



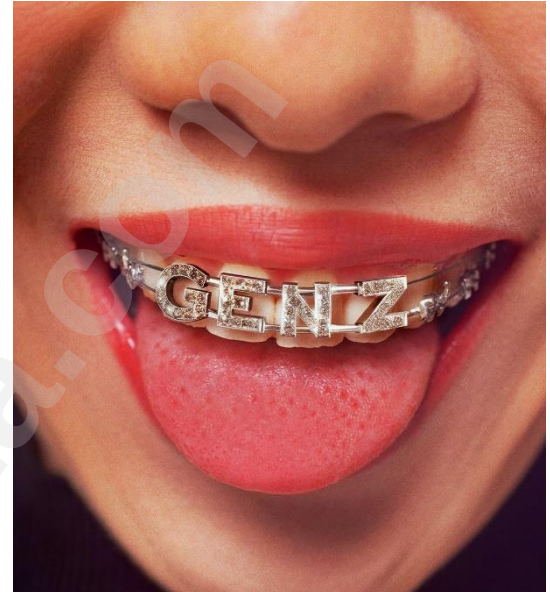
eduresourceza.com

TEXT 1**Reasons to be cheerful about Generation Z**

They are not doomed to be poor and anxious

Apr 18th 2024

- 1 A vast cohort is coming of age. Globally, some 2bn people were born between 1997 and 2012, and so are part of “Generation Z”. In America and Britain this group makes up a fifth of the population, rivalling the share of baby-boomers; in India and Nigeria the young far outnumber the old. For each generation there is a simple narrative: that boomers were shaped by post-war plenty, for example, or millennials by the financial crisis of 2007-09. For Gen Z the popular view is that smartphones have made them miserable and they will live grimmer lives than their elders.
- 2 More and more people in the West tell pollsters that today’s children will be worse off than their parents. Youngsters themselves worry about everything from the difficulty of buying a home to the looming dangers from climate change. Social scientists fret that Gen Z-ers, having spent their formative years doomscrolling and suffering from FOMO, are now gripped by an epidemic of anxiety and depression. Politicians in America and Britain are mulling banning smartphones and restricting social media for the under-16s; parents and schoolteachers everywhere are trying to police screen time.
- 3 All this can make it hard to feel optimistic about Gen Z. But when you look around the world, and at a wider set of measures, the Zoomers are far from doomed. In many respects, they are doing rather well.
- 4 For a start, the popular narrative makes an important omission: the roughly four-fifths of the world’s 12- to 27-year-olds who live in emerging economies. Thanks to growth and the spread of technology, youngsters in places like Jakarta, Mumbai or Nairobi are far better off than their parents were. They are richer, healthier and more educated; those who have smartphones are better informed and connected. Small wonder that, in a survey by the UN in 2021, the young in emerging economies were more optimistic than those in the rich world.



- 5 Already Gen Z-ers are transforming the world of work. They have bargaining power—and they know it. Many millennials came of age in the shadow of the global financial crisis; they felt so precarious that they were afraid to ask for pay rises. Gen Z seems to have fewer qualms about quitting for a better opportunity, or taking things slowly and enjoying life. Bosses, unused to being on the back foot, complain. But older workers will be quietly thankful if overall pay and perks go up.
- 6 Gen Z will shape society in other ways, too. Young people's concern about climate change will, as they reach voting age, make states more likely to act. More broadly, Zoomers tell pollsters they want bigger government. They may change their minds when they have to pay more taxes—or they may not.
- 7 They are a serious bunch, less given to late nights, binge drinking and promiscuity than their elders were. There is a dark side to this. They socialise in person less, have less sex, and are more likely to say they are lonely. Reported rates of anxiety and depression are rising in much of the West. Some of this probably reflects a greater willingness to open up about mental health. But other factors play a role.
- 8 What is clear is that Generation Z has been at the sharp end of a technological revolution. The speed with which smartphones and then social-media apps were adopted around the world left users, and young people in particular, scrambling to figure out how best to navigate them. Social media have brought benefits, such as entertainment and connectivity, but also costs. Some content may be harmful, and time spent scrolling could have been devoted to study or sleep.
- 9 Transformative technologies often have downsides. In the past, people have adapted: think of the seat belts and regulations that made cars less deadly. Encouragingly, there are signs that social-media habits are already shifting as users weigh the costs and the benefits. Instead of posting about themselves publicly, for example, many are retreating to private groups on messaging apps. So far, the evidence that would justify a blanket ban on smartphones for the young does not exist, though schools should be free to bar them from classrooms, and parents are right to restrict screen time.
- 10 It is only natural for the old to worry about the young. If that leads to better mental-health treatment, or fewer restrictions on building more homes, well and good. But celebrate Gen Z's resourcefulness, and its successes, too. ■

