


National University of Computer and Emerging Sciences, Lahore

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|  | Course: Program: Duration: Paper Date: Section: | Functional English BS-CS/DS/SE 60 Minutes 14th Nov, 2023 All sections | Course Code: Semester: Total Marks: Weightage: Exam | SS-1012 Fall 2023 35 15% MID TERM (2) |
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Name: ~~XXXXXXXXXX~~

Roll No: ~~XXXXXXXXXX~~

Read the questions carefully and attempt all questions on the answer sheet provided.

Q1. Write a five-paragraph expository essay (320-350w) on the topic: /25
"Role of Media Influence in Addressing Israel-Gaza Conflict"

Note: Use the given article as a source of information, however you may add any additional information where required.

Your essay should follow:

- **Reader's hook (Anecdote)**
- **Lead-in Statement**
- **Three-Point Thesis Statement**
- **Transitional Hooks**

Handwritten notes:
 NGOs call to citizens → 1. Spreading Awareness to public
 → 2. Providing public opinion to stakeholders.
 → 3. Calling for help by NGOs
 international disapproval, protests in USA. Keep exposing acts of support. (USA)

Gaza's Month of Terror by Editorial Board, THE NEWS | November 06, 2023

Intro
 Each time the West or West-backed occupying forces and states unleash violence over occupied territories or invaded countries, a handy term that is birthed by colonizing think tanks. Some years back, we saw collateral damage which meant the killing of civilians. Then we saw IDPs which meant people moved within their own lands because their own areas were too dangerous to live in or had been taken over by those with more power. As Gaza enters its second month of terror due to Israel's latest iteration of its 75-year war on Palestinians, we have the most chilling term yet: WCNSF – meaning Wounded Child No Surviving Family. This is the reality of Gaza today: nearly 5000 children have been massacred in what is now increasingly being called a genocide perpetrated by Israel. These children make up the nearly 10,000 Palestinians that have been killed by Israel.

Bg
 The UN has said that nearly 1.5 million people in Gaza are internally displaced, many of them living in UNRWA facilities. Though how safe they are there is up for debate since Israel has not spared a school, hospital, ambulance or even a refugee shelter in its thirst for blood. Just in the past 24 hours, Israel has also bombed yet another water reservoir. This is in addition to starving off the Gazans and killing off their water resources, effectively leaving a besieged people without access to food, water, medical supplies – and life. The UN and its agencies have estimated that this damage to water and sanitation has already created a public health risk, with acute respiratory infections, diarrhea and chicken pox being reported from the Gaza Strip. Not content with this, Israel has also chosen to target medical facilities in Gaza – in more than 100 attacks on these facilities.

Con
 Despite all this, the West has chosen to not just turn a blind eye to the ongoing war crimes being committed by Israel but to also fund its crimes and cheer it on. US Secretary of State Blinken made a

suspicious

dash to the Occupied West Bank over the weekend, met with the Palestinian Authority President Mahmoud Abbas and discussed 'humanitarian pauses' – another meaningless word that does nothing to help anyone except Israel – in Gaza. With such a 'pause', says the US, Gazans would get the required medical aid, food etc. One wonders what happens when the 'pause' is unpaused. Gazans go back to being bombed by Israel? Till there's another pause? And the cycle repeats itself then? Is this the grand solution the world's policeman has in mind? It would not be cynical to say that anything that comes out of the officialdom in the US is right now tainted with disingenuousness and sheer hypocrisy.

But the world has offered some hope – in the form of not forgetting the people of Palestine at least as far as the streets around the world go. The past weekend saw the biggest pro-Palestine protest in Washington DC. There were similar protests in parts of Europe and Asia. Younger people are taking to TikTok to challenge the PR machinery Israel has deployed. And so far Israel's propaganda has not worked on many young progressives across the globe. This momentum may not sustain for long, but Palestinian voices have made one thing painfully clear: this is not a 'war' between two states or entities or nations; this is a war on Palestine by Israel, supported by the US and the EU. With every video they make, every tweet they post, every photograph of a dead child they broadcast to the world outside, the people of Gaza are showing a mirror to the terrorists haunting them night and day in the form of Israeli airstrikes, American aid money and EU silence.

The Israel-Gaza conflict persists with ongoing tensions, sporadic violence, and humanitarian crises. Both sides continue to face casualties and displacement. Strained international relations, recent escalations, and differing perspectives on the root causes add complexity, challenging efforts to reach a lasting resolution for peace and stability in the region.

Q2. Narrow down the broader topic "Advertisement" in 3 steps and generate a three-point thesis statement. (10)

Advertisement
↓
Internet Advertisement.
↓
Role of Internet Advertisement in Pakistan
↓
Role of Internet Advertisement in Pakistan in
the 21st century.

- Helped ~~industrialize in~~ improve industries.
- Helped establish e-commerce.
- Helped provide employment opportunities.