

UNIT I

THE STRUGGLE FOR AN EDUCATION

— Booker T. Washington

Booker Taliaferro Washington (April 5, 1856 – November 14, 1915) was an American educator, author, orator, and advisor to presidents of the United States. Between 1890 and 1915, Washington was the dominant leader in the African-American community.

Washington was from the last generation of black American leaders born into slavery and became the leading voice of the former slaves and their descendants.

Up from Slavery is the 1901 autobiography of Booker T. Washington sharing his personal experience of having to work to rise up from the position of a slave child during the Civil War, to the difficulties and obstacles he overcame to get an education at the new Hampton Institute, to his work establishing vocational schools—most notably the Tuskegee Institute in Alabama—to help black people and other disadvantaged minorities learn useful, marketable skills and work to pull themselves, as a race, up by the bootstraps. He reflects on the generosity of both teachers and philanthropists who helped in educating blacks and Native Americans.

One day, while at work in the coal-mine, I happened to overhear two miners talking about a great school for coloured people somewhere in Virginia. This was the first time that I had ever heard anything about any kind of school or college that was more pretentious than the little coloured school in our town.

In the darkness of the mine I noiselessly crept as close as I could to the two men who were talking. I heard one tell the other that not only was the school established for the members of any race, but the opportunities that it provided by which poor but worthy students could work out all or a part of the cost of a board, and at the same time be taught some trade or industry.

As they went on describing the school, it seemed to me that it must be the greatest place on earth, and not even Heaven presented more attractions for me at that time than did the Hampton Normal and Agricultural Institute in Virginia, about which these men were talking. I resolved at once to go to that school, although I had no idea where it was, or how many miles away, or how I was going to reach it; I remembered only that I was on fire constantly with one ambition, and that was to go to Hampton. This thought was with me day and night.

After hearing of the Hampton Institute, I continued to work for a few months longer in the coal-mine. While at work there, I heard of a vacant position in the household of General Lewis Ruffner, the owner of the salt-furnace and coal-mine. Mrs. Viola Ruffner, the wife of General Ruffner, was a "Yankee" woman from Vermont. Mrs. Ruffner had a reputation all through the vicinity for being very strict with her servants, and especially with the boys who tried to serve her. Few of them remained with her more than two or three weeks. They all left with the same excuse: she was too strict. I decided, however, that I would rather try Mrs. Ruffner's house than remain in the coal-mine, and so my mother applied to her for the vacant position. I was hired at a salary of \$5 per month.

I had heard so much about Mrs. Ruffner's severity that I was almost afraid to see her, and trembled when I went into her presence. I had not lived with her many weeks, however, before I began to understand her. I soon began to learn that; first of all, she wanted everything kept clean about her, that she wanted things done promptly and systematically, and that at the bottom of everything she wanted absolute honesty and frankness. Nothing must be sloven or slipshod; every door, every fence, must be kept in repair.

I cannot now recall how long I lived with Mrs. Ruffner before going to Hampton, but I think it must have been a year and a half. At any rate, I here repeat what I have said more than once before, that the lessons that I learned in the home of Mrs. Ruffner were as valuable to me as any education I have ever gotten anywhere else. Even to this day I never see bits of paper scattered around a house or in the street that I do not want to pick them up at once. I never see a filthy yard that I do not want to clean it, a paling off of a fence that I do not want to put it on, an unpainted or un-whitewashed house that I do not want to paint or whitewash it, or a button off one's clothes, or a grease-spot on them or on a floor, that I do not want to call attention to it.

From fearing Mrs. Ruffner I soon learned to look upon her as one of my best friends. When she found that she could trust me she did so implicitly. During the one or two

winters that I was with her she gave me an opportunity to go to school for an hour in the day during a portion of the winter months, but most of my studying was done at night, sometimes alone, sometimes under someone whom I could hire to teach me. Mrs. Ruffner always encouraged and sympathized with me in all my efforts to get an education. It was while living with her that I began to get together my first library. I secured a dry-goods box, knocked out one side of it, put some shelves in it, and began putting into it every kind of book that I could get my hands upon, and called it my "library."

Notwithstanding my success at Mrs. Ruffner's I did not give up the idea of going to the Hampton Institute. In the fall of 1872 I determined to make an effort to get there, although, as I have stated, I had no definite idea of the direction in which Hampton was or of what it would cost to go there. I do not think that any one thoroughly sympathized with me in my ambition to go to Hampton unless it was my mother, and she was troubled with a grave fear that I was starting out on a "wild-goose chase." At any rate, I got only a half-hearted consent from her that I might start. The small amount of money that I had earned had been consumed by my stepfather and the remainder of the family, with the exception of a very few dollars, and so I had very little with which to buy clothes and pay my travelling expenses. My brother John helped me all that he could, but of course that was not a great deal, for his work was in the coal-mine, where he did not earn much, and most of what he did earn went in the direction of paying the household expenses.