<https://www.economist.com/leaders/2024/04/18/reasons-to-be-cheerful-about-generation-z?>

TEXT 2

Outside of popular anecdotes and social media stories, there is little evidence that a single, defined “purpose” is necessary for a rewarding career. In fact, it can be quite the opposite. It’s surprisingly common to go after what we think is our “purpose” only to discover that we hate it. The evidence connects career satisfaction (or career happiness) to less lofty things like doing “what you like, prefer, enjoy” and “what you are good at.” Growth from exploration, curiosity, and lifelong learning has also been linked to career satisfaction.

So, if you feel like you don’t have a career purpose, don’t worry. Research has shown that doing what you are good at and using your developing strengths at work is associated with greater meaningfulness. Feeling happy and fulfilled at work ultimately relies on working toward a meaningful career. While the concept of purpose focuses on identifying a life goal, meaning is more about knowing the nature of your work matters to you or others in some way.

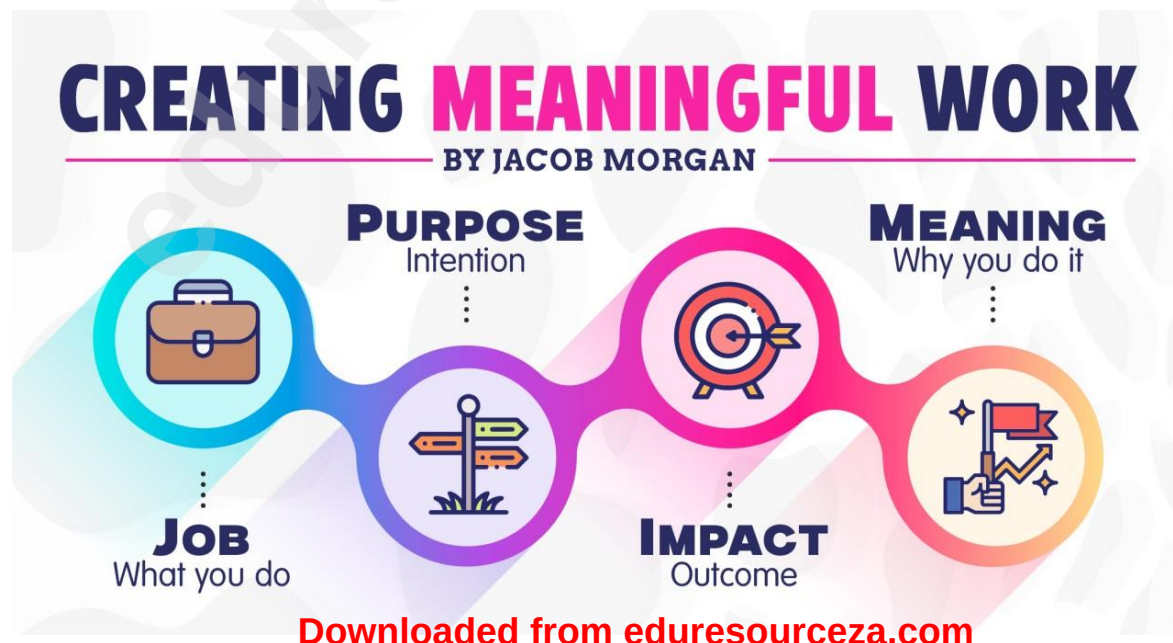
Let go of yearning for a career purpose. Dial it back and consider what you *liked* (not loved) about any of your previous jobs, school projects or other ways you spend your time. Although it may not seem like your ultimate career, doing what you currently enjoy, like, and are good at, brings energy and recognition.

