

UNIVERSITY OF SWAZILAND

DEPARTMENT OF ACADEMIC COMMUNICATION SKILLS
SECOND SEMESTER MAIN EXAMINATION, MAY 2018

TITLE OF PAPER: ACADEMIC COMMUNICATION SKILLS:
ENGLISH FOR SPECIFIC PURPOSES (ESP)

COURSE CODE : ACS 112 / 103

TIME ALLOWED : 2 (TWO) HOURS

INSTRUCTIONS: **WRITE THE NAME OF YOUR FACULTY AND
PROGRAMME ON THE COVER OF YOUR ANSWER
BOOKLET.**

THE QUESTION PAPER CONTAINS TWO SECTIONS
(A and B) ANSWER ONE QUESTION FROM EACH
SECTION.

TOTAL MARKS: 100

This paper contains 12 pages, including the cover page.

This paper is not to be opened until permission has been granted by the invigilator

SECTION A: ESSAY WRITING

60 Marks

Answer ONE question only

Question 1

Read the following articles and then, in about 400 words, write an academic essay in which you examine the motivation behind the practice of skin bleaching and how it influences society's perceptions of beauty and identity. Suggest ways in which governments can stop this trend.

Article (i)

The fairer the better: Bleaching

WRITTEN BY Ronald Hall, Michigan State University

June 13, 2017 Quartz Africa

To be black in the world today is to be stigmatized for having dark skin. To be light-skinned, on the other hand, is to be celebrated in line with western beauty standards. Black people not only experience this stigma from outside of their "racial" group, but the bias against dark skin has also been internalised by black people the world over and manifests as colourism within the black community.

The bleaching syndrome has three components. In the first place, it is psychological, involving the adoption of alien ideals and the rejection of native characteristics...

The bleaching syndrome is also sociological. This means that it affects group behaviour in line with these ideals. The fact that black rappers systematically select light-skinned women to model in their videos is a good popular example of this. The final aspect of the bleaching syndrome is physiological. Here, individual psychology and group behaviour eventually lead to the alteration of skin colour.

Perceived health risks

There are many people who say that those who bleach, especially those who use tablets and injections, cannot be operated upon as their skin is so thin and does not heal properly. In regard to the safety of the products, participants had little knowledge about the contents or ingredients in skin bleaching products, nor any potential side effects including potential transmission through the placenta with effects to the foetus.

Negative health consequences were mentioned in the discussions, they were attributed to use of cheaper or homemade bleaching products. Expensive products were perceived to be safe(r). Some people use Jik, you know that product for keeping clothes white? They shower and scrub their bodies with Jik. There are many household products that people use, especially those that are acid-based. They really sting and burn the skin... Women who have lots of money use pills and injections to lighten their skin. That way, they get a more uniform skin change... some of the creams irritate the skin, so it's much better with the injections and pills. It is very difficult to stop bleaching. You see, when you stop using them, you reverse the benefits. Even though many people lighten their skin, they do not want people to know they are engaged in the practice. Many people like lighter-skinned women, but they look down upon skin bleaching practice. So many people that do bleach will rarely stop.

(Extracted from: <https://www.newstatesman.com/politics/feminism/2016/01/dark-what-behind-india-s-obsession-skin-whitening>)

Article (ii)**South Africa's Skin Bleaching Scandal***Vanessa Brown**vanessajbrown@news.com.au*

FEBRUARY 28, 2017, 6:02PM

Men and women in South Africa are turning to highly dangerous skin bleaching creams in a desperate bid to whiten their skin and become “more successful”. Speaking to young men and women living in Johannesburg, the desire is simple — to create a look of “yellow bone” — which is slang for light-skinned black men and women. While it is illegal to sell any products that claim to bleach or whiten skin in South Africa, the products are huge business.