Perhaps the thing that touched and pleased me most in connection with my starting for Hampton was the interest that many of the older coloured people took in the matter. They had spent the best days of their lives in slavery, and hardly expected to live to see the time when they would see a member of their race leave home to attend a boarding-school. Some of these older people would give me a nickel, others a quarter, or a handkerchief.

Finally the great day came, and I started for Hampton. I had only a small, cheap satchel that contained a few articles of clothing I could get. My mother at the time was rather weak and broken in health. I hardly expected to see her again, and thus our parting was all the more sad.

The distance from Malden to Hampton is about five hundred miles. I had not been away from home many hours before it began to grow painfully evident that I did not have enough money to pay my fare to Hampton.

As soon as possible after reaching the grounds of the Hampton Institute, I presented myself before the head teacher for an assignment to a class. Having been so long without proper food, a bath, and a change of clothing, I did not, of course, make a very favourable impression upon her, and I could see at once that there were doubts in her mind about the wisdom of admitting me as a student. I felt that I could hardly blame her if she got the idea that I was a worthless loafer or tramp. For some time she did not refuse to admit me, neither did she decide in my favour, nor did I continue to linger about her, and to impress her in all the ways I could with my worthiness. In the meantime I saw her admitting other students, and that added greatly to my discomfort, for I felt, deep down in my heart, that I could do as well as they, if I could only get a chance to show what was in me.

After some hours had passed, the head teacher said to me: "The adjoining recitation-room needs sweeping. Take the broom and sweep it."

It occurred to me at once that here was my chance. Never did I receive an order with more delight. I knew that I could sweep, for Mrs. Ruffner had thoroughly taught me how to do that when I lived with her.

I was one of the happiest souls on Earth. The sweeping of that room was my college examination, and never did any youth pass an examination for entrance into Harvard or Yale that gave him more genuine satisfaction. I have passed several examinations since then, but I have always felt that this was the best one I ever passed.

Glossary

- | | |
|-----------------|--|
| i. Vicinity | - proximity, neighbourhood |
| ii. Sloven | - a man or a boy habitually negligent of neatness or order |
| iii. Implicitly | - in a suggested manner, in direct |
| iv. Nickel | - a coin worth 5 cents |



HOPE IS THE THING WITH FEATHERS

— Emily Dickinson

EMILY DICKINSON was born in Amherst at the Homestead on December 10, 1830. Her quiet life was infused with a creative energy that produced almost 1800 poems and a profusion of vibrant letters. Her lively Childhood and Youth were filled with schooling, reading, explorations of nature, religious activities, significant friendships, and several key encounters with poetry. Her most intense Writing Years consumed the decade of her late 20s and early 30s; during that time she composed almost 1100 of her poems.

In this poem, Dickinson is creating a metaphor of hope through a bird. The hope that is within the speaker is much like a bird that continues to fly inside her. While we may all experience some dark times, hope can offer some encouragement.

Hope is the thing with feathers
That perches in the soul,
And sings the tune without the words,
And never stops at all,

And sweetest in the gale is heard;
And sore must be the storm
That could abash the little bird
That kept so many warm.

I've heard it in the chilliest land,
And on the strangest sea;
Yet, never, in extremity,
It asked a crumb of me.





UNIT II

DIGITAL MARKETING

① What is digital marketing and what are the mediums used?

① Digital marketing (also known as data-driven marketing) is the promotion of products or brands via one or more forms of electronic media. The medium used maybe the Internet, Mobile Phones, Display Advertising, or any other digital means. It differs from the traditional marketing as it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't.

This marketing style which developed in the 1990s has changed the way brands and businesses utilize technology for marketing. Their use has become more rampant and efficient down the years as they are increasingly being incorporated into marketing plans and everyday life. Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

② How has advanced tech changed digital marketing?
③ Digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones.

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got, about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company

says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

Use in the Digital Era

Brand Awareness

(How can digital marketing be used for brand awareness)
There are a number of ways that brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era not only allows for brands to market their products and services but also allows for online customer support through 24/7 services to make customer feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them and has become an increased advantage for brands and businesses.

(4) (1)
It is now common for consumers to post feedback online through social media sources, blogs and websites *(digital marketing)* feedback on their experience with a product or brand. It has become increasingly popular for businesses to utilize and encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately.

(why is it important for companies to utilize social media platforms)
Word of mouth communication and peer-to-peer dialogue often have a greater effect on customers; since they are not sent directly from the company they are not planned. Customers are more likely to trust other customers' experiences. It is increasingly advantageous for companies to utilize social media platforms to connect with their customers and create these dialogues and discussions.

Ease of access

(What is the key objective of digital marketing)

b A key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. *(Users with access to the Internet can use many digital mediums, such as Facebook, YouTube, Forums, and Email etc.)* Through Digital communications it creates a Multi-communication channel where information can be quickly exchanged around the world by anyone without any regard to whom they are. Social segregation plays no part through social mediums due to lack of face to face communication and information being wide spread instead to a selective audience. This interactive nature allows consumers *(how digital communication helps)*

create conversation in which the targeted audience is able to ask questions about the brand and get familiar with it which traditional forms of Marketing may not offer.

