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Campaign, Streaming, Oligarchs, Might, May

## 1 Campaign (अभियान) (Noun / Verb) (cam-payn) (Neutral to persuasive tone)

- **Meaning (English):** A planned series of actions or events intended to achieve a particular goal, often social, political, or marketing-related.
- **Meaning (Hindi):** किसी विशेष उद्देश्य को प्राप्त करने के लिए चलाया गया संगठित प्रयास या अभियान।
- **Origin Flowchart & Etymology:**
  - Latin *campus* (field) → Old French *campagne* → English *campaign* (military fieldwork → organized effort).
- **Synonym + Antonym:**
  - **Synonyms:** crusade, drive, operation, initiative
  - **Antonyms:** inactivity, idleness, neglect
- **Connotation:** Strategic, organized, and persuasive — often used in political or marketing contexts.
- **Pictorial Scenario:** Volunteers wearing white caps, marching with banners, raising awareness for an environmental cause — a *clean India campaign*.



- **Use in Non-Fiction (in 100 words):**

Modern campaigns blend emotional appeal with data-driven strategy. Whether it's a political election, a health awareness drive, or a product launch, campaigns shape public perception. In India, large-scale campaigns like *Swachh Bharat Abhiyan* show how communication, participation, and visibility can change behavior. A successful campaign unites creativity, purpose, and persistence under one voice.

- **Correct and Incorrect Usage:**

- ✓ *The campaign against plastic use gained momentum.* (प्लास्टिक के प्रयोग के खिलाफ अभियान ने गति पकड़ी।)
- ✗ *The campaigned for plastic ban was strong.* (उन्होंने एक अभियान किया गया।) (Incorrect form usage)

- **Word Hack of the Day (in 50 words):**

- Run your personal *campaign* daily — for focus, not fame. Define small goals, set targets, and follow through with discipline. Every productive habit you build is a micro-campaign toward success. When your actions align with your goals, your life becomes a consistent message of purpose and progress.

- **Example (English + Hindi Equivalent):**

- *The campaign for clean water reached every rural area.* (स्वच्छ पानी के लिए अभियान हर ग्रामीण क्षेत्र तक पहुँचा।)

- **Grammar Breakdown:**

- S (Subject): The campaign
- V (Verb – Transitive): reached
- O (Object): every rural area
- (Prepositional Phrase of Purpose): for clean water

- **Common Collocations:**

- election campaign, awareness campaign, digital campaign, military campaign

- **My Statement:**

- **(NOUN)**
  - The campaign against smoking and drinking reached the masses within a week.
  - We have launched an awareness campaign on fire safety for children aged 6–12.

- You can start a digital campaign to promote your product within minutes.
- **(VERB)**
  - She campaigned for an important cause even when no one stood by her.
  - The workers campaigned against poor working hours in the company.
  - After receiving poor service from the brand, customers campaigned against its products.
- **My Notes:** [Leave as Placeholder]

## 2 Streaming (स्ट्रीमिंग / प्रसारण) (Noun / Verb – Present Participle) (*stree-ming*) (Modern, Tech-neutral tone)

- **Meaning (English):** The continuous transmission or playback of data, typically audio or video, over the internet in real-time.
- **Meaning (Hindi):** इंटरनेट पर डेटा (जैसे वीडियो या ऑडियो) का लगातार प्रसारण।
- **Origin Flowchart & Etymology:**
  - Old English *stream* (flow) → + “-ing” (continuous action) → *streaming* (flow of data).
- **Synonym + Antonym:**
  - **Synonyms:** broadcasting, transmitting, relaying
  - **Antonyms:** downloading, storing
- **Connotation:** Fast, digital, accessible — associated with entertainment or live data flow.
- **Pictorial Scenario:** A college student watching a live cricket match on her phone through YouTube streaming, smiling as the network buffers for a second.



- **Use in Non-Fiction (in 100 words):**

Streaming has transformed entertainment and education. With affordable data in India, platforms like Netflix, Hotstar, and YouTube reach millions instantly. It enables creators to share content without physical barriers, but also raises issues of bandwidth and attention

economy. The rise of streaming signals the decline of traditional broadcasting and the dawn of interactive media.