As your start out, know that not every job will be filled with meaning or happiness all the time. Also know that your day job doesn’t have to fulfill your purpose. Both things are okay. There is much to be said for looking at alternative avenues to do deep, purposeful work — a side gig (small business, blog, newsletter), volunteering, or sitting on the board for your local community organization. It might even be something creative that you love, but likely won’t end up getting paid to do.

Sure, it *seems* nice to have a career purpose all decided and laid out. But realistically, it is overrated. Committing to a career purpose is likely too static for the realities of a volatile work world. Go for some meaning instead, and you may just find the joy at work you’re looking for.

[Adapted: <https://hbr.org/2024/04/your-career-doesnt-need-to-have-a-purpose/>]

TEXT 3



Moving through the silent crowd

By Stephen Spender

Moving through the silent crowd
Who stand behind dull cigarettes
Those men who idle in the road,
I have the sense of falling light. 4

They lounge at corners of the street
And greet friends with a shrug of shoulder
And turn their empty pockets out,
The cynical gestures of the poor. 8

Now they've no work, like better men
Who sit at desks and take much pay
They sleep long nights and rise at ten
To watch the hours that drain away. 12

I'm jealous of the weeping hours
They stare through with such hungry eyes.
I'm haunted by these images,
I'm haunted by their emptiness. 16

[Source: *Anthology Clusters*, G E de Villiers]

The Discardment

by Alan Paton

We gave her a discardment
A trifle, a thing no longer to be worn,
Its purpose served, its life done.
She put it on with exclamations,
Her eyes shone, she called and cried, 5
The great bulk of her pirouetted
She danced and mimed, sang snatches of a song.
she called out blessings in her native tongue
Called out to her fellow-servants
To strangers and to passers-by 10
To all the continent of Africa
To see this wonder, to participate
In this intolerable joy.
And so for nothing
Is purchased loyalty and trust 15
And the unquestioning obedience
Of the earth's most rare simplicity.
So for nothing
The destruction of a world.

[Source: *Anthology Clusters*, G E de Villiers]

i wish you...happy

by Natalia Molebatsi

i wish you whole
 as words water a flower
 beneath the yellow rays of yearnings
 beyond the reach of growling pains
 i wish you inviolable dreams 5
 flourishing under the
 silent and attentive gaze of the moon
 i wish you a sky,
 open enough and ready
 for thoughts of light 10
 simple earthly delights
 pouring in and out of this moment
 i wish you alive
 playing a game of cards
 in the blossoming 15
 pathway of unfolded wings
 here, a wish for you,
 of brave dreamlings
 touching your eyes at dawn
 picking shells along the beach with your brother 20
 on the roof of your home, feeding doves
 fitting your wedding gown
 marvelling at the beat of your sister's heart
 laughing at your father's funny stories
 happy... 25
 harvesting olives and memories

[Source: www.lyrikline.org/en/poems]

Sonnet 104: To me, fair friend, you never can be old
BY WILLIAM SHAKESPEARE

To me, fair friend, you never can be old,
 For as you were when first your eye I eyed,
 Such seems your beauty still. Three winters cold
 Have from the forests shook three summers' pride, 4
 Three beauteous springs to yellow autumn turned
 In process of the seasons have I seen,
 Three April perfumes in three hot Junes burned,
 Since first I saw you fresh, which yet are green. 8
 Ah, yet doth beauty, like a dial-hand,
 Steal from his figure, and no pace perceived;
 So your sweet hue, which methinks still doth stand,
 Hath motion, and mine eye may be deceived: 12
 For fear of which, hear this, thou age unbred:
 Ere you were born was beauty's summer dead.

[Source: Anthology Clusters, G E de Villiers]

TEXT 4

Imagine.
tasting
this ad...
You can with Direct Mail

Direct Mail is reality marketing at its best.
It is an opportunity for your customer to share real time with your brand. It can delight the eye, charm the taste buds and even tantalize the nose.
This is the medium with no remote control. You can't zap it, mute it or change the channel. It's not virtual, and can't disappear into cyberspace. Direct Mail is in front of you to experience.
Start building real client relationships affordably, in a one-on-one personal and measurable way.
Visit us at www.directmailcentre.co.za or call the Direct Mail Centre on 011 318 3390.