Competitive advantage

By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of digital marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioral patterns of clients and feedback on their needs. This means of content has shown to have a larger impingement on those who have a long-standing relationship with the firm and with consumers who are relatively active social media users. Relative to this, creating a social media page will further increase relation quality between new consumers and existing consumers as well as consistent brand reinforcement therefore improving brand awareness resulting in a possible rise for consumers up the Brand Awareness Pyramid. Although there may be inconstancy with product images; maintaining a successful social media presence requires a business to be consistent in interactions through creating a two way feed of information; firms consider their content based on the feedback received through this channel, this is a result of the environment being dynamic due to the global nature of the internet. Effective use of digital marketing can result in relatively lowered costs in relation to traditional means of marketing; Lowered external service costs, advertising costs, promotion costs, processing costs, interface design costs and control costs.

Effectiveness

Brand awareness has been proven to work with more effectiveness in countries that are high in uncertainty avoidance, also these countries that have uncertainty avoidance; social media marketing works effectively. Yet brands must be careful not to be excessive on the use of this type of marketing, as well as solely relying on it as it may have implications that could negatively harness their image. Brands that represent themselves in an anthropomorphizing manner are more likely to succeed in situations where a brand is marketing to this demographic. "Since social media use can enhance the knowledge of the brand and thus decrease the uncertainty, it is possible that people with high uncertainty avoidance, such as the French, will particularly appreciate the high social media interaction with an anthropomorphized brand." Moreover, digital platform provides an ease to the brand and its customers to interact directly and exchange their motives virtually.

(8) *What are the challenges faced in D.M.*

Challenges Facing Digital Marketers

- Proliferation of digital channels. Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.
- Intensifying competition. Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumers' attention.
- Exploding data volumes. Consumers leave behind a huge trail of data in digital channels. It's extremely difficult to get a handle on all that data, as well as find the right data within exploding data volumes that can help you make the right decisions.

Digital marketing and its associated channels are important – but not to the exclusion of all else. It's not enough to just know your customers; you must know them better than anybody else so you can communicate with them where, when and how they are most receptive to your message. To do that, you need a consolidated view of customer preferences and expectations across all channels – Web, social media, mobile, direct mail, point of sale, etc. Marketers can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle. The deeper your insight into customer behavior and preferences, the more likely you are to engage them in lucrative interactions.

Glossary

- | | |
|-----------------------|---|
| i. Rampant | – out of control, wide spread |
| ii. Incorporated | – built in, integrated |
| iii. Pervasive | – enveloping, present everywhere |
| iv. Segregation | – to separate, to isolate |
| v. Anthropomorphizing | – to attribute human characteristics to something non-human |
| vi. Demographic | – characteristic used to classify people for statistical purposes |
| vii. Lucrative | – productive, worthwhile |





The Present is the best time to
Present, the
Present.
Why are the words Please and thank you essential?
Even though not governed by law?

UNIT III

ON SAYING PLEASE

— A.G. Gardiner

Alfred George Gardiner (1865–1946), a British journalist and author, is highly regarded in the literary arena. From 1915 he contributed to *The Star* under the pseudonym (pen name) Alpha of the Plough. The story behind the choosing of the name is interesting. At the time, *The Star* had several anonymous essayists whose pseudonyms were the names of stars. Invited to choose the name of a star as a pseudonym he chose the name of the brightest (alpha) star in the constellation 'the Plough'. His essays are uniformly elegant, graceful and humorous. His uniqueness lay in his ability to teach the basic truths of life in an easy and amusing manner. *The Pillars of Society*, *Pebbles on the Shore*, *Many Furrows* and *Leaves in the Wind* are some of his best known writings.

Good manners are of great value in human life. Bad manners are not a legal crime. But everybody dislikes a man with bad manners. Small courtesies win us a lot of friends. Words like 'please' and 'thank you' helps us in making our passage through life smooth. The law does not permit us to hit back if we are the victims of bad manners. But if we are threatened with physical violence, the law permits us some liberty of action. Bad manners create a chain reaction. Social practice demands politeness from us. A good mannered person will find that his work becomes easier by the ready co-operation that he gets from others.

The young lift-man, in a City office, who threw a passenger out of his lift the other morning and was fined for the offence was undoubtedly in the wrong. It was a question of 'Please'. The complainant entering the lift said, 'Top'. The lift-man demanded 'Top-please' and this concession being refused he not only declined to comply with the instruction, but hurled the passenger out of the lift. This, of course was carrying a comment on manner too far.

Discourtesy is not a legal offence, and it does not excuse assault and battery. If a burglar breaks into my house and I knock him down, the law will acquit me, and if I am physically assaulted, it will permit me to retaliate with reasonable violence. It does this because the burglar and my assailant have broken quite definite commands of the law, but no legal system could attempt to legislate against bad manners, or could sanction the use of violence against something which it does not itself recognize as a legally punishable offence. And whatever our sympathy with the lift-man, we must admit that the law is reasonable.

