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HIGHLIGHTS

India's Look East Policy

Models of Communication

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Proverbs and Gender Equalities

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By Nguyen Quang Tuyen

Can Tho University,Vietnam

Abstract - In Can Tho City area, like much of the Mekong Delta of Southern Vietnam, both the Kinh and Khmer ethnicity farmers and agricultural wage laborers have had to cope with many changes due to emerging national agricultural policies, the move to a market economy, increased labor market competition and new land market policies. Many landholding farmers lack sufficient labor for intensive rice production and so must rely on seasonal agricultural wage laborers for their harvests. Seasonal agricultural wage employment provides important livelihood opportunity for landless and land-poor Khmer ethnicity workers from other parts of the Mekong Delta, but this work is precarious. The long-term survival of this intensive labor system is uncertain in the context of current moves towards agricultural mechanization.

Keywords : Livelihood, market economy, mechanization.

GJHSS-A Classification : FOR Code: 160401, 160502

AN INTENSIVE RICE PRODUCTION SYSTEM USING HIRED MOBILE KHMER ETHNICITY LABORERS FROM SOC TRANG, VIETNAM

Strictly as per the compliance and regulations of:

An Intensive Rice Production System Using Hired Mobile Khmer Ethnicity Laborers from Soc Trang, Vietnam

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Abstract - In Can Tho City area, like much of the Mekong Delta of Southern Vietnam, both the Kinh and Khmer ethnicity farmers and agricultural wage laborers have had to cope with many changes due to emerging national agricultural policies, the move to a market economy, increased labor market competition and new land market policies. Many landholding farmers lack sufficient labor for intensive rice production and so must rely on seasonal agricultural wage laborers for their harvests. Seasonal agricultural wage employment provides important livelihood opportunity for landless and land-poor Khmer ethnicity workers from other parts of the Mekong Delta, but this work is precarious. The long-term survival of this intensive labor system is uncertain in the context of current moves towards agricultural mechanization.

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I. Introduction

Can Tho City plays an important part in the political, cultural and economic development of the Mekong Delta region of Vietnam, which has in recent years experienced continuous urbanization; this urbanization process has increased since 2004, when the area was separated from the old Can Tho Province to create the new Can Tho City area, which is governed by the Vietnamese Central Government.

However, Can Tho city area is still mostly made up of a rural population; about 50 percent of its people still live in rural areas, and their livelihoods are mainly based on agriculture (Dung et al. 2008). Can Tho City area has been able to transform its agricultural based economy to an industrial and service one in the relatively short period up to 2008. As long as there is economic development, the urbanization process in the rural areas around Can Tho City will continue to take place, thus increasing the proportion of urbanized areas in the Can Tho city area (Dung et al. 2008). For instance, the proportion of the area's GDP from the agriculture, industry and services sectors in Can Tho City has shifted from 20.76%, 38.40% and 40.82% in 2004 to 16.7%, 38.4% and 44.9% in 2008[1].

[1] http://www.baocantho.com.vn/?mod=detnews&catid=71&id=28638

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By 2000, the local farm labor force in this hamlet had shrunk to some extent, but since 2005 the local labor force has decreased considerably (Famers' Group discussion, 2007). This means that during the harvesting of the three annual rice crops grown in the area, the local labor force has had to be supplemented by temporary labor migrants as most of the local young people have moved to the city to work in factories or businesses, or to other places to work in house construction, which supports the urbanization process taking place in Can Tho City (Famers' Group discussion, 2007). According to Viet (2005), labor transference from the agricultural sector to other sectors has occurred to a significant degree in the Mekong Delta, and this has led to a shortage of agricultural labor during the peak farming season. This, in turn, has led to an increase in wages for agricultural laborers[2].

II. Research and Methodology

a) Research Site

Thoi Thuan B hamlet, located in Thoi Lai district, is about 30 km away from Can Tho City in the Mekong Delta, Vietnam. This hamlet has 455 households, and 28 percent of the total households are Khmer ethnicity. About 47 percent of households are farm households. An agricultural area of 98 hectares occupies about 80 percent of the total land. Farm households hold an average of about 0.6 hectares of land. Households average five members, and there is an average of three income earners per household. Labor is short during the peak of the rice harvesting times for the three rice crops per year

b) Research Methodology

Qualitative and quantitative analyses were applied in my study. The analysis for the larger study from which this paper is drawn involved the relations between Kinh and Khmer land-owning households in Thoi Thuan B and poor Khmer laborers from Soc Trang in their strategies of household livelihood. I picked the study area of Thoi Thuan B because it has had a large number of Khmer ethnicity people living together with Kinh ethnicity people for a long time and because

[2] http://www.hids.hochiminhcity.gov.vn/Hoithao/VNHOC/TB9/viet.pdf VNH3.TB9.519

farmers in the area experience shortages of local labor in the intensive rice production which is their main income-earning crop This intensive production system depends on professional hired laborers from nearby Soc Trang province who migrate to Thoi Thuan B seasonally for the rice harvests. Kinh and Khmer land-owning households were interviewed in Thoi Thuan B hamlet, while a number of Khmer ethnicity laborers from Soc Trang were interviewed in both Thoi Thuan B and Soc Trang.

c) Scope of Study

My study is focused on the livelihoods of the different Kinh and Khmer ethnicity land-owning households which have had to intensify rice farming to improve their incomes, and particularly those who have hired Khmer laborers from Soc Trang province.

d) Data Collection

The data for this paper is part of data from a larger research project. The data for the findings reported here were gathered from participants (farmers, landless people, local officials), through five focus group meetings and discussions with a total of 50 farmers (including the different economic household groups of Kinh and Khmer people, the village elders and hamlet officials), and in-depth interviews with 39 households and individuals (both farm and landless households andboth Kinh and Khmer households are represented). Data was cross-checked through field observations and secondary information obtained from various local studies and reports. My fieldwork spanned three years, from April 2007 to March 2010, with an actual total of one and a half years working in the study site. Overall, my study sample comprised about 20% of the total households in the hamlet.

e) Data Analysis and Interpretation

Data on the different kinds of households was collected and analyzed using quantitative methods (using Excel) for description and comparison of the different labor use in the intensive production system to each period of time. I also used qualitative methods to capture the livelihood diversification experiences of the Khmer laborers from Soc Trang in order to reveal the livelihood strategies they use to adapt to the market competition of agricultural production and pressure of the labor market.

III. Results and Discussion

With respect to the contribution of hired labor to the rice harvest in Thoi Thuan hamlet during the period of 1993 to 2009, both the Kinh and Khmer farm households in the hamlet were using more hired labor to harvest rice by the end of the period. Hired labor in the hamlet comprised two-thirds of the total labor force in 1993 but three-quarters of the total labor force in 2009; this increase reflects the hamlet's increase in rice

growing frequency from two to three rice crops per year, which resulted from the need for food security and the rice export demands in the country over recent years.

