**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: ­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_**

**Institute of Business Administration**

**English Grammar and Composition**

**Midterm Assignment**

**Fall Semester, 2020**

**Course Instructor: Sarah Mazhar Inam**

**Date: November 15, 2020**

**Time: 3 hours**

**Max. Marks: 15**

**Q1**: **Keeping Up with the Joneses: Psychological Costs of Material Wealth**

Write a summary of the given text. The summary should be within 250 words. You need to make an outline of the main points and then write the proper summary separately. Mark allocation for this question is as follows:

|  |  |
| --- | --- |
| Outline | 2 |
| Main Summary | 5 |
| Grammar | 3 |
| **TOTAL** | **10** |

**Q2: 6 Stories of Super Successes Who Overcame Failure**

Using this particular text to write a short essay on this topic, including paraphrasing and in-text citation as well as make a list of reference. Your passage/essay should be between 150-200 words. Mark allocation for this question is as follows:

|  |  |
| --- | --- |
| Paraphrasing | 3 |
| Citation + List of reference | 2 |
| **TOTAL** | **5** |

**Keeping Up with the Joneses: Psychological Costs of Material Wealth**

By: Danielle Suarez

East Carolina University, 2005

Introduction: Recognizing the limited benefits of affluence

[1] As we progress into an increasingly sophisticated and well-informed future, prosperity and

health are first on our list of priorities. U.S. citizens strive to lead more and more lavish lifestyles

and to acquire more and more material wealth, believing firmly that superior products and

services will lead to personal joy. However, recent studies by well-known psychologists have

offered reliable observation and statistical data suggesting that, contrary to popular belief, riches

offer a false sense of contentment and have no durable effect on troubled frames of mind. In

other words, money does not buy happiness.

[2] Buying the newest pair of Prada shoes or embarking on a jaunt to the Cayman Islands may

offer temporary satisfaction, but has little to do with long-term confidence based on a sense of

self-worth. As a matter of fact, wealthy people often grow anxious or even paranoid because they

do not feel understood by their peers; thus they form the false belief that money is the best

answer to all life’s troubles. An increasing number of therapists have found that the

psychological effects on children who grow up in wealthy lifestyles can be extremely negative.

For instance, Luthar (2005) discovered through research at Columbia University that upper-class

children can manifest elevated disturbance in several areas, such as substance abuse, anxiety, and

depression because of excessive pressures to achieve and isolation (literal and emotional) from

their parents. Family wealth does not automatically confer either wisdom in parenting or

equanimity of spirit.

Rich versus poor: Who is happier?

[3] In recent years, considerable attention has been paid to the problems of disadvantaged

children. In fact, studies examining children from families with low income or from disparaged

neighborhoods have multiplied, but “there has been almost no research with those at the other

end of the socioeconomic spectrum” (Luthar, 2005). A national survey of teens found that 75 per

cent of kids from families with incomes below $15,000 felt more emotionally close to their

mothers than did kids from families with high incomes (Munger, 2005). Wealthier kids are more

overscheduled than middle-class kids, and they are withdrawn from normal adolescent activities,

such as developing friendships and “hanging out” (Munger, 2005).

[4] One of the first empirical studies to provide a comparative investigation of low-income,

urban high school students and their upper socioeconomic, suburban counterparts was performed

by Luthar (2005). The study’s central aim was to “explore potential differences in links between

adolescents’ internalizing problems, such as depression and anxiety, and their behavioral

competence, such as peer relationships and academic functioning.” Caucasian suburban students

from white-collar families scored relatively lower than the predominant minority, inner-city

students. Affluent youth reported higher levels of depression and substance abuse, reflecting

scores three times higher than those among normative samples (Luthar, 2005). These findings

suggest that higher-class students endorse substance abuse among friends to maintain popularity

and uphold their high status.

Growing up wealthy: The psychological effects on rich children

[5] Though often the envy of their poorer friends, wealthy children are more susceptible to

depression, anxiety, and substance abuse than are poor children. Achievement pressures and

isolation from adults are two major reasons for the behavioral trends. “Children are often pressed

to excel at multiple academic and extra-curricular pursuits to maximize their long-term academic

prospects. It’s a phenomenon that may well engender high stress,” explains Luthar (2005). To

compound the problem, affluent parents are less likely than most to seek professional help, partly

because they want to protect the veneer of perfection they feel compelled to maintain. This false

pride may constitute a significant impediment to the child’s academic and professional future.