It would never do if we were at liberty to box people's ears because we did not like their behaviour, or the tone of their voices, or the scowl on their faces. Our fists would never be idle, and the gutters of the City would run with blood all day. I may be as uncivil as I may please and the law will protect me against violent retaliation. I may be haughty or boorish and there is no penalty to pay except the penalty of being written down an ill-mannered fellow. The law does not compel me to say 'please' or to attune my voice to other people's sensibilities any more than it says that I shall not wax my moustache or dye my hair or wear ringlets down my back. It does not recognize the laceration of our feelings as a case for compensation. There is no allowance for moral and intellectual damages in these matters.

This does not mean that the damages are negligible. It is probable that the lift-man was much more acutely hurt by what he regarded as a slur upon his social standing than he would have been if he had a kick on the shins, for which he could have got a legal redress. The pain of a kick on the shins soon passes away but the pain of a wound to our self-respect or our vanity may poison a whole day. I can imagine that lift-man, denied the relief of throwing the author of his wound out of the lift, brooding over the insult by the hour, and visiting it on his wife in the evening as the only way of restoring his equilibrium, for there are few things more catching than bad temper and bad manners.

When Sir Anthony Absolute bullied Captain Absolute, the latter went out and bullied his man, Fag, whereupon Fag went out downstairs and kicked the page-boy. Probably the man who said 'Top' to the lift man was really only getting back on his employer who had not said 'Good morning' to him because he himself had been henpecked at breakfast by his wife, to whom the cook had been insolent because the housemaid had 'answered her back'. We infect the world with our ill humours. Bad manners probably do more to poison the stream of the general life than all the crimes in the calendar. For one wife who gets a black eye from an otherwise good natured husband there are a hundred who live a life of martyrdom under the shadow of a morose temper.

But all the same, the law cannot become the guardian of our private manners. No Decalogue could cover the vast area of offences and no court could administer a law

which governed our social civilities, our speech, the tilt of our eyebrows and all our moods and manners. But though we are bound to endorse the verdict against the lift-man most people will sympathize with him.

While it is true that there is no law that compels us to say 'Please', there is a social practice much older and much more sacred than any law which enjoins us to be civil. And the first requirement of civility is that we should acknowledge a service. 'Please' and 'Thank you' are the small change with which we pay our way as social beings. They are the little courtesies by which we keep the machine of life oiled and running sweetly. They put our communication upon the basis of a friendly co operation, an easy give and take, instead of on the basis of superiors dictating to inferiors.

It is a very vulgar mind that would wish to command where he can have the service for asking, and have it with willingness and good feeling instead of resentment. I should like to 'feature' in this connection my friend, the polite conductor. By this discriminating title, I do not intend to suggest a rebuke to conductors generally. On the contrary, I am disposed to think that there are few classes of men who come through the ordeal of a very trying calling better than bus conductors do. Here and there you will meet an unpleasant specimen who regards the passengers as his natural enemies - as creatures whose chief purpose on the bus is to cheat him, and who can only be kept reasonably honest by a loud voice and an aggressive manner. But this type is rare - rarer than it used to be. I fancy the public owes much to the Underground Railway Company, which also runs the buses, for insisting on a certain standard of civility in its servants and taking care that a standard is observed. In doing this, it not only makes things pleasant for the travelling public, but performs an important social service. It is not, therefore, with any feeling of unfriendliness to conductors as a class that I pay a tribute to a particular member of that class. I first became conscious of his existence one day when I jumped on to a bus and found that I had left home without any money in my pocket. Everyone has had the experience and knows the feeling, the mixed feeling, which the discovery arouses. You are annoyed because you look like a fool at the best and like a knave at the worst. You would not be at all surprised if the conductor eyed you coldly as much as to say, 'Yes I know that stale old trick. Now then, off you get.' And even if the conductor is a good fellow and lets you down easily, you are faced with the necessity of going back and the inconvenience, perhaps, of missing your train or your engagement. Having searched my pockets in vain for stray coppers, and having found I was utterly penniless, I told the conductor with as honest a face as I could assume that I couldn't pay the fare, and must go back for money. 'Oh, you

good qualities does the author state about the person whom he refers to as the 'good conductor'
needn't get off: that's all right', said he. 'All right', said I, 'but I haven't a copper on me.'

'Oh I'll book you through, he replied. 'Where do you want to go?' And he handled his bundle of tickets with the air of a man who was prepared to give me a ticket for anywhere from the Bank to Hong Kong.

I said it was very kind of him, and told him where I wanted to go, and as he gave me the ticket I said, 'But where shall I send the fare?' 'Oh, you'll see me some day all right', he said cheerfully, as he turned to go. And then, luckily, my fingers, still wandering in the corners of my pockets lighted on a shilling and the account was squared. But that fact did not lessen the glow of pleasure which so good-natured an action had given me.