However, both a shortage and a surplus of local labor occurs in the Kinh and Khmer communities, with a shortage of local labor taking place during harvesting time but a surplus occurring during slack rice growing periods, leading to underemployment in both on-farm and off-farm activities in the hamlet during non-harvest seasons. In general, the younger generations of both the Kinh and Khmer households prefer to work at factories in the industrial and urban areas of Can Tho and Ho Chi Minh City, rather than participate in farming activities in rural areas (Famers' Group discussion, 2007). These younger people are pulled into labor markets in the urban and industrial areas in the region. As a result, the middle-aged and older men and women are left to manage the farm activities, while the children share the farm work with their parents when they are free. Normally, the elderly and the children manage the housework and livestock.

Industrial activities are expanding in Can Tho City but are still limited in Thoi Lai. Many small and medium sized rice millers, as well as rice export actors at the local, regional and national levels, such as the Food Processing Company of Mekong and the Co Do State Farm, are recruiting an increasing portion of the local labor force, but such organizations typically provide only seasonal and unstable jobs. Jobs available from such employers compound the situation of labor shortage during and just after rice harvests and underemployment during other times.

During the research period, other types of local seasonal off-farm activities were also unstable due to local conditions, which may be indirectly influenced by the yields of rice crops in the hamlet, the demand for and supply of paddy and export rice, and the rice export policies of the state. While these important factors have had a positive impact, as is apparent with the increasing level of income for farmers from the first rice crop of the 2007/2008 season, due to the high price of paddy at that time, at other times, however, they also have had negative impacts, such as the decreasing income of the farmers and hired laborers due to fluctuating paddy price, unemployment in the rice processing factories in Thoi Thuan B hamlet and the poor third rice crop in the Mekong Delta in 2008. Indeed, the state's rice export policies have had an impact on both employment and the level of income for the hired laborers, farmers and other social actors. It appears that the rice farmers/companies from Thoi Thuan B are increasingly impacted by global markets and demand for rice, which impact prices for rice.

The driving forces of urbanization, industrialization, commercialization, regionalization and globalization have shaped the networks and sources of local and hired agricultural labor in the study area,

particularly for rice production. As a result, the farmers in Thoi Lai, Can Tho and many other provinces in the Mekong Delta have had to use hired labor from outside the local area, utilizing a labor market network developed between the farmers and the poor landless hired laborers or farmers who have small landholdings. Soc Trang, a province in the Mekong Delta, has the highest number of landless and land-limited Khmers and supplies more professional hired laborers than any other province for the rice harvest seasons that take place throughout the year (Famers' Group discussion, 2007).

Hiring manpower to carry out specific labor tasks has become popular in northern Thai villages (Anan, 1989). As in the Thai case, since 2005, based on the area's shortage of seasonal agricultural and problems with previous labor arrangements, Thoi Thuan B hamlet landowners have contracted with Soc Trang workers to harvest their three annual rice crops. Normally, the landowners make a contract with the local labor group recruiters about one month after they have sown of the rice crop. These local labor group recruiters are Khmer ethnicity and have kinship ties with Khmer workers in Soc Trang province. For a small fee, the local labor group recruiters contact the local owners of the threshing machines as well as the Soc Trang Khmer migrant laborers.

According to my research, in 1993, the Khmer ethnicity rice producing households of Thoi Thuan B Hamlet used 115 hired laborers per hectare of rice production, in comparison with 100 hired laborers per hectare used by Kinh ethnicity rice producing households. In 2008-2009, the Khmer farm households used 204 hired labors per hectare, while Kinh farm households used 182 hired laborers per hectare. This increase of hired laborers in both Kinh and Khmer ethnicity is the result of the loss of local labor to urban areas and the intensification of rice crops.

The Soc Trang Khmer landless laborers have become very professional at harvesting rice because they are always on the move from one place to another across many provinces in the Mekong Delta, such as Can Tho, An Giang and others, helping with the three annual rice crops grown in these locations. Soc Trang is a typical province for agriculture and aquaculture and is about 60 km from Can Tho city. Almost all of the labor-sending households in Soc Trang had agricultural land in the past, but now those households tend to have extremely limited or no land due to the combination of population increase and previous sale of their land use rights. The Soc Trang workers have, however, invested in both mobile and landline phones to carry out their business. It is interesting that among the 45 Khmer Soc Trang laborers included in the study, two-thirds have a telephone and/or mobile phone. As a result, the working group recruiters can contact the Soc Trang laborers almost anytime, anywhere, though they may be working

in rice fields at the time. Nowadays, these are the modern methods used by the hired laborers, both Kinh and Khmer. For the farmers and laborers in the Mekong Delta, mobile phones serve as an effective means of conveying work information, rather than as a luxury.

From their interview responses, the poor landless and land-poor Khmer laborers from Soc Trang Province appear to be actively seeking alternative ways to cope with the risks they face in terms of survival, including diversifying their livelihood strategies through taking on harvesting contracts throughout the Mekong Delta. This seems to me to be similar to the livelihood approach highlighted by Haan and Zoomers (2005), one used by people in order to adapt to changing economic conditions.

Two case studies from my in-depth interviews illustrate this point. The poor landless and land-poor Khmers in Soc Trang Province work very hard in difficult conditions in the field. The seasonal nature of their rice harvesting means that if they suffer from an illness or have too much time between harvesting jobs, they may not earn enough to survive. Their constant migration and poor living and working conditions can easily lead to illness and disease.

Case 1

Mr. Sen first harvested rice for the farmers in Thoi Thuan hamlet 18 years ago, with a group of 30 to 40 Soc Trang laborers. Mr. Sen, who bought a mobile phone six years ago to assist with his business, acts as a group leader for the hired laborers. He uses his mobile phone to communicate with the landowners, laborers, car owners, group leaders and middlemen. According to Mr. Sen, the total time the hired laborers spend harvesting rice each year ranges from one to seven months.

Mr. Sin, who finished only primary school, is the younger brother of Mr. Sen and also a group leader for hired laborers in Soc Trang. Mr. Sin's wife is illiterate and of Khmer and Chinese descent. Mr. Sin's daughter finished only primary school; she lives with her husband who left secondary school. Mr. Sin's older son left primary school and now lives with his wife, who is also illiterate. His youngest child is still in secondary school. Mr. Sin's son and daughter both got married in their teens.

Mr. Sin's father originally had one hectare of farmland and seven children, but he gave 0.7 hectares to his sons and daughters in 1986. He sold 0.3 hectares for 1.5 ounce[3] of gold to help pay for treatment when he was ill. He passed away in 1993.

In 1991, Mr. Sin sold 0.1 hectares of land for half an ounce of gold and asked his relative for a loan to pay a debt due to a failure in his duck farming activities, after which he had to work as a rice harvester to repay

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[3] In 1986, one ounce of gold was equivalent to three million dong.

his loan. All his brothers and sisters sold their land between 1994 and 2006 and are now landless.

