Words’ meaning:

1-Crisis : A **crisis** is a situation which is difficult, unexpected, or an [emergency](https://simple.wikipedia.org/wiki/Emergency). It is often an important "turning point", where a [decision](https://simple.wikipedia.org/wiki/Decision) must be taken, affecting many people. Very often, this decision must be taken in relatively little time. The word is related to the Greek *κρίσις* (krisis). Examples include the sudden threat of [war](https://simple.wikipedia.org/wiki/War), or the occurrence of a [natural disaster](https://simple.wikipedia.org/wiki/Natural_disaster).

2-Citation : the way you tell your readers that certain material in your work came from another source

3-Scarcity : scarcity is a gap between limited resources and theoretically limitless wants

4-Shortage : aA [**shortage**](https://en.wikipedia.org/wiki/Shortage) is a situation in which the demand for a product or service exceeds its supply in a market.

Sources (Citation)

Crisis : *Crisis homelessness charity: Together we will end homelessness*. Crisis. <https://www.crisis.org.uk/>

Shortage: from https://www.fda.gov/drugs/drug-safety-and-availability/drug-shortages

Scarcity :  *8 scarcity marketing tactics to boost conversions*. Shopify. (2022, July 15). from https://www.shopify.com/blog/using-scarcity-urgency-increase-sales