Skin bleaching creams are reportedly smuggled into South Africa, in a country where it is illegal to sell any cream that claims to bleach or lighten skin. Creams containing the chemical hydroquinone, have been slammed and banned by dermatologists and scientists because they can lead to skin cancer and other potentially deadly skin conditions. But the warnings do little to deter the alleged one in three men and women who use the cream across the country. Nineteen-year-old Jeff from Johannesburg, who is a marketing student and has been using skin bleaching creams for two years, says he loves the results from using the chemicals. “When I compare myself to now, I’m more appealing now because I’m lighter,” he said.

Part of the push is celebrities in South Africa — and around the world — turning to the bleaching creams to enhance their look. Famous singer and rapper Mshoza, who is “an icon in South Africa” and has been using the creams for many years — says lightening her skin colour has completely changed her image, and re-energised her career. Mshoza has completely changed her look through skin bleaching. Mshoza’s manager, Xolile Sonamzi, said that celebrities need to look lighter to get more work, especially in South Africa. “It works better on screen,” he said. “It works better with make-up, and we’re selling an idealistic world out there. “In TV we have to sell a fake world. That’s our job.”

With some creams able to take skin shades three to four shades lighter, there are some variations that only allow for a slight change in colour. Mshoza’s make-up artist, who is also a fan of skin bleaching, said the attention of having lighter skin is worth the risks the product may cause. “When you walk in the club and you’re yellow, people notice you,” she said. “Yellow-bone, yellow-bone, yeah she’s light skin ... you are more visible to people. And even though you go to interviews, and you’re slightly fair skinned, you will probably increase the chance of getting the job by 50 per cent. It’s got a huge impact on how people treat you.” A makeup artist, who works with Mshoza and also uses skin bleaching cream said she likes being ‘yellow boned’. According to dermatologist Professor Ncoza Dlova, almost 90 per cent of women who use skin bleaching products are unaware of the risks the products can have on the skin. She said users “are basically removing the melanin that is protective to skin and prevents damage from ultraviolet rays and skin cancer”.

(Adapted from <http://www.news.com.au/lifestyle/beauty/face-body/south-african-men-and-women-involved-in-the-skin-bleaching-scandal/news-story>). Retrieved 05/03/2018.

Article (iii)

Bleach Their Skin, Straighten Their Hair... Child Abuse the Modern Way

MONDAY MAY 17 2004

By Joachim Buwembo

Ugandan women have modernised child abuse and made it so sophisticated that many people might not even recognise it. The most recent abuse being visited on helpless babies is skin bleaching. Apparently, many women still believe that they have to lighten their skins to be called beautiful. So bleaches meant for cleaning fabrics and the kind of soaps and creams that were marketed in the 1960s for creating the new African are back in vogue these days. Some close women friends have been known to part ways when one became browner than the other.

So a not-so young woman embarks on this project to look beautiful and starts bleaching her skin. Her efforts pay off and some gullible man woos her on account of her skin colour. They set up a home and inevitably, she becomes pregnant. That is when she starts living in fear of the moment of truth – the baby will be so black, the husband might start questioning its parentage. Plus the neighbours who have always known her as brown ever since she moved in with the new husband might also start talking.

So when the poor baby is born, the woman expresses surprise at the dark skin colour but tells the husband that the doctor has assured her that it will soon clear and take on its natural hue. And the vigorous effort to lighten the baby's skin starts. How soon after birth the treatment can safely begin – if it can ever be safe for anybody of whatever age – we may never know. But, these days, in any line of *mizigo* (cheap one-room apartments), you will find a baby that is undergoing skin lightening. In a few years, we will start seeing the effects - hopefully not fatal.

(Adapted from <http://www.news.com.au/lifestyle/beauty/face-body/south-african-men-and-women-involved-in-the-skin-bleaching-scandal/news-story/e2928e91b2754ce53c80b6ccb762eb0d>) Retrieved 05/03/2018

Question 2

Read the following articles and then in about 400 words, write an academic essay in which you assess the view that the rich countries of the world are deliberately keeping poor countries poor.