A few days after [when his] my most sensitive toe was trampled on rather heavily as I sat reading on the top of a bus. I looked up with some anger and more agony, and saw my friend of the cheerful countenance. 'Sorry, sir', he said, 'I know these are heavy boots. Got them because my own feet get trod on so much, and now I'm treading on other peoples. Hope I didn't hurt you, sir.' He had hurt me but he was so nice about it that I assured him he hadn't. After this I began to observe him whenever I boarded his bus, and found a curious pleasure in the constant good nature of his bearing. [He seemed to have an inexhaustible fund of patience and a gift for making his passengers comfortable. I noticed that if it was raining he would run up the stairs to give someone the tip that there was 'room inside'. With old people he was as considerate as a son, and with children as solicitous as a father. He had evidently a peculiarly warm place in his heart for young people, and always indulged in some merry jest with them. If he had a blind man on board it wasn't enough to set him down safely on the pavement. He would call to Bill in front to wait while he took him across the road or round the corner or otherwise safely on his way.] In short, I found that he irradiated such an atmosphere of good temper and kindness that a journey with him was a lesson in natural courtesy and good manners. What struck me particularly was the ease with which he got through his work.

[why does the author say that manners / bad as well as good are both infectious]
If bad manners are infectious, so also are good manners. If we encounter incivility most of us are apt to become uncivil, but it is an unusually uncouth person who can be disagreeable with sunny people. It is with manners as with the weather. 'Nothing clears up my spirits like a fine day', said Keats, and a cheerful person descends on even the gloomiest of us with something of the benediction of a fine day. And so it was always fine weather on the polite conductor's bus, and his own civility, his conciliatory address and good humoured bearing infected his passengers. In

lightening their spirits he lightened his own task. His gaiety was not a wasteful luxury, but a sound investment. I have missed him from my bus route of late; but I hope that only means that he has carried his sunshine on to another road. It cannot be too widely diffused in a rather drab world. And I make no apologies for writing a panegyric on an unknown bus conductor.

If Wordsworth could gather lessons of wisdom from the poor leech gatherer 'on the lonely moor,' I see no reason why lesser people should not take lessons in conduct from one who shows how a very modest calling may be dignified by good temper and kindly feeling. It is a matter of general agreement, that the war has had chilling affects upon those little every day civilities of behaviour that sweeten the general air. We must get those civilities back if we are to make life kindly and tolerable for each other. We cannot get them back by invoking the law. The policeman is a necessary symbol and the law is a necessary institution for a society that is still somewhat lower than the angels. But the law can only protect us against material attack. Nor will the lift man's way of meeting moral affront by physical violence help us to restore the civilities. I suggest to him, that he would have had a more subtle and effective revenge if he had treated the gentleman who would not say 'Please' with elaborate politeness. He would have had the victory, not only over the boor, but over himself, and that is the victory that counts. The polite man may lose the material advantage, but he always has the spiritual victory. I commend to the lift-man a story of Chesterfield. In his time the London streets were without the pavements of today and the man who 'took the wall' had the driest footing. 'I never give the wall to a scoundrel,' said a man who met Chesterfield one day in the street. 'I always do', said Chesterfield, stepping with a bow into the road. I hope the lift man will agree that his revenge was much sweeter than if he had flung the fellow into the mud.

Glossary *what are the author's views on restoring lost civilities*

- i. Complainant — a person who makes a petition or complain
- ii. Hurled — to throw or toss in the air
- iii. Insolent — rude, disrespectful
- iv. Morose — depress, feeling miserable
- v. Endorse — give support or backing to
- vi. Countenance — put up with, tolerate
- vii. Solicitous — to be caring and considerate
- viii. Uncouth — ill mannered, rude behaviour
- ix. Benediction — blessing



A - the house is small.
A - The house is not big.
A - The house is big.

GOOD MANNERS

- Dorian Petersen Potter

Dorian Petersen Potter has been writing poetry since her very early teens and has also been a fine artist since a few years later on right after that. Well since then she's been very busy studying and exploring so many other art forms techniques and also other art crafts, meanwhile always pursuing her poetry and writing as well as having a very important role for her as a wife and a mother too. She'd been published in many book anthologies, and in many other poetry book collections in the past many years.

The poem 'Good manners' is a free style inspirational poem in which the poet speaks of the importance of cultivating good manners.

It is good to have manners,
And I am referring to good ones.
It's great to say 'Thank you'
When you get something from someone!

Good manners you can always
Cultivate them in your talk.
You can learn them all
In your life as you walk.

This wonderful process should
Begin when the kids are small.
Parents should teach all
Their children good manners.

These days we don't meet
Many children with good manners you see.
Most of them act rude and that's a shame
And that goes for teens and adults too.

UNIT IV

NATURAL DISASTERS

what is a natural disaster?

Natural disaster is any catastrophic event that is caused by nature or the natural processes of the earth. Growing industrialization and unjustified exploitation of natural resources have brought our eco system to a verge of non-reversibility and imbalance. This has led to a threat from a set of natural hazards like pollution, global warming and ozone depletion on a large or global scale.

how is the intensity of a disaster calculated?

