

English composition and comprehension

ARTICLE #1

Link: [Total Marks: 30]

<https://www.dawn.com/news/737165/big-data-big-analytics-big-opportunity>

☐ Information about the Selected Article [Marks:0.5 *4=2]

Title of the Article : Big data, big analytics, big opportunity.

- Source/Publication : DAWN
- Date of Publication: Published July 25, 2012
- Name of the Author : Murtaza Haider

☐ Purpose of the Article [Marks: 1+1+1= 3]

- ★ Describe the author's overall purpose (to inform, explain, explore, evaluate, argue, negotiate, or other purpose)
- The author gives a brief introduction about the article at the start and then emphasizes on the fact that in today's world there is an increasing need of data scientists because in short, the world is awash with data. The author supports his statements by mentioning studies which claimed the shortage of data analysts worldwide. He explores the idea that besides the fact that with every passing moment, the number of data analysts is increasing but so is the amount of data which has to be processed. The author advises against sitting back so that we don't get swept away by the incoming data wave.
- ★ What does the author hope to achieve through this article?
- The author wants to spread awareness that in modern day as well as the times which lay ahead there is and will be a maximum requirement of talent who can process raw data, analyse it and convert it into meaningful information.
- ★ Is the overall purpose clear?
- The overall purpose of the writer is crystal clear because he not only states the facts related to numerous studies but also gives his opinion that data analysis is indeed a multi-billion dollar industry.

☐ About the Author [Marks: 1+1+2= 4]

- ★ What information does the article provide about the author?

- The author has a leaning interest in the field of Data Sciences. He is also the author of the book “Getting Started with Data Science: Making Sense of Data with Analytics” .
- ★ Does he/she have expertise on the subject discussed in the article?
- The author is a professor of Real Estate Management at Ryerson University. He has Ph.D. and is the Associate Dean of research and graduate programs at the Ted Rogers School of Management at Ryerson University in Toronto (which is globally recognised)
- ★ What sort of perspective might the writer have on the issue at hand?
- The author highlights the significance and the exigency of Computer sciences which is mother to the field of Data sciences.

☐ Audience/Reader [Marks: 1+1+1+2+2= 7]

- ★ Who is the intended audience?
- The audience which the writer wants to impact is vast. The author means to convey the purpose of his article specifically to students who are in the specific age group where they are going to opt for their study in universities. Moreover, the people who are about to invest in multi-million industries.
- ★ Are you part of the intended audience?
- Without a doubt because I myself am currently studying Data sciences.
- ★ What assumptions does the author make about the reader’s knowledge or beliefs?
- The author is acting like a teacher throughout this article trying to educate his audience by providing facts through research results. Therefore, he assumes the audience knows little or nothing about this emerging field.
- ★ From what point of view or context (social or cultural) is the author writing?
- The author's perspective is social because through this he aims to spearhead a change in students choosing courses in the near future.
- ★ Examine your own personal bias or point of view regarding the article. Does that hinder or support you from being a critical reader of the text?
 - My point of view is neutral because before reading this article I myself am a student and future product of BS. Data sciences, however, I was still in many ways inspired by this article after getting to know of the facts related to capital which can be earned through this department.

☐ Occasion, Genre, Context [Marks: 1+1+2+2=6]

★ What is the occasion/background for this article?

→ The never-ending data wave which has to be laid to rest.

★ What genre is this text?

→ Data Science and technology.

★ What ideas or conversations are taking place about this topic at the moment?

→ If you go to youtube to watch any video you might get interrupted by an ad from data camp which will educate you more about the dire need of data analysts.

★ How does the author's chosen genre help achieve the purpose for the audience?

→ It encapsulates and condenses the attendees, therefore the people only interested will read this specific piece of writing.

☐ Your Perspective [Marks: 4+4= 8]

★ What is your impression of the article? How did it affect you?
(Word Limit: 80-100 words)

→ An absolutely stunning article with so much insight and vision. This article was very informative and well presented and it is the kind of information that is missing from media outlets hence it affected me deeply because of the aforementioned fact that I am about to be an undergraduate in Data Sciences in the next 4 years. Big data has become a trendy thing in the IT world, however, things are picking up in Pakistan but at a very low pace especially because of the current state of our economy. Although it is a little biased because it only mentions one analytics tool.