With regard to isolation, Luthar (2005) elucidates that children from upper income families are

often at home alone for several hours a week. Due to the demands of affluent parents’ career

obligations and the children’s many after-school activities, the emotional level of isolation

derives from the erosion of family time together. Separation from parental units also leads to

sexual promiscuity, a sense of unimportance, and a failure to develop secure attachments. The

impression of these feelings follows children into adulthood, and the cycle continues. Thus,

while it is imperative that psychologists continue to address the formidable challenges of the

poor, they must correct their long-standing lack of concern with the isolation and emotional

disturbances unique to wealth (Luthar & Shawn, 2005).

Wealthy adults: The effects of moneyed culture and communities

[6] The same processes that affect rich adults will also affect their children through exposure

to the same subculture. For example, high productivity, associated with affluence, involves little

leisure time, and rich adults become prone to distress. In addition, the pressure to work, in order

to acquire and consume, tends to deplete personal energies. After studying the effects of wealth

on children, Schor (2005) drew the following conclusion: “The more people strive for extrinsic

goals such as money, the more numerous their problems and the less robust their well-being.”

Other scholars have specifically implicated individuals’ lack of intimacy in personal

relationships, inferring that people who accumulate high wealth are single-mindedly dedicated to

their lifestyle, develop materialistic orientations, and seek solace in material goods rather than in

internal, intrinsic riches. “People use possessions to define their place in society.... Self-worth is

being invested in what one owns” (Collett-Whitek, 2001). A majority of rich people live in

acclaimed gated communities, which weaken relationships with neighbors and other supportive

relationship networks. Luthar suggests that limited engagement of individuals erodes social

capital, as exemplified by diminished attendance at PTA meetings, churches, or community

development groups (Luthar, 2005).

[7] Furthermore, according to one researcher (Bishop, 2001), wealthy communities are the

basis of friendlessness and isolation. Material wealth reduces the need to depend solely on

friendships. “Affluent individuals are amply able to purchase various services such as

psychotherapy for depression, medical care for physical illness, and professional caregivers for

children” (Bishop, 2001). Bishop goes on to assert that the rich are least likely to experience the

security of deep social connectedness that is routinely enjoyed by people in communities where

mutual dependence is often unavoidable. Moreover, adults develop a phenomenon to want more,

build up a shallow sense of greed, and cultivate deep-seated personal unhappiness.

Proposed solution: A step towards diminishing insatiable consumerism

[8] As spelled out by the above statements, money cannot buy happiness because the things

that really matter in life are not sold in stores. Writing for Time magazine, Easterbrook (2005)

recognizes that the essentials of human fulfillment include love, friendship, family, respect, a

place in the community, and the deep-rooted belief that life has a purpose. “Everyone needs a

certain amount of money,” admits Easterbrook, “but chasing money rather than meaning in life is

a formula for discontent.” Americans need to stop transforming their principal goals toward

materialism and the cycle of working and spending. Although it may be difficult to make an

immediate and comprehensive change, awareness of the psychological costs of overscheduled

lifestyles can be effectively promoted via books, workshops, and community groups. However,

the first steps begin in family households.

[9] Persistent discipline is vital in order to detract the negative effects a rich lifestyle has on an

individual. Parents and applied professionals need to remain vigilant to the mental health

vulnerabilities of upper class youth. Bishop (2001) reports that some leading private banks offer

‘sons and daughters’ events to educate rich kids about wealth. Furthermore, a growing number of

family partnerships should be created to allow children to work alongside parents in managing

the family fortune. In addition, “establishing independence through work is a critical

psychological task” for many children of the wealthy, says psychologist McGough (1987). When

wealthy parents fail to teach their children the value of work and money, the results can be

tragic. McGough suggests that parents require their children to work and do household chores in

order to learn and appreciate the value of earning money. Adults should also be careful not to

surround their children with overly expensive things. Stein and Brier (2001) believe that it is

important for wealthy parents to teach their children to be generous and share their good fortune

with other children who have little or nothing. “Philanthropy is a key factor in teaching children

to be responsible managers of their money” (Stein & Brier, 2001). Wealth is not an entitlement,

and wealthy parents should discourage their children from believing that they are entitled to

being rich (Stein & Brier, 2001).

Conclusion

The poor are often characterized as being dishonest, indolent, promiscuous, uninterested in

education, and personally responsible for their plight, but this is a parallel set of adjectives

commonly applied to the rich (Luthar, 2005). Material affluence inhibits the formation of

supportive networks, attracting the dangers of promiscuity, substance abuse, and depression or

anxiety. Two sets of potential causes are pressures to achieve and isolation from parents.