Mr. Sin harvests rice in Bac Lieu, Soc Trang, Vinh Long, Can Tho and An Giang Provinces. In 2006, he had more family members available for harvesting rice, obtaining an income of ten million dong per rice crop; therefore, his total family income was 30 million dong for harvesting three rice crops per year, and, after subtracting costs, he was able to save ten million dong for his family. By 2007, his family was harvesting three rice crops for a total income of 35 million dong, and after his costs, he was able to save 20 million dong. However, in 2008 his daughter got married; because of a loss of her labor, that year his family only gained a profit of six million dong. After living expenses, this was not enough money to repay his family debt. At the beginning of 2009 his son married, and now he lives only with his wife and youngest son. When I visited him on March 11th 2009, I heard that he and his two other family members had harvested only 0.13 hectares of rice as agricultural wage laborers, with an income of only 140,000 dong (In-depth Interview, March 2009).

This case reflects the precarious livelihood of many Khmer ethnicity agricultural wage laborers. In this case, Mr. Sin's limited land holdings are a result of land fragmentation as generations of parents divide limited land holdings among large numbers of offspring. Moreover, the neoliberal policies which have commoditized land in Vietnam since the country's 1993 Land Law have meant that poor families like Mr. Sin's can sell the long-term use rights of their land to raise money in case of illness or other disasters. While such sales may be helpful in the short term, in the long term the families are left without access to sufficient land for survival. While seasonal agricultural wage employment provides an important source of income for such families, unless the family has sufficient adult laborers pooling income, the income may not be sufficient for their survival.

Case 2

One poor Khmer group of 150 members from Soc Trang Province harvests rice in Thoi Thuan B hamlet. This group includes children as well as adult men and women, including, when I visited, about six elderly members and a pregnant woman who prepared food for others. They face many livelihood difficulties, and their survival is at high risk because their number of working days each year has recently decreased with the development of agricultural mechanized technology (such as the use of a combine harvester) in the Mekong Delta. Their incomes are now extremely low. Their drinking water comes from the local canals, they live in temporary houses and tents, and many are malnourished and/or suffering from various diseases. On March 11th 2009, I saw one family with seven members, including the husband, wife, son, son–in-law,

daughter and daughter-in-law. After cutting the rice in the morning, all of them had a lunch without rice - just one dish of small boiled snails with salt. They had collected these snails in the canal early in the morning, before cutting the rice. (Interviews and field observation, March 2009)

As with the family in Case 1, the families in the second case also have had to cope with many difficulties due to changes in national economic policies and the move towards a globalized, neo-liberalist economic strategy. Their loss of farming land has propelled them to new forms of subsistence—seasonal agricultural wage labor in Thoi Thuan B and other areas of the Mekong Delta. But, their subsistence appears even more precarious than the extended family described in Case 1 and may not be sustainable in the long run, particularly as more and more farmers in areas such as Thoi Thuan B hamlet begin to adopt new agricultural technologies such as combine harvesters.

IV. Conclusions and Recommendations

This study indicates that the Khmer ethnicity laborers from Soc Trang Province contribute a considerable amount to the rice harvests in Thoi Lai, Can Tho Province. In fact, Khmer farm households in the hamlet use 1.4 times more local hired laborers than the Kinh households for their rice production activities. Soc Trang landless laborers supplied 85 man-days of hired labor for the Kinh in 2008-2009, which is 1.3 times higher than for the Khmer households in Thoi Thuan B hamlet for the same time period.

The landless labor force in Soc Trang province supplied at least 20 percent of the labor for rice production in Thoi Thuan B Hamlet during 2008-2009 and an astounding 70 percent of the total hired labor for harvesting rice during 2008 to 2009. This is largely due to the migration of local laborers to other places in search of work, which decreased local labor available for the rice harvests.

While they provide valuable seasonable wage labor for farmers throughout the Mekong Delta, the Khmer ethnicity wage laborers from Soc Trang face many difficulties. While providing agricultural wage labor may be a short-term livelihood strategy, as more and more farmers in places like Thoi Thuan B begin to move towards mechanized rice harvesting through the use of combine harvesters, the demand of seasonal wage labor will likely decrease. This would mean that the precarious lives of Soc Trang agricultural wage workers may become unsustainable, possibly driving such workers to urban areas in search of adequate livelihoods.

One strategy to improve the lives of both farm families and seasonal agricultural workers would be the development of secondary livelihood activities which can be done in non-harvest seasons. The government

should invest in developing such activities as well as finding markets for goods produced. That will help keep more people in rural areas and/or reduce rural seasonal underemployment and help keep workers in rural areas.

In the long run, while mechanization of agricultural harvesting may be appealing both to the state, as a reflection of modernization and "development," and to farmers such as those in Thoi Thuan B facing seasonal labor shortages, the likely impacts of such mechanization on poor agricultural wage laborers such as those from Soc Trang must be considered fully prior to implementation. If further mechanization of agriculture is pursued, then the government should invest in improving the lives and opportunities of landless agricultural workers who will be put out of work by such mechanization. Such workers could be trained for new positions, possibly in the urban labor force. In addition, educational opportunities could be extended to the children of such families so that in the future, the younger generation can take advantage of better economic opportunities, enabling them to support older generations.

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A Diversified Study of the Models of Communication & Public Opinion

By Mohd. Aslam

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Abstract - This systematic study examines the survey of models was made to study Communication as the necessity of life. And if communication is oxygen for an individual and blood for society then channels of communication, work as nerves of the society. First of all, we would discuss 'Mass Communication and then 'Public Opinion'. We have tried to cover different aspects related to the topic. Both the portions are interdependent. Sources of Mass Communication are the most important means of framing public opinion, and media contents are in accordance of public opinion. As far as basic structure of mass media as concerned, it is adopted from western countries. So when we try to impose that theoretical pattern on our socio-political-economic set up, we find ourselves uncomfortable and incompatible. Indian writers are working in this field but still it is in western shades.

Keywords : Communication. Mass-media, public opinion, socio-political-economic.

GJHSS-A Classification : FOR Code: 160503, 160510

A DIVERSIFIED STUDY OF THE MODELS OF COMMUNICATION PUBLIC OPINION

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A Diversified Study of the Models of Communication & Public Opinion

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Keywords : Communication. Mass-media, public opinion, socio-political-economic.

I. Introduction

The mass media are pervasive part of our life. In present time mass communication and public opinion have great relevance. The scenario of whole world has been changed into global village because of the channel of mass communication. In old time print media was the main medium for the flow and feed back of information, which was very slow. In the present time the new channels, mainly electronic media made it rapid and 'right to know' supported it strongly. Media have brought the revolutionary change in human life and have become very important in decision making in our daily life. Through this, people come nearer and distances become lesser. Communication is providing a readymade macro analysis and micro analysis of every incidence and information. In this way communication is shaping the public opinion, which plays key role in democracy. The social effects of mass media, these mediating factors operate a person's behavior attitude and values. In this way the processes of socialization have become wider and rapid. The channels of mass communication are the chief makers and movers of the information revolution. They have moulded the patterns of traditional society towards the pattern of modern industrial society. Communication is the basic necessity people is essential in a democratic system. Public opinion is important for the political authority, because it is believed that in democracies there must be greater interaction between the ruler and the ruled, and for this

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purpose, there is a great need of a large scale media exposure.