GET REAL. GET INTO DIRECT MAIL.

Direct Mail Centre
A division of the Post Office group

Post Office
We deliver, whatever it takes.

<https://www.behance.net/gallery/4267587/South-African-Post-Office-Direct-Mail-Print-campaign>

TEXT 5A



<https://www.jetline.co.za/blogs/10-powerful-print-marketing-campaigns/>

TEXT 5B



<https://www.adsoftheworld.com/campaigns/boos-d8e1a927->

NOTE:

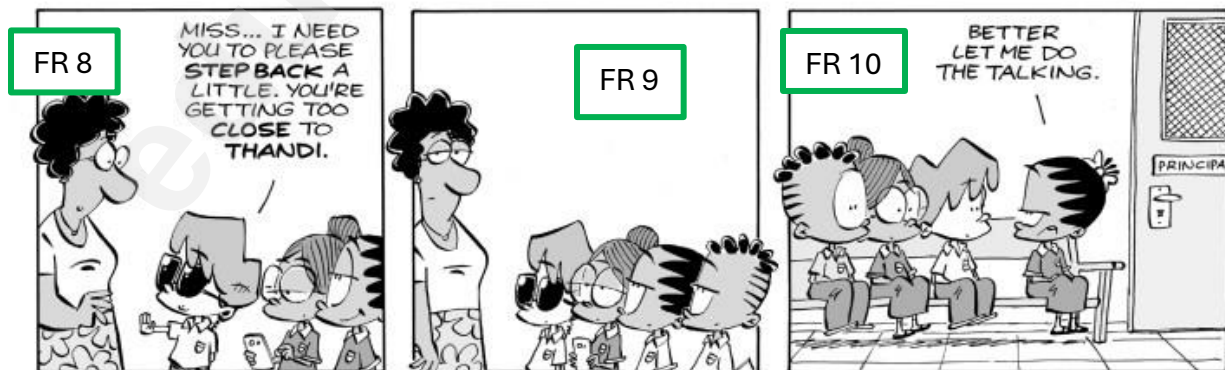
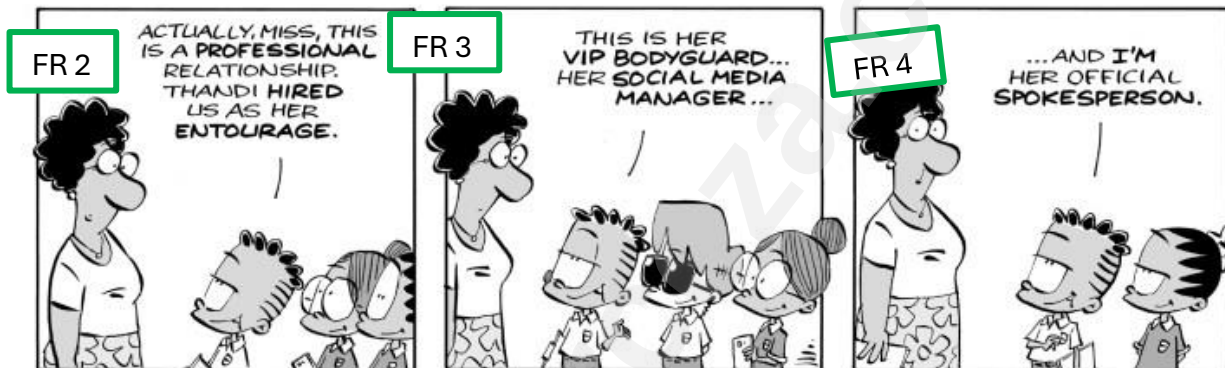
- TEXT 5A includes a logo for OPEL, with slogan *Wir leben Autos* (we love cars)
- The written text for TEXT 5B (bottom left) reads:
TEXT AND DRIVING
CAN BE DANGEROUS
At the top right, the logo for CITROËN appears.

TEXT 6



<https://www.adruby.com/print-ads/duracell-some-toys-never-die#pid=1>

TEXT 7



<https://www.dailymaverick.co.za/article/2023-11-10-say-hello-to-my-entourage/>