Disturbances among affluent children and characteristics of their families and neighborhoods

reveal a lack of widespread awareness and a blatant lack of knowledge about this serious

problem. As Csikszentmihalyi (1999), a scholar at Claremont University, indicates, eventually a

person who only responds to material rewards becomes blind to any other kind of incentive and

loses the ability to derive happiness from other sources. As more psychic energy is invested in

material goals, less of it is left to pursue other goals that are also necessary for a life graced by

happiness.

**6 Stories of Super Successes Who Overcame Failure**

[**Jayson DeMers**](https://www.entrepreneur.com/author/jayson-demers)

GUEST WRITER

*Founder and CEO, AudienceBloom*

December 8, 2014

Failure is not the alternative to success. It’s something to be avoided, but it’s also only a temporary setback on a bigger, more significant course. [Everybody encounters failure at one point or another](https://www.entrepreneur.com/article/237077). What truly matters is how you react to and learn from that failure.

Take the stories of these six entrepreneurs. Their stories end in massive success, but all of them are rooted in failure. They’re perfect examples of why failure should never stop you from following your vision.

1. Arianna Huffington got rejected by 36 publishers.

It’s hard to believe that one of the most recognizable names in online publications was once rejected by three dozen major publishers. Huffington’s second book, which she tried to publish long before she created the now ubiquitously recognizable Huffington Post empire, was rejected 36 times before it was eventually accepted for publication.

Even Huffington Post itself wasn’t a success right away. In fact, when it launched, there were dozens of highly negative reviews about its quality and its potential. Obviously, Huffington overcame those initial bouts of failure and has cemented her name as one of the most successful outlets on the web.

**2. Bill Gates watched his first company crumble.**

Bill Gates is now one of the world’s wealthiest individuals, but he didn’t earn his fortune in a straight line to success. Gates entered the entrepreneurial scene with a company called Traf-O-Data, which aimed to process and analyze the data from traffic tapes (think of it like an early version of big data).

He tried to sell the idea alongside his business partner, Paul Allen, but the product barely even worked. It was a complete disaster. However, the failure did not hold Gates back from exploring new opportunities, and a few years later, he created his first Microsoft product, and forged a new path to success.

**3. George Steinbrenner bankrupted a team.**

Before Steinbrenner made a name for himself when he acquired ownership of the New York Yankees, he owned a small basketball team called the Cleveland Pipers back in 1960. By 1962, as a result of Steinbrenner’s direction, the entire franchise went bankrupt.

That stretch of failure seemed to follow Steinbrenner when he took over the Yankees in the 1970s, as the team struggled with a number of setbacks and losses throughout the 1980s and 1990s. However, despite public fear and criticism of Steinbrenner’s controversial decisions, eventually he led the team to an amazing comeback, with six World Series entries between 1996 and 2003, and a record as one of the most profitable teams in Major League Baseball.

**4. Walt Disney was told he lacked creativity.**

One of the most creative geniuses of the 20th century was once fired from a newspaper because he was told he lacked creativity. Trying to persevere, Disney formed his first animation company, which was called Laugh-O-Gram Films. He raised $15,000 for the company but eventually was forced to close Laugh-O-Gram, following the close of an important distributor partner.

Desperate and out of money, Disney found his way to Hollywood and faced even more criticism and failure until finally, his first few classic films started to skyrocket in popularity.

**5. Steve Jobs was booted from his own company.**

Steve Jobs is an impressive entrepreneur because of his boundless innovations, but also because of his emphatic comeback from an almost irrecoverable failure. Jobs found success in his 20s when Apple became a massive empire, but when he was 30, Apple’s board of directors decided to fire him.

Undaunted by the failure, Jobs founded a new company, NeXT, which was eventually acquired by Apple. Once back at Apple, Jobs proved his capacity for greatness by reinventing the company’s image and taking the Apple brand to new heights.

**6. Milton Hershey started three candy companies before Hershey's.**

Everyone knows Hershey’s chocolate, but when Milton Hershey first started his candy production career, he was a nobody. After being fired from an apprenticeship with a printer, Hershey started three separate candy-related ventures, and was forced to watch all of them fail.

In one last attempt, Hershey founded the Lancaster Caramel Company, and started seeing enormous results. Believing in his vision for milk chocolate for the masses, he eventually founded the Hershey Company and became one of the most well-known names in the industry.

Draw inspiration from these stories the next time you experience failure, no matter the scale. In the moment, some failure might seem like the end of the road, but remember, there are countless successful men and women in the world today who are only enjoying success because they decided to push past the inevitable bleakness of failure.

Learn from your mistakes, reflect and accept the failure, but revisit your passion and keep pursuing your goals no matter what.