The origin of communication might be traced in the probable interaction of early human beings and this interaction has now become an essential behavioral pattern of the human life. Communication is the basic means for the maintenance of the social systems and the process of socialization. Now, media are in a very much communication started with gestures and after that it turned into complex systems of symbols. This confined to face to face conversation. The main problem in this oral period was that the transmission was totally dependent on the memory of the individual. As the society progressed, the communication system also became more complex. Now human being is searching to make the things better for easier life and several inventions are being made by the man. Invention of writing was the first application of technology to the process of communication. Inscriptions, the Vedas, the Upanishads and the puranas are the gifts of writing. These have become the proof of social and political picture of those times. In eleventh century a revolutionary event happened when papyrus was replaced by paper. Present form of book came into existence in fifteenth century. The earlier book printing was done through wood-cut. Technological inventions made the rapid printing possible in the third decade of nineteenth century. Actual idea of mass communication came into existence with the idea of newspaper, and thus press has since been most important channel of mass communication. After that invention of radio, television, computer, internet, mobile gave pace to the mass communication.

II. The Objectives of This Study are as Follows

1. To study whether mass media communication affect public opinion
2. To study whether public opinion affect mass communication

III. Research Methodology

The study deals with the theoretical aspect of the topic Mass-media Communication and Public Opinion. It is based upon the secondary sources. We have tried touching all the aspects in present scenario with historical, philosophical and analytical approach.

This chapter gives an overview sketch of research work and explains the direction of literature studied. Let us review some literature concerned with the topic of our research. A number of books deal as a text book for mass communication Wilbur Schramm's book is a collection of selected readings which covers different aspects related to mass communication. Berlo[2], in his book, describes the way people communicate with each other. Especially it concerns itself with the scope and purpose of communication, the factors, involved in the process and the role of language in human behavior. It defines and describes factors affecting communication and its result. It is a book with an approach that makes the process. It derives the multidimensional approach in studying the mass communication process.

a) Models of Communication

The process of communication has largely been described through some models by different social scientists. We try to present some of the significant models for general understanding of the phenomenon.

b) Aristotle's Model of Communication

It is the earliest model presented by Aristotle in his book Rhetoric about 2300 years ago. There are five essential elements in this model: the speaker, the speech, the audience, the occasion, and the effects

c) Lasswall Model of Communication

This model is like Aristotelian model. This model explains the message flow in a pluralistic society. The key factors of this model are" Who -says what -in what channel -to whom -with what effect

d) 3. Shannon and Weaver Model of Communication1

Shannon and Weaver proposed their model in 1949 it processing is from left to right. In this mathematical model, speaker sends a message through the communication channel and it is changed into signals. These signals are received by the receiver and also some information (which we cell voice) is added to the signal.

e) Wendell Johnson's Model of Communication

It is a model which explains the complex process of communication presented by Wendell Johnson's in 1951). The surrounding rectangle shows that communication taking place in a context which is external to sender and receiver and curved loop indicated that various stages of communication are interrelated and interdependent.

Public opinion is referred as the collection of the opinion of people and sometimes it is called mass opinion also. Its nature cannot be reflected by public opinion, because 'public' and 'opinion' both have a *varying* nature, and their combined nature expresses the nature of public opinion. So this discussion starts with the 'public'. The terms public and opinion are not identical terms. Generally in public, we refer to those

people have special contribution in opinion, so according to the need, public and opinion are inter related. This inter-related necessity gives meaning to public opinion. The second thing is opinion. Psychological analysis says that there is a great contribution of our personal development. We always respond in a specific way. We have some straight formatted habits, trends, tendencies beliefs, values etc. Whatever we see or hear we observe it, we analyze it according to our aforesaid fixed tendencies. There become some specific responding patterns in the society and these specific responses become the nature of human being. When anybody knows a person, he knows his specific responding ways. It is easy to predict his reaction on a particular mater. We call these attitudes, opinions.

The essence of public lies in mass. That is why in order to understand public we will have to know, what is mass how it is formed and how it seems as an organic whole. What factors are associated with a dense group of people? Actually mass represents the people who participate in its behaviour, mass is also formed by whole social state. It is an anonymous group. They are physically separated and have a little interaction. They are loosely organized but they have a common interest from which they are associated with. Public are not a calculated number of individuals. It means a collectivity, which exists because individuals share experiences, certain memories and traditions, certain conditions of life with other and this binds them to the public. Individuals in mass stimulate with other and are stimulated by the other from a common factor or interest. These individuals are not in direct contact of each other, yet they assimilate. Their assimilation is held by their interests, which intensifies their point of view and guides and motivates other individuals also, who are the part and parcel of mass. According to Young "In contrast, members of a public need not and often are not, in direct physical relationship with each other, such an association is held together by the fact of a stimulus and interest assumed to be common with other

IV. Result/ Conclusion

In the present study two objectives were made. To analyze the objectives, it is based upon the secondary sources. We have tried to touch all the aspects in present scenario with historical, philosophical and analytical approach. The hypothesis was then finally interpreted and the results were obtained. Result of the study of the field of public opinion is earmarked by some negative trends like yellow journalism, molding facts, sensational coverage. The tendency of the leaders to encase mass/mob culture for their personal benefits and propaganda is a big obstacle in the formation of public opinion. Most of the governments employ a variety of devices to influence communication channels and there may be some non-governmental interest

groups who apply these types of pressures. These channels are influenced by journalistic standards, governmental regulations, advertisers and pressures of any types on one hand and by economic forces on the other giving advantage either to the sponsored or to the audience in case of bargaining. Then, channels in control mean that the mass media are limited and the range of ideas prohibited and, uncontrolled channels have the opportunity of providing complete information. Awards like Pulitzer Prize come up, Sigma, Delta Chi award, Cigar Institute's annual prize etc, influence the coverage of journalists. In developing countries mass media have to face some problems as traditions and quasi-mass communication networks are also very strong. In these countries media is under constant vigil. Even international channels are used for the purpose of national government to get attention for foreign trade tourists to keep in touch with immigrants as well as to bring interest in World affairs and bringing world opinion to its favor. Thus with the modern advance technological mass communication has taken a new form along with immense opportunities and possibilities. The speed is still very slow waiting to be explored further. The present work has its own limitations. This is the study of theoretical aspect of the topic that is why it does not explore some areas. It could have been an empirical study. A lot of work can be proposed in each and every aspect of public opinion and communication like propaganda, mass gathering etc.

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Proverbs and Gender Equalities and Equities in African Cultueres: Yoruba Culture as A Case Study

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Abstract - Proverbs in Yoruba culture recognize the natural dichotomy that exists between male and female. But while it recognizes their co-existence, it as well underlines the fact that the relationship between women and men should be founded on equality. It is part of human nature to want to dominate one another. When this happens, both the oppressed and oppressor invent a proverb to back his or her position. And so while the oppressor would event one to justify his or her position, the oppressed would also think deeply and invent one that would show that the oppressor is oppressing him or her.