The destructive potential of any natural hazard is estimated basically by its spatial extent and severity. This severity is measured in lives lost, economic loss, and the ability of the population to rebuild. All natural disasters - cyclones, earthquakes, floods, drought (though these two are now being increasingly considered 'man-made' disasters) heat and cold waves, landslides, avalanches, flash floods, severe thunderstorms, hail, low level wind shears, and microburst cause loss in some way. Depending on the severity, lives can be lost in any number of disasters. Falling buildings or trees, freezing to death, being washed away, or heat stroke are just some of the deadly effects.

How is an event decided if it is a disaster or not.

Events that occur in unpopulated areas are not considered disasters. Some disasters cause more loss of life than others, and population density affects the death count as well. A flood on an uninhabited island would not count as a disaster, but a flood in a populated area is called a natural disaster.

Then there is loss of property, which affects people's living quarters, transportation, livelihood, and means to live. Fields saturated in salt water after tsunamis take years to grow crops again. Personal effects, memorabilia, vehicles, and documents also take a hit.

In what is the significance of International Day for Disaster Reduction?

In 1989, the General Assembly of the United Nations designated the date, October 13th as the International Day for Disaster Reduction "to promote a global culture of risk-awareness and disaster reduction, including prevention and mitigation." This way, the United Nations aimed to increase the awareness on natural disasters through information

campaigns in order to promote efforts to increase resilience and responsiveness of communities and governments when facing these adversities.

Disaster Management and Planning:

To what disaster is the Indian subcontinent prone
Many regions in India are highly vulnerable to natural and other disasters on account of geological conditions. About 60 per cent of the landmass in India is susceptible to earthquakes, over 8 per cent is prone to floods, more than 5,500 km of the coastline is prone to cyclones and around 68 per cent area is also susceptible to drought. All this entails huge economic losses and causes developmental setbacks.

Disaster management has therefore emerged as a high priority. The development process needs to be sensitive towards disaster prevention, preparedness as well as mitigation to ensure that periodic shocks to development efforts are minimized.

However, India's commitment to mainstreaming disaster risk reduction into the process of development planning at all levels so as to achieve sustainable development is yet to be carried forward across sectors through actionable programmes for achieving the desired result.

What are the disasters that can occur in Goa
As far as Goa is concerned, two types of disasters are being experienced by the State i.e. 1) Natural Disaster like Earthquake, Floods / Heavy rains, Cyclones, Landslides, Tsunami and 2) Manmade Disaster like Oil spill in the Sea / Land, Gas leakage, Explosives, Mine collapse, etc. As the problems are identifiable the solutions are easily traceable. Out of six disasters five can be avoided, loss accrued in one i.e. cyclone can be mitigated.

Write a short note on disaster management

The management aspect of disaster may be classified as: (a) early warning system; (b) rescue operations; (c) relief operations; (d) rehabilitation; and (e) long range planning. The most important is the early warning systems. Unless sufficient advance notice is available, evacuation of the population likely to be affected cannot be undertaken.

Scientists, geologists, and storm watchers work hard to predict major disasters and avert as much damage as possible. With all the technology available, it's become easier to predict major storms, blizzards, cyclones, and other weather related natural disasters. But there are still natural disasters that come up rather unexpectedly, such as earthquakes, wildfires, landslides, or even volcanic eruptions. Sometimes, a time of warning is there, but it's often very short with catastrophic results! Areas that are

not used to disasters affected by flash floods or sudden hail storms can be affected in an extreme way.

What is the role of communication in disaster management?
For a developing country like India, the role of communication in disaster mitigation is extremely critical. Vast areas of the country still do not have telephone or internet links. These can neither be provided in a short span of time available for mitigation nor are there resources to do so.

We have to depend on existing links, many of which completely break down during the disaster. The various types available for dissemination of disaster warning as well as arranging mitigation are: (a) land line links; (b) underground cable links; (c) wireless links; (d) microwave (LOS); and (e) satellite links. The only effective communication which is likely to remain completely or partially unaffected is the satellite link.

Despite the many natural disasters the world over, mankind has shown amazing resilience. When an area or country is badly affected by a natural disaster, the reaction is always one of solidarity and aid is quick to come. There are organizations set up with the primary goal of being prepared for natural disasters. These groups work on global and local scale rescue work. Aside from those who have chosen to make disaster relief their life-work, when disasters hit, it's the individuals who step in to help and make a difference.

It's clear that natural disasters are a part of life as we know it. However, science is making it more possible to predict, aid is faster at coming, and people are learning how to rebuild in safer areas.

Glossary

- i. Catastrophic — very tragic, disastrous
- ii. Mitigation — making less
- iii. Resilience — positive or mental ability to recover quickly, being able to resume shape
- iv. Susceptible — vulnerable, at risk
- v. Entails — brings about, leads to
- vi. Evacuation — to move out in large numbers



UNIT V

MORALS AND ETHICS

In the facet of corruption, gender discrimination, women harassment etc., there has been a widespread talk about morals and ethics. Has ethics ever existed in our society? Why in the first place do we need morals and ethics? Actually morals and ethics were never needed, but to uphold the righteousness and ensure there is peace, it was always essential to have morals and ethics in our so called society.