Article (i)**Aid in reverse: how poor countries develop rich countries**

Jason Hickel: *Sat 14 Jan 2017 10.00 GMT Last modified on Fri 6 Oct 2017 13.13 BST*

New research shows that developing countries send trillions of dollars more to the west than the other way around. Why? We have long been told a compelling story about the relationship between rich countries and poor countries. The story holds that the rich nations of the OECD give generously of their wealth to the poorer nations of the global south, to help them eradicate poverty and push them up the development ladder. Yes, during colonialism western powers may have enriched themselves by extracting resources and slave labour from their colonies – but that's all in the past. These days, they give more than \$125bn (£102bn) in aid each year – solid evidence of their benevolent goodwill. This story is so widely propagated by the aid industry and the governments of the rich world that we have come to take it for granted. But it may not be as simple as it appears.

In 2012, the last year of recorded data, developing countries received a total of \$1.3tn, including all aid, investment, and income from abroad. But that same year some \$3.3tn flowed out of them. In other words, developing countries sent \$2tn more to the rest of the world than they received. If we look at all years since 1980, these net outflows add up to an eye-popping total of \$16.3tn – that's how much money has been drained out of the global south over the past few decades. To get a sense for the scale of this, \$16.3tn is roughly the GDP of the United States.

What this means is that the usual development narrative has it backwards. Aid is effectively flowing in reverse. Rich countries aren't developing poor countries; poor countries are developing rich ones. It's not aid in reverse, illicit financial flows are more complicated than that. What do these large outflows consist of? Well, some of it is payments on debt. Developing countries have forked out over \$4.2tn in interest payments alone since 1980 – a direct cash transfer to big banks in New York and London, on a scale that dwarfs the aid that they received during the same period. Another big contributor is the income that foreigners make on their investments in developing countries and then repatriate back home. Think of all the profits that BP extracts from Nigeria's oil reserves, for example, or that Anglo-American pulls out of South Africa's gold mines.

Protest about tax havens in London in 2016, were organised by charities Oxfam, ActionAid and Christian Aid. Still, illegal capital flight wouldn't be possible without the tax havens. And when it comes to tax havens, the culprits are not hard to identify: there are more than 60 in the world, and the vast majority of them are controlled by a handful of western countries. In other words, some of the very countries that so love to tout their foreign aid contributions are the ones enabling mass theft from developing countries. The aid narrative begins to seem a bit naïve when we take these reverse flows into account. It becomes clear that aid does little but masks the mal-distribution of resources around the world. It makes the takers seem like givers, granting them a kind of moral high ground while preventing those of us who care about global poverty from understanding how the system really works.

Poor countries don't need charity. They need justice. And justice is not difficult to deliver. We could write off the excess debts of poor countries, freeing them up to spend their money

on development instead of interest payments on old loans; we could close down the secrecy jurisdictions, and slap penalties on bankers and accountants who facilitate illicit outflows; and we could impose a global minimum tax on corporate income to eliminate the incentive for corporations to secretly shift their money around the world.

<https://www.theguardian.com/global-development-professionals-network/2017/jan/14/aid-in-reverse-how-poor-countries-develop-rich-countries> Retrieved 06/03/2018

Article (ii)

Shocking Ways the West Abuses Developing Countries

Alan Boyle. February 14, 2014

The developing world has been abused for centuries, used as a resource to be exploited for profit and gain. But now we're in the 21st century, and everyone cares about being good. That's why we have Fair Trade coffee with breakfast, right? Well, it's a nice idea, but there are a lot of people on a lot of continents who could offer a strong argument that rich Westerners are still really bad news.