To invent a proverb one must be intelligent and have vast human experience of socio-cultural activity of his or her environment. It is not enough to be intelligent it has to be combined with age steeped in wide and vast experience. It is this that makes a good proverb stands the test of time.

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Abstract - Proverbs in Yoruba culture recognize the natural dichotomy that exists between male and female. But while it recognizes their co-existence, it as well underlines the fact that the relationship between women and men should be founded on equality. It is part of human nature to want to dominate one another. When this happens, both the oppressed and oppressor invent a proverb to back his or her position. And so while the oppressor would event one to justify his or her position, the oppressed would also think deeply and invent one that would show that the oppressor is oppressing him or her.

To invent a proverb one must be intelligent and have vast human experience of socio-cultural activity of his or her environment. It is not enough to be intelligent it has to be combined with age steeped in wide and vast experience. It is this that makes a good proverb stands the test of time.

More than thirty five years ago the United Nations embarked upon series of strategies aimed at improving the status of women politically, economically and socially. But from time immemorial, proverbs in Yoruba culture, demand for gender balance in virtually all spheres of human endeavor: governance, religion, politics, economy, sports and other human social activities. So, it was not the clarion calls of UN that sensitized Yorubas awareness of women marginalization; proverbs did.

In this paper however, how proverbs emphasized gender balance in power, governance, religion, and economy in pre-colonial Yoruba culture is what this paper sets out to examine.

I. Introduction

Proverbs play a lot of roles in the culture of the Yorubas, and its application depends on the situation at hand. It is used to buttress or stress a point in the course of discussion. Because of the natural sex dichotomy between female and male, Yoruba culture also assigns roles to these two entities based on the natural differences. In short, there is gender in role, which females and males perform in the Yoruba society. But from time immemorial there have always been

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attempts by either of the two sexes trying to cross over each other's lines. A successful attempt in this provides precedent from which a proverb could then be invented. In short, while Yoruba proverbs recognize the natural dichotomy in sex, it does not always recognize the extension of these to other social roles.

In Yoruba culture for instance males dominate governance but females were not totally excluded, though they were underrepresented. Truly, traditional rulers are mostly males but there are instances where females also become traditional rulers either in acting capacity (regents) or substantive in some communities. Ekiti and Ondo communities are typical examples of these. Some communities in these two areas even have parallel female and male political institutions that are still maintained up till today. So, while there are princes, so are there princesses, kings and queens, gods and goddesses. And while there are priest, so are there priestesses. All these led to invention of proverb such as meji meji ni Olorun da 'le aye, tako tabo (God created the world in binary form, female or male, positive or negative).

This paper tries to examine proverbs that emphasis the equalities and equities of female and male in power allocation and distribution, governance, religion and economy etc. In so doing evidences to justify these will be provided.

II. Definitions

Two important words that need to be defined here are gender and proverb. Yoruba language defines proverb thus: Owe lesin oro, ti oro ba so nun, owe la fi ng wa a. (Proverbs are the horses words ride, when word is lost, proverb is used to detect it). Oxford Advanced learners' dictionary defines proverb as "a short well-known sentences or phrase that states a general truth about life or gives advice" (Hornby et al, 1974:933)

Gender, in its simplest definition, is defined by Ada, as the socially constructed roles given to men and women in a society. According to her, Gender is different from sex because it is not biologically determined. While one's sex does not change, gender roles can change from culture to culture and over time (Ude, 2006:1). Ritzer on the other hand says gender is

often used euphemistically in sociology for "women", the sociology of gender is more precisely, the study of socially constructed male and female roles, relations and identities (Ritzer, 1996:446).

III. EQUALITIES AND EQUITIES OF WOMEN WITH MEN

One of the proverbs that unequivocally state the equality of men and women is ibi ko ju ibi, bi ati beru and OSA-GUD – respectively state that:

bee la bi ome (the process of birth is not different, the way a free child was born so was that of a slave). Similarly is the one that states that aparo kan ko ga ju okan lo afi eyin to ba gori ebe. (Literally it means all animals are equal but some are more equal than others). The justification of these proverbs for the equality of women with men is supported by two Ifa verses. In fact these verses emphasize superiority of women over men. These two Ifa verses – OGBE-WATE

Odu-Ifa Ogbe-Wate	Ifa Verse (Ogbe-Wate)
Yemowo ni obinrin ekini ti o ko	Yemowo was the first woman to be
Wa laye, oun si ni olori gbogbo	in this world, and she was the leader
Obinrin ati jo. Ilu okunrin wa kete,	of all women in those days. The town of
obinrin wa kete nigba atijo,	Men was far apart, that of women was also
	Far apart in those days
Sugbon ni igba ti ara awon obinrin	When women could no longer endure this
Ko gba a lati ma nikan gbe Yemowo	Yemowo carried out rituals, she carried
Ru ebo yii tan, o ko gbogbo obinrin	All women to the town of men. As soon as
Lehin lo si ilu okunrin. Bi gbogbo won	they got near the border of the town
Ti de ehin odi ilu naa, Yemowo ati	Yemowo and Mesan that brought owa to the
Mesa Ti o mu owa naa lowo wa si lu u na a bee	Town begged them, instantly women
Awon obinrin, won wa ng yoju wo won	began to peep at men from their camp
Lati ori odi, won fi owo pe won ki won	Using hands; they beckoned on men to come
Wo le wa, awon okunrin si n fowo pe	Using hands, men also asked women to come
Awon obinrin pe ki awon obinrin jadewa	to them.
Bayi ni won n se titi ara awon okunrin	They engaged in this for a long time until men were unable to endure it any longer.
Ko gbaa mo…Nigba ti ako gbogbo won	When they were all brought to Obatala
De odo Obatala	Obatala lo mu Yemowo Obatala took Yemowo
Ti o si pin obinrin fun olukuluku okunrin	and distributed the rest of the women to men
Lati ojo naa ni okunrin kii tiile fi ife	since then it became difficult for men to hide
Obinrin pa mo si nu, sugbon tii maa wi	their affection for women and have to
Jade ni enu tire: bi o si ti wu ki obinrin	express this verbally: but no matter the
Fee to, yoo fi pamo sinu	interest of woman, they would hide it.
(Akinwowo, 1986:120)	**(Our translation)**

The other Ifa verse, Osa-Guda, corroborated this story. According to it:

Igba ti Ela tabi Olofin-Otete, ti as si tun n pe ni Oduduwa atewonro to lo gba ado-asuwa ni awon eniyan bere sii se ajumogbepo. Saaju eyi, okookan laa da gbe. Iyawo kii gbe odo oko re. Bi took-taya ba fe bara won lopo, o di ki won wa ara won kan. Bi won ba si ti se tan, o di ki won pinya (Akiwowo, 1986:120)