★ Do you agree or disagree with the author's perspective? Why?
(Word Limit: 80-100 words)

→ I agree with the author's view on the importance of data analysis, especially when it comes to SMEs (Small and Medium Size Businesses).because he mentions Google Analytics which is a free, but very powerful tool whose deep lying immense importance many haven't been able to uncover.However there is a doubt that without an active Public sector support, this complex division of technology could make significant inroads in Pakistan. Still as the writer suggests, the private sector can provide for those in search of excellence in this field.

ARTICLE #2 [Total Marks: 30]

Link:

<https://tribune.com.pk/story/2326784/afghanistan-humanitarian-crisis>

☐ Information about the Selected Article [Marks:0.5 *4=2]

Title of the Article : Afghanistan: humanitarian crisis

Source/Publication : Express Tribune

Date of Publication : october 29, 2021

Name of the Author : Dr. Syed Akhtar Ali Shah

☐ Purpose of the Article [Marks: 1+1+1= 3]

★ Describe the author's overall purpose (to inform, explain, explore, evaluate, argue, negotiate, or other purpose)

→ In view of the looming humanitarian crisis, the author says that the international community should unite in a common position to help the people of Afghanistan. The author explains that in this globalised world, a crisis in one part of the world takes little time in making its impact felt in distant regions all over the globe

★ What does the author hope to achieve through this article?

→ The author intends to preach the general public and aims to increase the pressure through them on local leaders and hence up the pyramid so that Pakistan can also aid Afghanistan through this post-war time.

★ Is the overall purpose clear?

→ The author's purpose is straightforward and he supports his statements through facts which emerge from reliable sources.

☐ About the Author [Marks: 1+1+2= 4]

★ What information does the article provide about the author?

→ The writer is a practising lawyer and totally against the USA.

★ Does he/she have expertise on the subject discussed in the article?

→ The author has a PHD in Political Sciences.

- ★ What sort of perspective might the writer have on the issue at hand?
- The author clearly states in his introductory para that “Death, destruction and displacement appear to be the fate of tens of thousands of Afghans in days to come.”

☐ Audience/Reader [Marks: 1+1+1+2+2= 7]

- ★ Who is the intended audience?
- The general public.
- ★ Are you part of the intended audience?
- Yes.
- ★ What assumptions does the author make about the reader’s knowledge or beliefs?
- None.
- ★ From what point of view or context (social or cultural) is the author writing?
- Social.
- ★ Examine your own personal bias or point of view regarding the article. Does that hinder or support you from being a critical reader of the text?
- I agree with the writer's point of view therefore without disputing I am biased with the writer's opinion

☐ Occasion, Genre, Context [Marks: 1+1+2+2=6]

- ★ What is the occasion/background for this article?
- The US military recently left Afghanistan.
- ★ What genre is this text?
- Current Affairs.
- ★ What ideas or conversations are taking place about this topic at the moment?
- World media is talking about this including the globally known NY times and Washington post.
- ★ How does the author’s chosen genre help achieve the purpose for the audience?
- It spreads awareness on this pressing issue so that people can raise on this matter and if anything of this sort happens in the future, people should be mentally prepared for the outcomes.

☐ Your Perspective [Marks: 4+4= 8]

★ What is your impression of the article? How did it affect you?

(Word Limit: 80-100 words)

→ The article affected me on a personal level as Afghanistan is the neighbouring country of Pakistan and in concurrence with how the author concluded the piece, there is no doubt in the fact that no man is an island. When there is unrest (to put it very abstractly) in one region of the world, it is bound to affect others. I believe that the article is a true representation of what is happening in Afghanistan as it leaves no stone unturned while citing the heartbreaking statistics of what is currently happening in Pakistan.

★ Do you agree or disagree with the author's perspective? Why?

(Word Limit: 80-100 words)

→ I wholeheartedly agree with what the author has said. The USA during and after its 20 year stay has affected the country in such a negative manner that the ruin will surely be felt for decades. Afghanistan can only take steps towards its betterment if its regime takes steps to let the girls have their basic right to education.

→ The reason I completely agree with the author is that the situation in Afghanistan is undoubtedly extremely bleak and that is what one understands after reading the article.

QUESTIONS START WITH STARS.

ANSWERS START WITH ARROWS. ∴):