Q1 *what are morals and ethics and why are they of importance?*
Morals are the principles, whereas, ethics are the rules that ensure the existence of morals. Ethics are the right way of doing the work, and together morals and ethics are the pillars of survival of any civilization. They are the bearers of trust, the trust among the people which is essential for a peaceful existence.

Let us imagine for a moment that there is no morality. That means that any one is free to steal, kill, fight and cause harm to any other person. So this means that there would be no peace. And no peace infers to the decay and destruction of society as a whole. So morality and ethics have become a pressing issue today. This has become more important in this current era, where a person today believes nothing is more important than greed for self. From primary education to obtaining a degree; today it can be earned through money. This shows how corruption has consumed our lives. One looks at achieving or obtaining everything in a moment, which further aggravates corruption.

Q2 *Bring out the interrelation between morals and ethics by citing an example.*
Morals and ethics are interrelated. They are not something which the government can enforce on individuals. They go in conjunction, that is, both government and society have impact on ethics and morals. Consider an example of having clean and neat surroundings. This is in light of 'Swacch Bharat Abhiyaan'. Can really cleanliness be imposed? No. Cleanliness and keeping surroundings neat cannot be imposed in spite of it being a moral obligation of every citizen. But there exists one truth; if citizens are provided the proper pathway for disposal, they would definitely follow that.

Morals are the pathway for peace and ethics gives the guidelines to implement the morals. More broadly speaking, today we are consumed by the ways the western countries follow. We copy them to our modest. We believe seeing things their way, we have broadened our vision towards the world, but in the process we have narrowed our mind. People are seen throwing paper, plastic and empty food packets that were lying in their car and driving away. This is the situation of literate people who are narrowed by their senses.

(3) *why does the author say that today morals and ethics are on the way of disappearance?*

Morals are nothing that needs to be taught or learnt. They are the basic essence of life that speaks of our obligation towards humanity. What is the purpose of being a human but not being human in real terms? Today in this world of rat race we have forgotten ourselves to such an extent that, even if we see someone fallen by the roadside, we would not even bother to think to help.

(4) *how are morals and ethics cultivated?*

Morals, values and ethics define who we are and what we believe. Culture, religion, and many other things affect our beliefs. One uses various types of ethics when surrounded by different groups. Knowing between right and wrong is a good foundation to practicing good ethics and morals. For example, some religions and cultures set rules or guidelines on which they limit what people do. Many times our values and ethics disagree with different people who hold different views. This doesn't mean our values or ethics are wrong: it just means we think differently than others.

Knowing between right and wrong is a good foundation to practicing good ethics and morals. In today's world, individuals can make a single decision that can have an extreme positive or negative effect on their family, their employer, a nation, and even on the entire world. The life we lead reflects the strength of our character.

cont

In the important areas of science and technology, the principle of ethics can be learnt at school or at home. Although, the training we receive may differ from one another but it always points on the same direction of ethics.

There are different legal rights that govern our altitude and behavior in our societies or homes. Of course, there is a law that people follow in the society and there is a difference between law and ethics. Law focuses on action that requires enforcing rule while ethics is a moral behavior.

(5) *Draw out the importance / show the existence of ethics in the field of science*

There are a lot of professional or nonprofessional levels of behavior that meet up with target and achievement. This is a curriculum that helps the supervision of the group or work to be entrusted by the general public. For example, one cannot produce a drug without the approval of the federal drug administration. This kind of

rule applies to everyone in the ethics department. One cannot become a pharmacist without familiarizing oneself with Physics, Chemistry, Biology or Mathematics.

(6) In every area of society, ethics play a major role in decision making. Personal integrity and ethical choices can influence a successful life and career. Many societal views correlate ethics with integrity. Integrity is the single most important attribute a person can have; a trait that can be a powerful weapon. Compromising personal principles in any way impacts one's ability to conduct life in a moral fashion. A person's core values reflect honesty and truth and focuses on the ability to make the right and just decision.

Events that arise from ethical issues can build or destroy a person's reputation or career. Ethical behavior builds respect, strengthens integrity, and allows others to view a person as honest and trustworthy. Values, beliefs, education, and experiences provide an ethical foundation in one's life.

Within the ideal of ethics there are distinctive traits and morals one must possess in their professional life. Integrity is the excellent quality of character that is integral to an individual's entire life, public or private. People of integrity do the right thing even when they think that no one is looking. Honesty is being able to be creditable and trustworthy as an officer. Honest officers are essential and their worth is beyond measure.

(7) Closing down, morals and ethics are an integral part of life; imagine you going to the theatre and everyone fighting for tickets. Thus we to an extent in our life still follow morals to live collectively in society. Morals and ethics are something that cannot be enforced but could be imbibed by society and government together. Our actions and decisions in any situation define how society views us. We must be mindful about how others view us, our decisions, and our actions. Negative ethical decisions are noticed more frequently and provide a basis for judgment rather than positive ethical decisions. Each individual has a distinct responsibility to make the right and moral choice each time an ethical situation arises.