When Ela or Olofin-Otete, that is also referred to as Oduduwa atewonro went to collect secret of existence, and this marked the beginning of co-habitation of men and women. Before then, we lived separately; wife did not co-exist with her husband. But when they wanted to mate, only then they searched for each other. When they had finished with themselves, they fall apart again **(Our translation)**

The emphasis of these proverbs is that the halved of male and female by nature is not intended for one to exercise dominion on the other but rather acting as supplements, complements and companion to each other. An Ife historian and a versatile traditional exponent of Yoruba culture, Chief Fabunmi, as Ilesanmi noted, used to say during many public gatherings that:

Meji meji l'Olorun daye wa yii:	God created our world in binary forms:
Tosan-toru, toke-tile, tako-tabo	Day and night, hill and valley, male and female
Tarugbo-toyiti, tile-toko, toba-tijoye	The aged and the young, the house and the farm, The king and the chief
Toorun-tosupa, tonile-talejo, tawo-togberi	The sun and the moon, the resident and the The sun and the moon, the resident and the Visitor, the initiated and the uninitiated
Teniyan-teranko, toko-taya, teru-tomo.	The human and the brute, the husband the wife, The slave and the son, etc.(Ilesanmi, 1998:29)

But because males have taken advantages of females' weakness, especially in the acts of carrying pregnancies and nursing of children, during which time they became less active, females had thus resolved to limit themselves to less strenuous roles. However, society erroneously accepted this as societal value and thus felt that there are male and female roles. Biologically, yes, there are male and female roles. While females carry the pregnancy, deliver it and feed it with breast-milk, males produce the semen that result in pregnancy. But in gender, this is not true. This was what Ada meant when she said, "While one's sex does not change, gender roles can change from culture to culture and over time" (Ude, 2006:1). Women, by themselves, have however proved this wrong as is evident mostly in how they have challenged their male counterparts spiritually and temporally: governance and power sharing arrangements in traditional rule.

IV. Proverbs, Women and Spirit

Yorubas belief in male and female spirits (god and goddesses) but hold that male spirit (god) is superior to that of male (goddess). This informed the invention of proverb that says Sango loko oya (god of thunder is the husband of goddess of river, Oya). The word 'husband' is used euphemistically to mean superior. But realistically, Yoruba culture regards goddesses as wives of gods. For instance while Sango (god of thunder) has Oya (goddess of river) as wife, and Yemoo (goddess of the grove) is the wife of Obatala (god of divinity), Olokun (goddess of the sea, the giver of children, healer of abdominal diseases) is the wife of Oduduwa the progenitor of Yoruba race (Akorede, 1997:81-82) Sunday Tribune, 2003:32).

But classification of Oduduwa, the progenitor of Yoruba race as male god is seriously disputed. As a matter of fact, fresh evidences shows that the progenitor of Yoruba race was a female. While Bishop Samuel Ajayi Crowther "makes Oduduwa not a male ancestor but a goddess, Lt. Col. A.B. Ellis, in his "The Yoruba speaking people of the Slave Coast of West Africa" wrote about Oduduwa thus: "Oduduwa is the wife of Obatala, but she was coeval with Olorun (God) and not made by him, as was her husband"(Nigerian Tribune, 2006:35). "Oduduwa represent the earth, married to the anthropomorphic sky-god. Obatala and Oduduwa, or

heaven and earth resembling, says the priests, two large cut-calabashes, which when once shut can never be opened" (Nigerian Tribune, 2006:35).

V. Proverbs, Women and Power

In traditional Yoruba society, as in other areas, there is power in gender exercised by traditional ruling elites. But most men and women do not know this because while the one exercised by men is temporal that of the women is spiritual and hence erroneously held the view that women had no power of their own, or if they had at all, it was inferior to those of men. But our research has proved this wrong. To Ayo Opefeyitimi, women's power as against that of their male counterpart is "celestial, terrestrial, sophisticated and unrivalled, transcending those of men". Ilesanmi, on the other hand, identifies women's power as "power of endurance coupled with psychological, cultic, menstrual, lunar and water". Added to these mosaic powers were women's beauties and good conducts they used to influence not only their husbands but other admirers of their beauties and conducts. Whereas, Ilesanmi argues, men dominate temporal power women not only dominate spiritual powers but also monopolize it. In his terms, "While men rely on force and medicinal power in fighting wars, women rely on psychological and cultic knowledge, which are by far superior. Women can use their knowledge to disarm the strongest of men" (Ilesanmi, 1998:36). Simi Afonja sums it all up when she said "Women's power over men and women therefore derived from supernatural sources and could consequently be classified as a negative mechanism which developed in part from the weaker position of women relative to that of men in Yoruba households" (Simi Afonja, 1983:150)

But men's domination of temporal world is even contested. Professor Akinjogbin contested this on three grounds: first is "the power and influence of women in Ebi which you might call 'home'". To him the affairs of the home: bearing and rearing of children, taken care of the husband and home in terms of cooking and feeding the children as well as the husband is dominated by women. In short the entire management of the homes are under the control of the women. But more than that they also keep two homes: their natural homes, birthplace, and their matrimonial homes. Secondly, is

"the power and influence of the woman in the political order". Here, women disagreement with any political decision emanating from the palace is reflected in the way they stormed the "palace" ground wearing their dresses inside out under the leadership of Iyalode (women leader) (Akinjogbin, 2002:141).

In extreme cases, they had power to force the king out of the palace by appearing stark naked to him. "To prevent the king from seeing this he was rushed out of the palace or else "it meant he had seen his heaven (i.e. the passage through which he came into the world and could therefore no longer live. If fortunately he did not see them, the women would be placated and the issue settled in their favour" (Akinjogbin, 2002:142). This informed the proverb Ogboju lokunrin ni, Obinrin lo lagbara (men own boldness while women own power)

Most men, through proverb, often deride women on the source of temporal and spiritual powers exercisable in the society. One of such proverbs is awo egungun lobinrin le se, awo gelede lobinrin le mo, t'obinrin ba fo ju doro oro agbee (only the secret cults of Masquerade and gelede could women be part of, if they dare to be part of that of Oro, Oro would consume them). But there is a counter proverb that says in defense of women: bi a o ba ri obinrin awo ee pe (any secret activity without women is incomplete).

Traditional power in Yorubaland comes under two classifications, temporal and spiritual. The "two co-exist with spiritual powers being given slightly greater authority" (Akinjogbin, 2002:151). It is conceptualized to mean power shared among the traditional rulers, their council of chiefs, religious leaders, cults of various types such as, in the case of Yorubas, Egungun (masquerade), Oro (this is an annual event in Yorubaland when women and indeed females: young or old are not expected to go out of their houses for certain number of hours – 6A.M to 2P.M – the most useful part of the day, for a period of seven days. On the seventh day, it is in-door throughout), Gelede, Osugbo and others.