Contribution to Health

Wealthy nations have contributed a lot to the health of many developing nations. The United States Center for Disease Control spearheaded the campaign to eradicate Guinea worm disease from Africa, for example. But not everyone in developed countries is so keen on actual medicine. Proponents of a lot of nonsense also want to make a difference. Some do, and that's not a good thing. Among the famous charities that operate on the idea of a shared humanity are Doctors Without Borders and Reporters Without Borders, but there are dozens of organizations that have taken on a snappy "Without Borders" name. The borderless teachers, scientists, vets, and pharmacists are among those who can clearly do some good with their skills. The homeopaths, naturopaths, and chiropractors that shun international boundaries, on the other hand, ultimately end up doing more harm than good. Aid groups have encouraged midwives in Kenya to use homeopathy during difficult deliveries. In countries like Guatemala, El Salvador, and Sri Lanka, homeopaths have encouraged poor and uneducated people to take their "natural remedies" for malaria, cholera, and typhoid.

It's not hard to figure out the consequences of offering magical water rather than actual medicine to impoverished people with deadly diseases. Not content with killing children in Australia, the United States, and doing their best in the UK, anti-vaccine campaigners are also spreading their harmful message to developing nations. Vaccine scares, many fueled by the internet, hamper vaccine programs that could save millions of lives. The sad fact is that in less developed countries, nonsense can do even more harm than it does in wealthier nations. Another example is that a few years ago, the US forced South Africa to buy contaminated chicken so that South Africa could retain the AGOA status. The chicken labelled 'mixed portions' has filtered to neighbouring countries. The chicken, with cancer cells, is sold to poor unsuspecting people because it is cheap'.

Medical Experiments

The cost of running a clinical trial in the United States is up to 20 times higher than the cost in India. In a related statistic, the chance of dying in a clinical trial is 10 times higher in India. That's only one issue with the way drug companies are using the world's poor as guinea pigs.

In September 2013, India's Supreme Court put a halt to 167 clinical trials. This decision followed the death of several teenage girls in an HPV vaccine trial, which was being run by an American non-profit organization. Investigators found that parental consent forms hadn't been filled in, and that those taking part had been misled into thinking they were taking part in a national vaccination campaign, not a clinical trial. At the end of 2013, the Indian government brought in sweeping reforms.

But some US companies take advantage of the slack regulations in developing nations to run trials on drugs designed for first-world problems like hay fever and overactive bladder. The drugs developed from these trials are ultimately destined for Western markets. Meanwhile, killer diseases like tuberculosis continue to kill the people in the countries being used, while the drug companies simply ignore them.

Starving Them

Ever since Bob Geldof pointed it out in the 1980s, most people have agreed that starvation is a bad thing. Yet sometimes, that sentiment only extends about as far as the willingness to attend a rock concert. Case in point, Westerners are eating food that has been imported from poor parts of Africa and South America, while people in those countries are dying due to a lack of nutrition. For example Swaziland has been exporting beef, citrus fruit and sugar to Europe for a long time, despite the levels of hunger among her citizens. Also Somalia was exporting food in the 1980s when it was in the midst of a famine. Thirty years later, it continued to export livestock during a famine in 2011. The people of Senegal have survived by fishing for centuries, but their food sources have been severely depleted by European trawlers. Many of these ships ignore regulations completely, and go so far as to fish under a Senegalese flag before shipping their catches north. Argentina is one of the world's biggest exporters of food, yet its indigenous communities are often blighted by malnutrition. It's not just food—the West's desire for biofuels has also caused countries to export crops for use as ethanol. **Swaziland** did so during a famine in 2007. This is encouraged by billions of dollars in subsidies from Europe and the US. Each year, Europe alone fuels cars with crops that could feed 100 million people. The biofuel industry also devastates the land and livelihood of small farmers in many places—all so the Western nations can be “green”.

Dumping Waste

Agbogbloshie, in Ghana, has been given the nickname Sodom and Gomorrah by locals. The name's not a reference to sexual deviancy, but rather to the flaming wasteland that God made of the two towns in the Bible. An image search for “Agbogbloshie” makes it clear that they're not at all wrong. The reason for the horrific state of the area is that each year, hundreds of thousands of tons of electronic waste from Europe is dumped there. Locals burn it, which releases toxic fumes, but the process allows them to collect and sell the valuable copper inside. The impact on the environment—and the people—is dramatic. Lead quantities in the soil have been found to be 45 times the safe levels recommended by the United States Environment Protection Agency. Blood tests on a local volunteer found aluminium levels at 17 times above the safe amount. The European Union has sanctions against exporting waste to developing countries, but those rules are aggressively ignored.

