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ONLINE DEGREE

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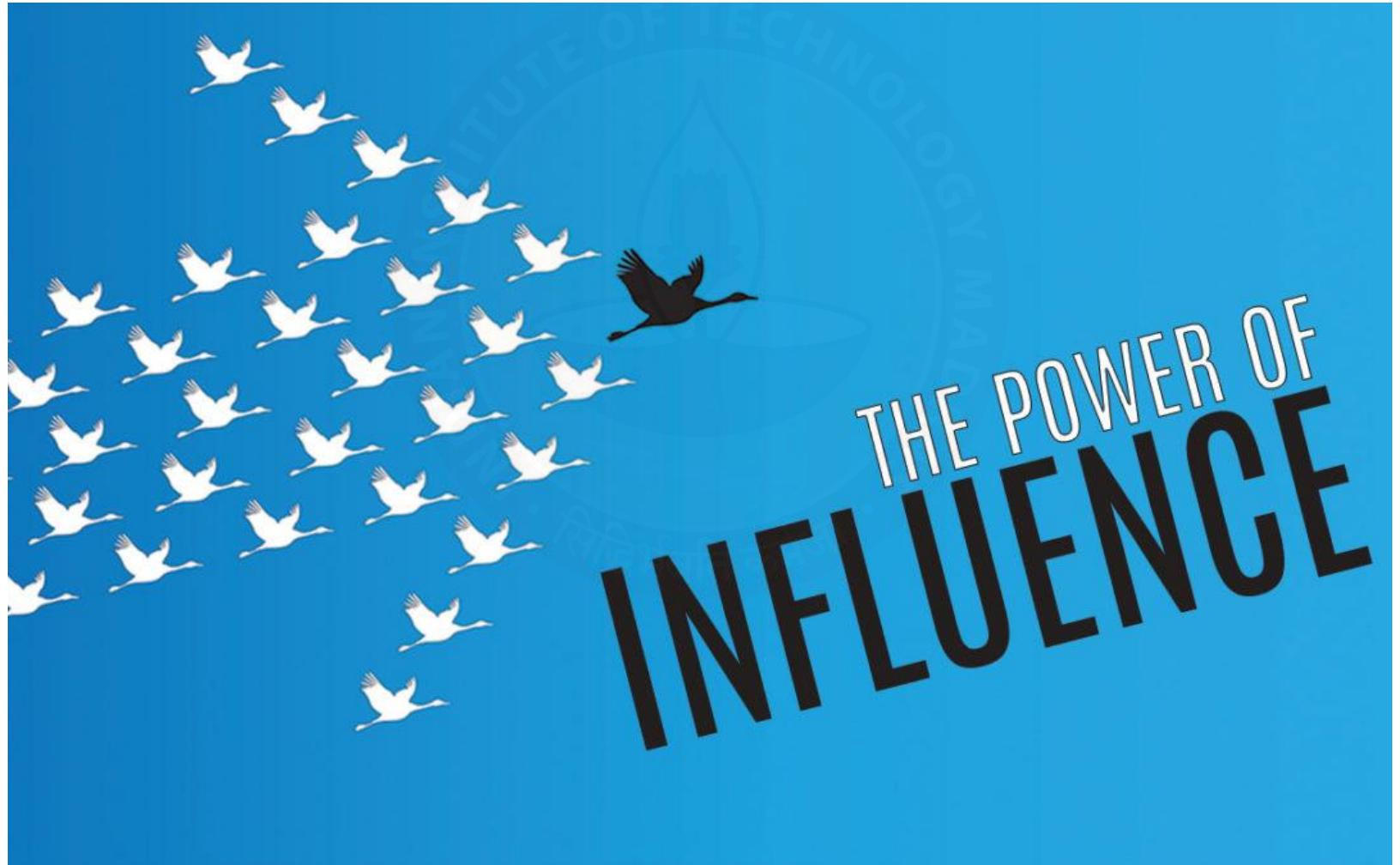
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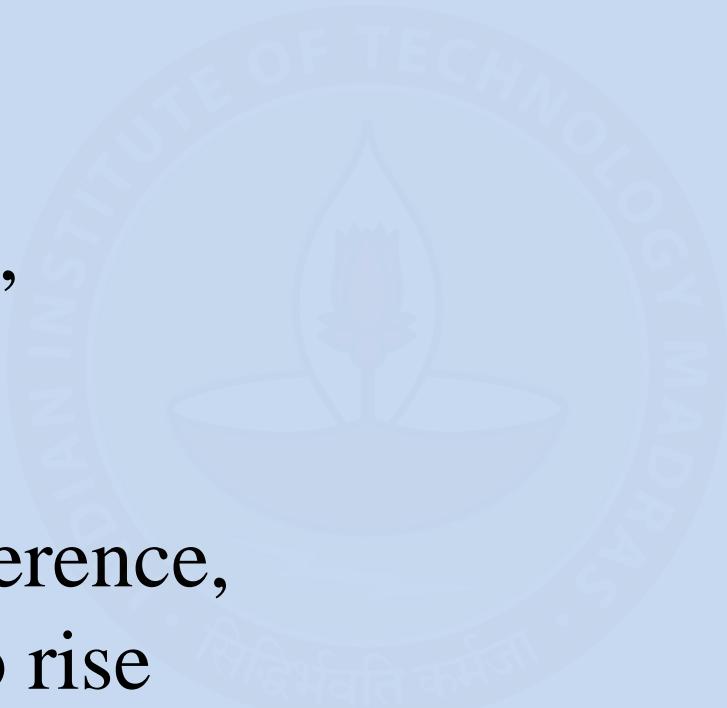
WRITING TO INFLUENCE