- **Correct and Incorrect Usage:**

- ✓ *She is streaming her art tutorials live on Instagram.* (वह इंस्टाग्राम पर अपनी कला की कक्षा लाइव स्ट्रीम कर रही है।)
- ✗ *She is streamed her art tutorials.* (वह लाइव स्ट्रीम किया।) (Tense error)

- **Word Hack of the Day (in 50 words):**

- Think like *streaming* — keep your creativity flowing, not waiting. Perfection delays progress; motion builds momentum. Stream your thoughts, refine later. Life, like content, is better experienced live than paused for too long. Stream ideas daily; consistency outperforms brilliance when practiced with purpose.

- **Example (English + Hindi Equivalent):**

- *The movie is now streaming on Netflix.* (यह फ़िल्म अब नेटफ़िलिक्स पर स्ट्रीम हो रही है।)
- **Grammar Breakdown:**

- S: The movie
- V (Verb – Progressive): is streaming
- (Prepositional Phrase of Place): on Netflix

- **Common Collocations:**

- live streaming, video streaming, streaming service, streaming platform

- **My Statement:**

- **(NOUN)**
  - We have started the streaming; you will get its link in a moment.
  - There are so many streaming services these days.
  - I found a streaming platform with lots of shows and movies.
- **(VERB)**
  - She is streaming a concert video to her friends.
  - The music company streamed hundreds of videos over the past year.
  - He started streaming quickly as the show began.

- **My Notes:** [Leave as Placeholder]

### 3 Oligarchs (अल्पाधिपति / धनकुबेर वर्ग) (Noun – Plural) (*oh-li-garks*) (Critical / Political tone)

- **Meaning (English):** Extremely wealthy and powerful individuals who influence or control a state or industry, often for personal or political gain.
- **Meaning (Hindi):** अत्यधिक संपन्न व्यक्ति जो राजनीति या उद्योगों पर अधिकार रखते हैं।
- **Origin Flowchart & Etymology:**
  - Greek *oligarkhia* ("rule of the few") → **oligarch** (one of few rulers) → **oligarchs** (plural).
- **Synonym + Antonym:**
  - **Synonyms:** tycoons, magnates, elites
  - **Antonyms:** commoners, proletariat
- **Connotation:** Negative — linked with corruption, inequality, or control.
- **Pictorial Scenario:** Expensive cars, closed-door meetings, politicians shaking hands — power concentrated in the hands of a few oligarchs.



- **Use in Non-Fiction (in 100 words):**

In developing economies, oligarchs hold substantial sway over politics and policy. India too faces the challenge of wealth concentration among a few industrial families. Oligarchic influence often distorts fair competition and undermines democracy. However,

reforms promoting transparency, open markets, and digital inclusion can decentralize power and restore balance.

- **Correct and Incorrect Usage:**

- *The oligarchs controlled major industries through hidden deals.* (धनकुबेरों ने छिपे समझौतों से बड़ी कंपनियों पर नियंत्रण रखा।)
- *The oligarchs was controlling every company.* (ओलिगार्क्स कंपनी को नियंत्रण करते थे।) (Agreement error)

- **Word Hack of the Day (in 50 words):**

- Don't let modern *oligarchs* of distraction — apps, influencers, habits — control your mind. Power is not always political; it's psychological. Own your attention. When you master what you focus on, you dethrone every invisible oligarch ruling your day. True freedom begins with selective awareness.

- **Example (English + Hindi Equivalent):**

- *Oligarchs often shape policies to serve their interests.* (धनकुबेर अक्सर नीतियाँ अपने हितों के अनुसार बनवाते हैं।)
- **Grammar Breakdown:**
  - S: Oligarchs
  - V (Verb – Transitive): shape
  - O: policies
  - (Infinitive Phrase of Purpose): to serve their interests

- **Common Collocations:**

- Russian oligarchs, business oligarchs, political oligarchs

- **My Statement:**

- The Russian oligarchs are known to influence global business and industrial activity.
- We cannot allow oligarchs to control us in any way.
- We have built a network of influential oligarchs who can help us achieve our purpose.