Many waste goods are classed as “charitable donations” before they're dumped on scrap heaps. Millions of the world's poor, many of them children, dismantle the items in unsafe conditions to sell the small bits of metal as scrap. Guiyu in China is another town that has been overwhelmed with imported waste (as with Agbogbloshie, you only need to do an image search to understand the severity of the problem). This is one area on this list where the developing countries are fighting back. China has started turning away a lot of plastic that

US “recycling” companies are trying to dump there. Ghana has impounded vast quantities of old fridges, almost all of them from the UK. The Ghanaian government implemented a ban on the environmentally damaging appliances in June 2013—the authorities caught 177 illegal shipments by November of the same year. It looks like the West may actually have to deal with its own waste pretty soon. Old cars are dumped in Africa yet these cause a lot of pollution which in turn causes cancer. These cars are bought by poor Africans.

Exporting Obesity

By far the biggest food-related health problem in wealthy nations is obesity. In the United States, some ethnic groups are approaching a 50 per cent rate of obesity, while even the least impacted groups can count over a third of their members among the seriously overweight. There’s some sign that the trend is going down—for example, childhood obesity has been declining in recent years. Unfortunately, the habits that cause obesity in America are a prime export, along with all the associated problems. The problems start early. It’s been established that breastfeeding of babies reduces the likelihood of obesity in later life. Big companies such as Nestlé and Danone based in wealthy European nations, nevertheless promote their baby formula in developing nations.

The other companies making an impact are fast food restaurants. Chains like Kentucky Fried Chicken are among the first Western companies to penetrate emerging markets. They target their advertising toward children, who are less attached to native foods. The result of all this is that Africa and Latin America have the highest rate of increasing obesity in the world. Nevertheless, corporations have watched their practices trash the health of millions of people in their own countries for decades, and are quite happy doing the same thing in their brand new markets.

Taking Their Talent

You don’t have to be a talented genius to understand the benefit of having talented geniuses around. Doctors, scientists, engineers, and teachers may not be as good looking as most writers on the internet, but they’re certainly far more important for bolstering a developing economy. It’s therefore a big problem that in some of the poorest countries in Africa and Central America, tons of university graduates leave to work in the world’s richer nations. Healthcare is one of the most highly impacted areas. In 1970, 90 percent of physicians that left their home country moved to just five countries: the US, the UK, Germany, Canada, and Australia. It’s hard to blame the migrants; the opportunities and working conditions are far greater in richer nations, but the detriment to their home nation—which invested in their training—is clear. Balancing that against the needs of less developed countries is complicated and there’s really no obvious solution.

Adapted from <https://listverse.com/2014/0214/> Retrieved 07/03/2018

Question 3

Using the stories of some human trafficking victims to support your arguments, write an academic essay of about 400 words, in which you discuss some of the solutions that government agencies may enforce or promote in trying to curb this crime.

Article (i)**'Traffickers take all that makes you human': faces of modern slavery**

<https://www.theguardian.com/global-development/gallery/2017/jul/30/traffickers-take-all-makes-you-human-faces-modern-slavery-in-pictures#img-18>

Princess, 43, trafficked from Nigeria into prostitution in Italy

We saw people return from Europe rich. A woman said she would give me work in a Nigerian restaurant in Italy. When I arrived I was told I had to pay back a £40,000 debt before I could leave. They said they would kill me if I didn't work as a prostitute. The work was so dangerous. I was stabbed twice. I managed to leave, and now I work to help other women escape. These traffickers take everything from you – all that makes you human. I say to the women I help: 'Let us not rest until we have brought them all to justice.'

