roadmaps to get rid of West's treacheries.

(Precis Making)

London: A Place of Intellect and Wisdom

London, in contrast with other parts of the country, is a place where intellectual property of a man is valued more than his material worth. Outside London, people are weighed on the basis of their land, property and amount of goods they have. Gentle manners and good dealings are not their area of interest. Contrary to that, Prestige is associated to countenance, wit and gentle behaviour. This is the reason that when many feudals and mercenaries enter London, they get low rank, possibly that of a layman, because of different criteria of prioritizing people in metropolis. Here, people are not given importance on the basis of how much land, property or goods you have in your list, But how you perceive, deal and provide your daily business of life. On the other hand, In the country, people are given importance as per their vote and capacity to sponsor election campaigns and the potential to act as a tool for the ruling class. As far as individualistic life is concerned, Kingdom offers beauty, but London is the place that offers you freedom of expression in its true essence.

Passage

Question-1

What is the experimental approach discussed in the passage?

In experimental approach, discussed in the passage, some endorsements are made by friends or known people about some products.

These endorsements are then spread via internet to magnify the results of advertisement.

Question-2

What can we infer from Walter Carl's statement?

As per his statement, using social and economic domains and blend of these can produce significant advertisement results.

But suitable buzzword is important to control any negative feedback on the advertisements.

Question-3

What is the effect of internet on Word-of-mouth marketing?

Internet can magnify the endorsements made by friends and can significantly enhance the results of advertisements.

Question - 4

According to Peter Kern, what happened to Microsoft's marketing campaign for Vista?

Microsoft failed to control negative buzzword. It sent laptops to bloggers to get some endorsement as "word-of-mouth" strategy, but blogger, instead of writing some endorsements on it, questioned on the morality of accepting gifts and the ethics of word-of-mouth marketing.

Question - 5

What is the challenge for the marketers?

The difficulty of marketers lies in creating the right kind of buzz and then controlling negative buzz (negative news) on it.

Synonyms.

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|---------------------|-----------------------|
| Burnish — Polish | Explicit — Literal |
| Tacit — Unexpressed | Sometimes — Prohibit |
| Humiliate — Degrade | Penitent — Apologetic |
| Foment — Provoke | Wary — Rebel |
| Abuse — Lower | |
| Quell — Surrender | |