- **My Notes:** [Leave as Placeholder]

#### 4 Might (सामर्थ्य / शक्ति) (Noun / Modal Verb) (*myt*) (Formal / Empowering tone)

- Meaning (English):
  - **(Noun)** Physical or moral strength or power.
  - **(Verb)** Indicates possibility or permission.
- Meaning (Hindi): सामर्थ्य, शक्ति या संभावना।
- Origin Flowchart & Etymology:
  - Old English *miht* (power, ability) → Middle English ***might***.
- Synonym + Antonym:
  - **Synonyms:** strength, force, power / may, could (modal)
  - **Antonyms:** weakness, incapacity / must not (modal)
- Connotation: Can be noble (moral might) or neutral (possibility).
- Pictorial Scenario: A soldier lifting the national flag after a storm, symbolizing inner might over external defeat.



- Use in Non-Fiction (in 100 words):

The might of a nation is not only its military strength but its moral resolve. In India, social might is seen in community unity and resilience. True might lies in the courage to stand

firm despite adversity. Whether in leadership or life, strength combined with humility sustains greatness.

- **Correct and Incorrect Usage:**

- *With all his might, he pushed the heavy gate.* (उसने पूरी ताक्त से दरवाजा धक्का दिया।)
- *He might pushed the gate.* (उसने ताक्त किया।) (Tense error)

- **Word Hack of the Day (in 50 words):**

- Recognize your *might* daily — not through dominance, but discipline. Strength isn't about control; it's about consistency. Your mental might is built through small wins repeated relentlessly. The more you exercise courage in small acts, the greater your unseen strength grows quietly within.

- **Example (English + Hindi Equivalent):**

- *He fought with all his might.* (उसने पूरी शक्ति से लड़ाई लड़ी।)

- **Grammar Breakdown:**

- S: He
- V (Verb – Intransitive): fought
- (Prepositional Phrase of Manner): with all his might

- **Common Collocations:**

- with all might, moral might, military might, national might

- **My Statement:**

- **(NOUN)**
  - The battalion fought with great might in the battle.
  - They have enough might to defeat any enemy.
  - The new defense arsenal symbolizes the nation's might
- **(VERB)**
  - He might reach the base without any injuries.
  - I might start a business after I leave this job.
  - She might share her secret when she feels it is the right time.

- **My Notes:**

- **X** He might reach **to** the base with any injuries.
    - Remove “to” — the verb reach doesn’t take a preposition before its object.

## 5 May (सकना / संभव होना) (Modal Verb) (mey) (Polite / Possibility tone)

- **Meaning (English):** Used to express permission, possibility, or hope.
- **Meaning (Hindi):** अनुमति, संभावना या इच्छा व्यक्त करने वाला सहायक क्रिया शब्द।
- **Origin Flowchart & Etymology:**
  - Old English *magan* (to be able) → **may**.
- **Synonym + Antonym:**
  - **Synonyms:** might, could, can (contextual)
  - **Antonyms:** must not, cannot
- **Connotation:** Polite, formal, or cautious — depends on tone.
- **Pictorial Scenario:** A student raising a hand and asking, “May I go out, ma’am?” — respectful and humble tone.



- **Use in Non-Fiction (in 100 words):**

*May* is a subtle marker of culture in communication. In India, using “may I” instead of “can I” reflects politeness and respect. Beyond grammar, it embodies courtesy in requests and suggestions. The word “may” reminds us that permission, like opportunity, often depends on how we ask for it.

- **Correct and Incorrect Usage:**

- *May I borrow your notes for a day?* (क्या मैं एक दिन के लिए आपकी नोटबुक ले सकता हूँ?)
- *Can I may borrow your notes?* (क्या मैं सकता हूँ?) (Redundant modal)

- **Word Hack of the Day (in 50 words):**

- Use *may* to keep humility in your voice. Politeness opens doors arrogance cannot. The way you request defines how people respond. “May I” is not weakness — it’s emotional intelligence in two words, showing awareness of respect, timing, and tone.

- **Example (English + Hindi Equivalent):**

- *May you find peace and success in life.* (आपको जीवन में शांति और सफलता मिले।)
- **Low-Level Grammatical Structure:**

- V (Modal Verb): May
- S (Subject): you
- V (Base Verb): find
- O (Object): peace and success
- (Prepositional Phrase): in life

- **Common Collocations:**

- May I help you, may be, may God bless, may well, may not

- **My Statement:**

- How may I help you?
- He may allow you to go on a trip with your friends.
- May God bless you.

- **My Notes:** [Leave as Placeholder]