Mario, 26, kept in conditions of forced labour in a gold mine in Peru

A school friend said I could make good money fast in the gold mines, and introduced me to Señor Carlos. I was new to the job and didn't know how to keep my money safe, so Señor Carlos offered to keep it for me. One day, a nice guy from the mine left with Señor Carlos. The next day, the guy was dead. I was terrified. I asked Señor Carlos for all my cash, but he refused. Then he beat me up, threatened to kill me, and dumped me in the jungle. Even now, all these years later, I'm terrified he'll find me.

Mai, 16, trafficked from Vietnam into China to be sold as a child bride

I was a good student. But my parents could no longer afford to send me to school, so they put me to work in the fields instead. One day I got chatting to a guy on Facebook. He said he was a police officer and that he could find me better paid work in China. I went to meet him, but a group of guys bundled me into a truck and drove into China. When we stopped, I ran for it. After a couple of days, some women took me to the local police and I was able to come back to Vietnam.

Kwame, 14, and Joe, 12, were sold by their mother to a fisherman in Ghana

Our mother has sold us many times. There is only starvation and no safe home, so she sends us away. One time we were sent to Yeji. Our master was not a good person to us, he hit us with the paddle. We would go out on the fishing boat, with only one pull of food each day. We escaped when the master heard they were arresting people who had kids working on the boats. Now we live with a neighbour; she sends us to school. Sometimes we talk about going back to live with our mum, we miss her.

Said, 16, and Yarg, 13, born into hereditary slavery in Mauritania

Our mother is a slave to the El Hassine family, so when we were born we became slaves to the family as well. We weren't allowed to eat the same food, or sleep in the same rooms as them – we were not equal to the rest of the family. They would beat us for any reason at all. In 2011, we took our master to court and he was found guilty under the anti-slavery law. This was the first time that happened in our country. Now we are both in secondary school and we are proud because we are free.

<https://www.theguardian.com/global-development/gallery/2017/> Retrieved 07/03/2018

Article (ii)**3,000 children enslaved in Britain after being trafficked from Vietnam**

In theory, trafficking victims should be referred by the Home Office to the national referral mechanism (NRM), the official protection system, which houses and supports victims of exploitation. Very often they are sent instead to immigration detention centres, for immigration offences, where they are not given access to advice on how to speak out about their exploitation.

In a small sample of 16 Vietnamese men whose stories suggested they had been trafficked into the UK, only nine had been referred to the NRM and only two had been accepted into it and given support, Detention Action found. The report states that once a victim is in detention, the Home Office is primarily responsible for making NRM referrals, but often “makes poor quality referrals which are refused, allowing it to continue to detain the person for removal”.

“Locked up in prison-like conditions, detained victims of trafficking lack access to independent specialist advice, support and representation,” the report states. “This Home Office conflict of interest, along with the limited access to independent, specialist support, advice and referrals, can compromise the fairness of the process.” The UK’s anti-slavery commissioner, Kevin Hyland, has repeatedly described the NRM system as “a mess” and called for reform. The Detention Action report suggests referrals to the protection system should be done by independent advisers rather than the Home Office, to avoid a conflict of interest.

Source: <https://www.theguardian.com/world/2017/nov/15/trafficking-victims-being-wrongly-sent-to-immigration-detention-centres>. Retrieved 07/03/2018

SECTION B: PROFESSIONAL WRITING**40 Marks**

Answer **ONE** question only.

Question 1:

Read the following article on how to make a country rich. Then write a letter not exceeding 200 words to the Prime Minister, in which you advise him on how his government can change Swaziland into a first world country. Your suggestions should be applicable to the situation in your country.

How to Make a Country Rich

Most of what we call 'politics' really revolves around the question of what you need to do to make a country richer. Rather than ask this of any specific country, let's imagine designing a country from scratch. How could you make it as rich as possible? Suppose the brief was to design 'Richland': an ideal wealth-creating society. What would be the chief characteristics you'd need to build into this society? What would a nation look like that was ideally suited to success in modern capitalism?