Of all the priestesses of various gods the most important ones are the cults because their function is unique and thus membership restricted but the restriction never precluded women. According to Barber, cults are "ones of the most important arenas in which women exercise power and influence"(Barber, 1991:274). Asked about powerful women in the past, Chief Sobaloju, according to Barber, said:

Those whom we can call great women in the old days were those who practiced traditional religion. They could say what was going to happen, and it would happen. **There were many of them, in all cults.** *Some were greater than other. I don't know their names. They were devotees of Oya, Osun,(Ebe in Igbo) (goddesses of rivers), Sango (goddess of Thunder), of Enla, of Orisaala – all kinds (Barber, 1991:274)*

These cults according to Biobaku, "stood between the sacred chief and his subject, preventing one from becoming despotic and ensuring proper subordination of the other"(Ekong, 1989:132, Ikelegbe, 1989:147, Osaghae, 1989:59).

As a matter of fact the pre-eminence of woman in secret activities is underscored by an Ifa verse, which states that the first woman to be created controlled all secretes including that of Oro. But the woman divulged these secrets to a male deity who upstaged her and decreed that women should henceforth be less involved in secret matters (Guardian, 2003:BB22).

However, special class of women exercises these power types, and varied nomenclatures are ascribed to them: Iya-aye (Women of the world); Iya-mi or Awon Iya wa (witch or witches; 'our mothers') or Obinrin-kunrin (Women-men). They are the ones "divinely let into the secrets of life (awon la kole aye le lowo) (Simi Afonja, 1983: 150, Opefeyitimi, 1998:44, Faleti 1972: P29, Ilesanmi, 1998:31)

A demonstration of how women exercise some of these powers could be found in the government and administration of old Oyo Empire. If Alaafin of Oyo, in the days of Oyo Empire, wanted to misbehave, women, especially Palace women had power to check him. Within the then Oyo traditional institution, Johnson identified a woman that constituted an institution of her own able to arrest the king for misdemeanor. The power of the king and that of his official mother (Iya-Oba) was checked by another woman official, though lower in rank to the king's official mother but more powerful than her. This powerful woman official was called Olosi. She had power to arrest the king and "put in irons if he offends". This powerful woman was said to be the "feudal head of Aseyin, Oluiwo and the Baale of Ogbomosho (these traditional ruler were kings in their own rights, in their various towns, Iseyin, Iwo and Ogbomosho). However, once a woman ascended into this office, according to Johnson, "she is, of course, to be celibate for life" (Johnson, 1921:58).

VI. Proverbs, Women and Governance

In traditional rulership, women have for long been marginalized. Most traditional rulers in Yoruba cities, towns and villages are mostly male. Where females traditional rulers are found at all, they are there as regents. It has thus become a tradition in every Yorubaland for male domination of traditional rulership. And this is backed up by a proverb which according to Mary Modupe Kolawole, states that Iyalode ko ni dagba dagba ko ni o un fe je Oba ilu (The women chief will never aspire to the king's throne) (Mary Kolawole, 1998:21) But this is false. Women were in fact once traditional rulers in most Yoruba towns before circumstances such as war stresses, women inability to keep secrets and treachery forced them out of contention; even then their exclusion was not total. War

stresses as one of the reasons is anchored on the fact that the kingdoms were often engaged in wars against each other, and against other neighbouring people. Thus, because of these incessant wars, most of the "states had male war-gods as their protective deities" (Alagoa, 1992:Pv.)

Inability of women to keep secret as a result of which they lost their pre-eminence in traditional ruler ship is underscored by an Ifa verse, which states that the first woman to be created controlled all secrets. But the woman divulged these secretes to a male deity who upstaged her and decreed that women should henceforth be less involved in secret matters.

Treachery as part of the reasons for pushing women out of being traditional rulers in the pre-colonial days has to do with men. If the male deity to whom the woman counterpart divulged the secret had kept the confidence reposed in him and was not power ambitious it would not have been easy for the man to make use of the information made available to him by the woman to organize a putsch against her (Guardian, 2003:BB22).

Added to the above-mentioned reasons were the rigours of childbirth and marriage. Among many Nigerian communities were the wrong notions that women were weaker sex and therefore can never be head although they are disciplined and harsh (Faseke, 1998:151)

These form the basis of women challenge of male domination of traditional ruler ship. These in turn form the basis for the proverb: ki lokunrin ng se ti obinrin ko le se? (What is it that men do that women cannot do). In the pre-colonial days there are evidences of women traditional rulers in two of the most important kingdoms in Yorubaland: Ife and Oyo and even today you have some of them (women traditional rulers), in part of Ondo, Ekiti and Oyo states. See Tables 1&2.

Table 1 : Statistics of Some Yoruba Women Traditional Rulers in The Pre-Colonial Days.

	NAME	TOWN OR VILLAGE	L.G.A	STATE	TYPE OF RULERSHIP	DATE	TIME SPENT IN OFFICE
1	Oduduwa	Ife	Ife	Osun	Progenitor	Pre-colonial	
2	Terracotta evidence	Ife	Ife	Osun	Queen or Ooni of Ife	Between 12th and 13th centuries	-
3	Luwo Gbadiga	Ife	Ife Cent. L.G	Osun	Ooni of Ife	Pre-colonial days	-
4	Debooye	Ife	Ife Cent. LG	Osun	Ooni of Ife	-	-
5	Moremi	Ife	Ife Cent. LG	Osun	6th Ooni of Ife	-	-
6	Iyayun	Oyo	Oyo L.G	Oyo	Alaafin	-	-
7	Orompoto	Oyo	Oyo L.G	Oyo	Alaafin	-	-
8	Jomijomi	Oyo	Oyo L G	Oyo	Alaafin	-	
9	Jepojepo	Oyo	Oyo L G	Oyo	Alaafin	-	
10	Yeyenirewu	Ado-Ekiti	Ado-Ekiti	Ekiti	Ewi of Ado-Ekiti	-	1511 - 1552
11	Eye- Moin	Akure	Akure L.G	Ondo	Regent/Monarch	-	1705-1735 AD
12	Ayo-Ero	Akure	Akure L.G	Ondo	Regent/Monarch	-	1850-51AD
13	Pupuupu	Ondo	Ondo LG	Ondo	Monarch	-	1898-1901

Sources : Books e.g. Dora Obi and Juliet Njoku, Nigerian Women and the Challenges of our Time, Lagos: Malthouse Press Limited, 1991, P27; Akinjogbin I.A, Milestone and Social System in Yoruba History and Culture, Ibadan : Olu-Akin Publishers, 2002 P143-144; Olowu and Erero, Indigenous Governance System in Nigeria (ed.), Ile-Ife: Research Group based in the Department of Public Administration, OAU, pp, 71&78. McDonnell M.O (2003), Gender Inequality in Nigeria, Ibadan: Spectrums Books Limited. The Westerner of February 5, 2006,P2. The Westerner of February 19-25, 2006, P8 Nigerian Tribune of February28 2006, P35.

Table 2 : The Statistics of Some Present Women Traditional Rulers at the Local Level in Nigeria.

