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Precis

Title: Valuing a person in London
vs Provinces

London is a place where a person is valued according to his intellect which makes it different from other parts of the country, according to the author. In other parts of the Kingdom, a person is judged by his wealth and connections than his wit.

As per author, there are certain things to be cautious of in provinces. A person cannot contradict with the viewpoint of a wealthy man. While in metropolis, people are down to earth. They are welcomed according to the quantity of etiquettes and humor. A person is appreciated in a company due to his inner strengths. This places London in a stark contrast with provinces where personal merit is taken for granted. London is a city where equality is endorsed. Freedom of expression is at the fullest. In nutshell, defining characteristic of society in London is intellectual capabilities.

3- Synonyms

Burnish	Polish
Tacit	Assumed
Banal	Stale
Foment	Provoke
Abase	Lower
Quell	Surrender
Explicit	Literal
Sanction	Prohibit
Penitent	Apologetic
Wary	Heedless

2- Comprehension

(i) Endorsement of a product through friends or carefully selected people is an experimental approach. Information about the new product can be disbursed through acquaintances.

(ii) The statement indicates the ability of a friend to endorse your product in alluring manner. Friends can highlight your working capabilities in better ways.

(iii) Internet spreads the positive as well as negative things at rapid pace. In a bid to endorse product rapidly,

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product owners face problems of controlling the right amount of information to be disclosed. In contrast, word-of-mouth is time consuming.

(iv) Vista campaign was faced with the issue of pointing out negative things by the viewers.