Traditional economics guides us to eight core requirements for Richland: – military security & law and order – lack of corruption in institutions – low amounts of red-tape around employment legislation and taxation – a technically well-educated, mobile, flexible labour-force – high-grade infrastructure and good telecommunications – fair, transparent and competitive markets – reliably enforceable contracts – low corporation tax (between 10 and 15%) But aside from these eight, there is one other thing that invariably makes a critical difference to the wealth of societies: what we might call cultural factors. To make Richland properly rich, you'd need to ensure that a number of cultural factors were embedded in the national mentality. Here are some of these wealth-inducing attitudes:

WORK DEFINES WHO YOU ARE

In Richland, at parties, the first thing people want to know is: what do you do? According to how you answer, people are either delighted to see you, or swiftly abandon you by the peanuts. In Richland, what is on your business card is simply who you are. If you fall behind, your friends might drop you. You have to invest an enormous amount of effort in your career, not merely to make money, but so you can have a functioning social identity: so that people will be nice to you.

LOVE IS EXTRINSIC, NOT INTRINSIC

In Richland, parents and employers place a tremendous emphasis on educational achievements. Children come away feeling not just that it's nice to do well in exams, but that they are more loveable human beings, more worthy of existence, if they triumph in their studies. You therefore learn early on that love comes from successful performance: the more you achieve, the kinder people will be to you.

OPTIMISM

In Richland, everyone is encouraged from a young age to imagine that they might one day – perhaps by 33 – be the richest person in the country – if they work hard. Posters of rich and famous people adorn the walls of primary schools. The national anthem is called 'I can do it!' – An ecstatic rendition of human possibility. This keeps the workforce highly motivated. Dreams of successful entrepreneurship abound. But by middle age, most people in Richland have by definition failed to measure up to the exalted hopes once placed in them.

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THE CONSUMER IS KING

In Richland, everything is geared towards the needs of the consumer: there must be low prices, there has to be excellent customer service, shops have to be open at all hours. There can be no sacrosanct high holidays or weekends. Citizens thereby learn that the world is incredibly unsafe and that terror, accident and cruelty await at every turn. There is utter silence about anything positive. Every encounter with the media leaves one suspecting that the only way to protect oneself is through the accumulation of education and ever larger sums of money. People take out a lot of insurance in Richland, a gift the news industry unwittingly hands to insurance brokers.

SPARE TIME

In Richland, people don't take many holidays. Generally, they are very self-denying and scared about what might happen if they don't remain in the office long enough. They get up early, are suspicious of any kind of indulgence and have sandwiches at their desks for lunch.

MERITOCRACY

"Richland" is seen as a very fair place, if you work hard and are clever you'll get there. There's no nepotism or insider trading, the playing field is level, that's a lovely philosophy for the winners but more punitive for those who get left behind, they are termed "losers" and judged personally responsible for their own shortcomings. It's a culture that very hostile to the idea of luck; *you're the author of your own fate, if things go wrong don't blame anyone else.*

Adapted from: <http://dikamarmandi.in/the-tale-of-richland/> Retrieved 07/03/2018

Question 2

You have a cell-phone contract with Madubula Mobile Phones. You pay your monthly bill via a direct debit. Your monthly premium is E350 but last month Madubula Mobile debited E3500 from your account. You have called their service centre but the consultant was rude and not helpful. Write a letter of complaint to the Customer Service Manager of Madubula Mobile about your dissatisfaction. Ensure that your response does not exceed 200 words.

Question 3

The 'millennial generation' is the name given to young adults born between 1980 and 2000. According to a survey conducted by Duke University and CFO Magazine it was found that many Lecturers believe that this younger generation is lazy, has a serious image problem, is obsessed with technology, need handholding and is unwilling to work hard. **Write a letter to your University Newspaper Editor in which you argue for or against the expressed views about 'Millennials'.** Ensure that your response does not exceed 200 words.

Adapted from CBS Moneywatch, 10 December 2014, by Kim Peterson. Retrieved 07/03/2018