


## Malaysia Airlines: The Marketing Challenge after MH370 and MH17

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## The Significance of the Event

- The event was very notable, because of the Metis feeling uncertain about their place in the west
- This uncertainty caused the Red River Rebellion, and the creation of the North-West Mounted Police
- This event was notable, because the Yankees weren't successful on taking over the prairie land
- The consequence of this event which was the Red River Rebellion was lasting longing, because Louis Riel fled for 15 years and caused disturbance between the settlers and Metis for a while

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## Significance of The Event

- This event is significant to the Metis, settlers and Yankees
- This event caused the biggest commotion in Metis lives, and changed it forever
- The settlers lives changed as their leader got executed, and their desire to kill Riel never happened
- If this event didn't happen, the Yankees would have taken over the land and the present would be very different
- All these 3 reasons wouldn't be significant to one person, because everyone got affected by this event in a different way.

## Cause & Consequences

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- The unappreciated cause of this event was, since the Yankees wanted to take over prairie land
- The cause of this event was underlying to the Metis, since Metis thought settlers were only coming for crops
- The consequence of this event, which was the Red River Rebellion was long-term
- The underlying cause is more important than the immediate cause (crops), because the underlying cause was the Yankees wanting to take over prairie land

# Cause & Consequence

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- The cause of this event was not only caused by people, but also beliefs and politics.
- The beliefs of people of having a good future and crops lead them to settle in the west
- Politics also had a hand in the cause, because politicians like John A. Macdonald wanted settlers to move west, so Yankees don't take over
- The consequences of this event were unintended because when Louis Riel executed Thomas Scott, he didn't think of the consequences that were to happen.

# Dominion Lands Act

The Dominion Land Act was passed, so more settlers could come to accomplish the cause of this event. The Dominion Land Act was an act, declaring any adult could apply for a quarter section of land. Though each applicant had to pay \$10 for fee, and had to do the following

- live on the land for at least six months each year
- build a house
- start to cultivate the land

Settlers had to accomplish these conditions within three years.

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# Continuity and Change

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- The change occurred really fast, as the the change was the consequence.
- The change was the settlers were rushing in due to the Dominion Land Act.
- The change was also when Metis felt uncertain and fought with settlers, this was also the consequence of the event.
- The change is both positive and negative, the Metis fighting with settlers was a negative change
- The change was also positive as settlers coming were getting free land, and good crops
- The turning point of this event was, when the Red River Rebellion occurred
- Since it was a significant event and a dramatic one, the politicians weren't expecting a violent outcome



## Continuity and Change

- The importance of change was really important, because if the change which was the Red River Rebellion didn't happen uncertainty would have remained between settlers and Metis
- Another change which was important was settlers coming for land, if this change didn't happen Yankees would have taken over prairie land
- This would have enabled the Yankees to extend to more into Canada, as nobody would be stopping them

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