Influencing



finally
how many,
recent weeks,
numerous,
several,
a strong preference,
continuing to rise

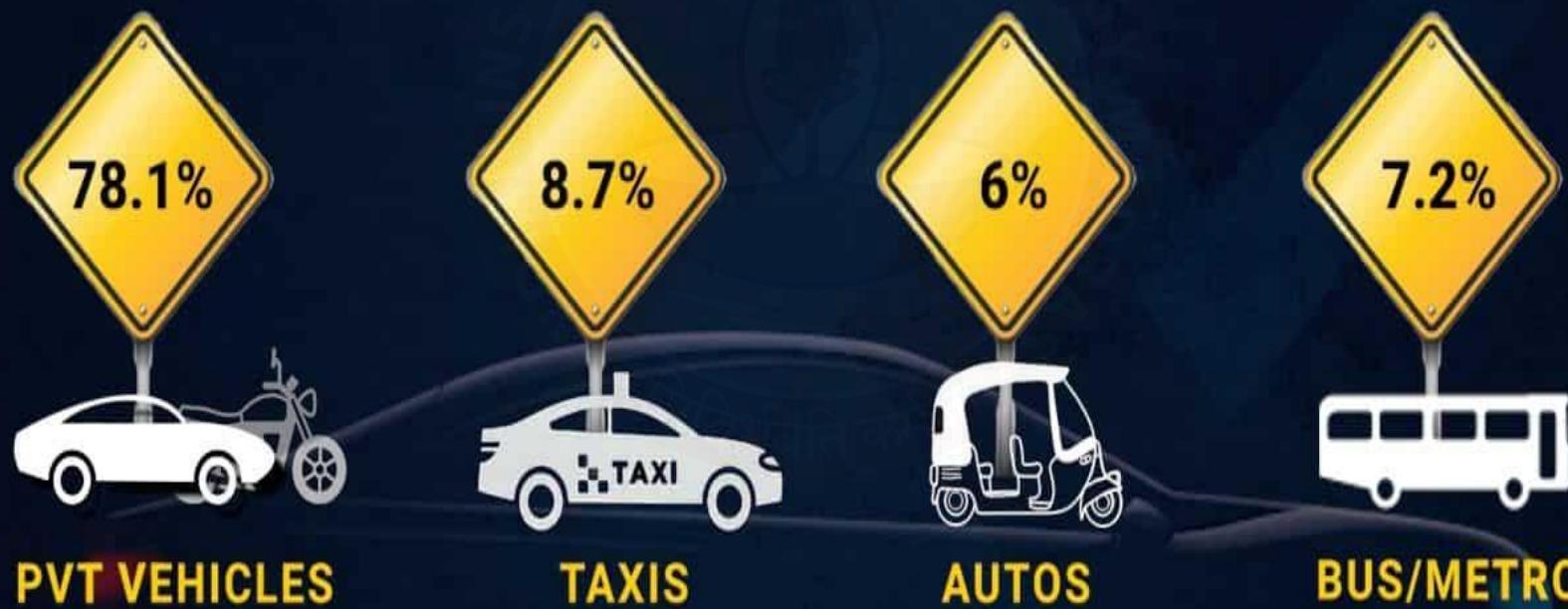


- In an Auto survey last week, 78.1% of the total 350 respondents showed preference towards personal car or two-wheeler. Cabs were preferred by 8.7% while only 7.2% voted for buses or metro. The remaining voted for autos.
- Another survey included over 400 middle and high-income groups in Delhi and surrounding NCR cities. The analysis showed that preference for car ownership and usage will increase in the short run.

POST COVID-19



How India will prefer to commute



*HT Auto Survey (Sample size: 350 people)

- Another survey stated that 62% respondents/ had said they would avoid cab-hailing firms. This survey had a sample size of 3,000 and covered categories including shopping habits, purchase habits, travel, social activities, investments, social responsibilities during this pandemic.

- several factors,
- Preference
- may fall
- 36% respondents who do not own any vehicle, around 28% said they may want to buy one near future. Yet, 73% respondents have preferred....if it meets high quality standards.

- A strong indication,
- high finance penetration of 78% to 80%
- number of customers opting to take loans would decline
- Use of public transportation will go down in the foreseeable future

ACTIVITY

1. Analyse the following report carefully and make a list of words and expressions that seek to influence the reader's opinion.
2. Write an essay on the following:
 - Should there be a censor certification for films? There are opinions both for and against. What are these opinions? what do you prefer? Why? In about 200 words write an essay on this topic.

There is despair and anger on the roads of large metros in India. Even though the strike by hundreds of thousands of drivers of app-based cab service providers Ola and Uber was called off by February end, the frustration and sense of betrayal persists. This is likely to continue as these drivers are faced with political and economic forces much beyond their imagination. They are owners of capital (their vehicles). And yet, the embrace of global capital, which they hoped would help them leapfrog over class inequalities, has landed them in a trap.

App-based taxi services are a clever use of the modern smartphone coupled with blazing fast mobile internet access. Their success, world over, is generally attributed to providing a better service in comparison to old-style taxi services. This perception is true, but also leaves out the crucial role played by the neoliberal political economy. The defining markers of the latter are first, an utter reluctance by the state to regulate the sphere of emerging social relations, and second, the push towards a debt-based economy to keep the game of finance capital rolling.

Thank you!