Glossary ethics

- i. Facet — at the face of, on the surface
- ii. Aggravates — to make worse
- iii. Conjunction — combination
- iv. Integrity — honesty, truthfulness
- v. Ethical — being principled, having morals



THE ROAD NOT TAKEN

— Robert Frost

Robert Lee Frost (March 26, 1874 – January 29, 1963) was an American poet. His work was initially published in England before it was published in America. He is highly regarded for his realistic depictions of rural life and his command of American colloquial speech. His work frequently employed settings from rural life in New England in the early twentieth century, using them to examine complex social and philosophical themes. One of the most popular and critically respected American poets of the twentieth century, Frost was honored frequently during his lifetime, receiving four Pulitzer Prizes for Poetry.

In 'The Road Not Taken', the speaker arrives at a place where his path diverges in a yellow wood. He regrets that he can choose one. In the end, he picks the one that has seen the least use, concluding that this made a significant difference in his life.

THE ROAD NOT TAKEN

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;
Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,
And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.
I shall be telling this with a sigh
Somewhere ages and ages hence;
Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.



make a mention of the various events that seemed a downfall but turned out to be a blessing in the life of Steve Jobs

UNIT VI

YOU'VE GOT TO FIND WHAT YOU LOVE

— Steve Jobs

Steven Paul Jobs (February 24, 1955 – October 5, 2011) was an American entrepreneur, businessman, inventor, and industrial designer. Jobs was the chairman, and the chief executive officer (CEO), and a co-founder of Apple Inc., CEO and majority shareholder of Pixar; a member of The Walt Disney Company's board of directors following its acquisition of Pixar; and founder, chairman, and CEO of NeXT. He was born in San Francisco to parents who had to put him up for adoption at birth. Jobs was diagnosed with a pancreatic neuro-endocrine tumor in 2003 and died on October 5, 2011, of respiratory arrest related to the pancreatic tumor.

The following extract is a prepared text of the Commencement address delivered by Steve Jobs, CEO of Apple Computer and of Pixar Animation Studios, on June 12, 2005 at a college graduation ceremony where he was invited as the Chief Guest.

I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal; just three stories.

① I dropped out of Reed College after the first 6 months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list, got a call in the middle of the night asking: "We have an unexpected

baby boy; do you want him?" They said: "Of course." My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all of the money my parents had saved their entire life. So I decided to drop out and trust that it would all work out OK. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked interesting.

It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms, I returned Coke bottles for the 5¢ deposits to buy food with, and I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example:

Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and sans serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But 10 years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the Mac would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this calligraphy

class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backward 10 years later.

Again, you can't connect the dots looking forward; you can only connect them looking backward. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

My second story is about love and loss.

I was lucky — I found what I loved to do early in life. Woz and I started Apple in my parents' garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4,000 employees. We had just released our finest creation — the Macintosh — a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our Board of Directors sided with him. So at 30, I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down — that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me — I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.

I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer animated feature film, *Toy Story*,

① and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together.

② I'm pretty sure none of this would have happened if I hadn't been fired from Apple.
It was an awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle.

My third story is about death.

When I was 17, I read a quote that went something like: "If you live each day as if it was your last, someday you'll most certainly be right." It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "No" for too many days in a row, I know I need to change something.

Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything — all external expectations, all pride, all fear of embarrassment or failure — these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.

About a year ago I was diagnosed with cancer. I had a scan at 7:30 in the morning, and it clearly showed a tumor on my pancreas. I didn't even know what a pancreas was! The doctors told me this was almost certainly a type of cancer that is incurable, and that I should expect to live no longer than three to six months. My doctor advised me to go home and get my affairs in order, which is doctor's code for prepare to die. It means to try to tell your kids everything you thought you'd have the next 10 years to tell them in just a few months. It means to make sure everything is buttoned up

so that it will be as easy as possible for your family. It means to say your goodbyes.

I lived with that diagnosis all day. Later that evening I had a biopsy, where they stuck an endoscope down my throat, through my stomach and into my intestines, put a needle into my pancreas and got a few cells from the tumor. I was sedated, but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery and I'm fine now.

This was the closest I've been to facing death, and I hope it's the closest I get for a few more decades. Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept.

No one wants to die. Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be, because Death is very likely the single best invention of Life. It is Life's change agent. It clears out the old to make way for the new. Right now the new is you, but someday not too long from now, you will gradually become the old and be cleared away. Sorry to be so dramatic, but it is quite true.

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. Most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

Thank you all very much.

Glossary

- i. Relented — changed one's mind, gave in
- ii. Naively — honestly, unknowing
- iii. Calligraphy — art or practice of writing letters and words in decorative style
- iv. Serif — a short line added to the end of a stroke in traditional typefaces
- v. Sans Serif — a typeface in which the characters do not have serifs
- vi. Devastating — destructive, disturbing
- vii. Screwing — mixing up, causing damage
- viii. Dogma — code or system of belief