S/N	Name	Towwn or Village	L.G.A	State	Type of Rulership	Date	Time Spent in Office
1	Oba Comfort Adesida	Ondo	Ondo L. G.	Ondo	Substantive Traditional ruler	1992-2006	14years
2	Oba Kokumo Bolatito Unice	Ijero	Ijero L.G.	Ekiti	Substantive Traditional ruler	1990 –2006	16 years
3	Princess Adeyinka Adesida	Akure	Akure L.G	Ondo	Regent	2000-2004	5 years
4	Princess Adejoke Adekanye	Akungba Akoko	Akoko South West LG	Ondo	Regent	2002 to date	4 years
5	Princess Joke Adesunloye	Ifira Akoko	Akoko South East LG	Ondo	Regent	2001 to date	5 years
6	Princess Janet Adigun	Iye Akoko	Akoko North LG	Ondo	Regent	2003-date	3 years
7	Princess Ade Gbolarin	Ire-Ekiti	Oye L.G	Ekiti	Regent	1999-2004	5 years
8	Princess Fehintola Omolewo	Ayegabju – Ekiti	Oye L.G	Ekiti	Regent	1997-2004	7 years
9	Princess Bosede Elizabeth Fadiya	Oloje-Ekiti	Oye L.G	Ekiti	Regent	2002-2004	11 1/2 years
10	Princess Adeboboye Aladeyelu	Igbara Odo Town	Ekiti South West	Ekiti	Regent	1996-2006	11years

Sources : Dailies, Periodicals, books and fieldwork.

The equality of women with men in traditional rule is nowhere more prominent in proverbs than in a popular proverb among the people of Owu kingdom, which according to Johnson, says: Abimo l'Owu oni ako tabi abo ni, ewo ni yio se omo ni be? (a child is born at Owu, and you ask male or female: which will be a proper child?) (Johnson, 1921:206). By this proverb, among the people of Owu, sex has nothing to do with who occupies traditional stool but ability to perform.

However, in places with rigid patriarchal domination, females rebelled by embarking upon formations of similar governing institutions to intervene in monopolization of governance by males. This, in the pre-colonial days, led to establishment of what is variously called "dual-sex political system", "dualism of nature" or "man-woman bi-polarity" (Uchen, 2001:42&43, McDonnell, 2003:11, Yoruba voice, 2005:14). In Ilesha, Osun State, for instance, in response to the tyranny of male rule, each neigbourhood had its own female chief chosen by the female members of that neigbourhood and she represented them in the council of women chiefs. Among the Ondos and Ijero-Ekiti as well, women had their own complete governing institutions and leaders "Oba"(king) called Lobun or 'Oba obinrn' (Queen) in Ondo and Ijero-Ekiti respectivly. They had their own palaces, High Chiefs, chiefs and attendants like their male counterparts (Makinde and Aladekomo, 1997:78, The Westerner, 2006:2). See the organogram below. Their own council of chiefs also deliberated separately on matters affecting their towns. In fact they also have the power to confer chieftaincy title on the deserving people like the male monarchs, although in the case of Eyegun in Ijero-Ekiti, permission to do this, especially in this modern time, must first be sought from the king (Makinde and Aladekomo, 1997:78).

Eyegun, "Oba obinrin"(Queen)

Ojumu
(Next in command)   Eyelaye

The Ikoyi
Omupetu

Odofin Ijero   Ejemu Ijero

Eye Baasa   Eyewi
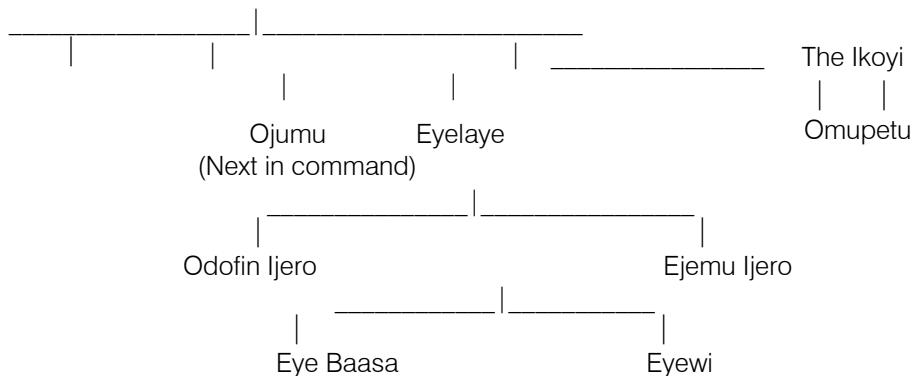
Source : Dele Olowu and John Erero,(1997) Indigenous Governance System in Nigeria, Ife: Research group on Local Institutions and Socio-Economic Development, Department of Public Administration, Obafemi Awolowo University.

MALE KINGS
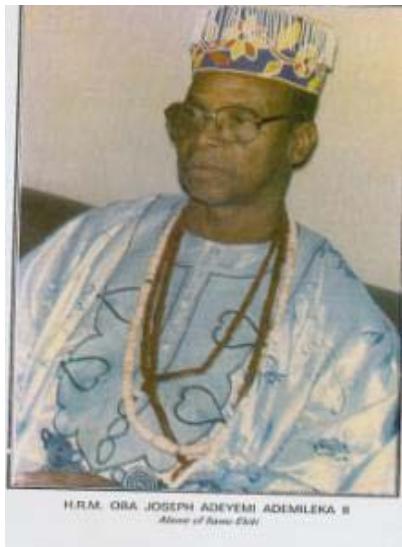
FEMALE KINGS

Alawe of ilawe-ekiti
(Obabinrin) of ilawe-ekiti

EYELOFI (OBABINRIN) OF ILAWE-EKITI

Ajero of IJERO-EKITI

EYEGUN (OBABINRIN) of IJERO-EKITI

ASHARUN OF ISHARUN

EYEULE (OBABINRIN) OF ISHARUN

THE LOBUN OF ILE-OLUJI
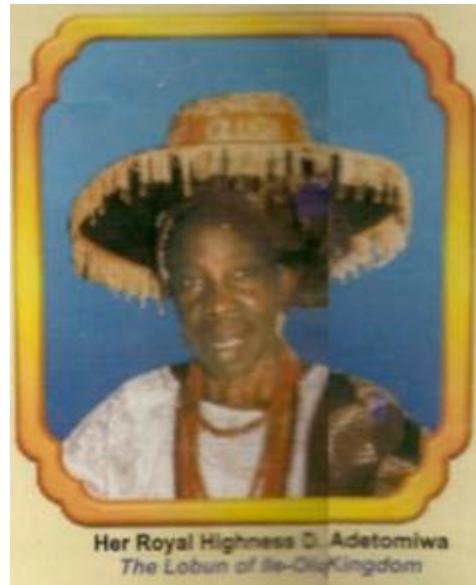
THE LOBUN OF ILE-OLUJI

OSHEMAWE OF ONDO

OSHEMAWE OF ONDO

The Omu of Okpanam
Dr. Marthia Dunkwu

The calendar below illustrates the manner of relationship between male and female kings in the communities where this tradition prevails in Africa:
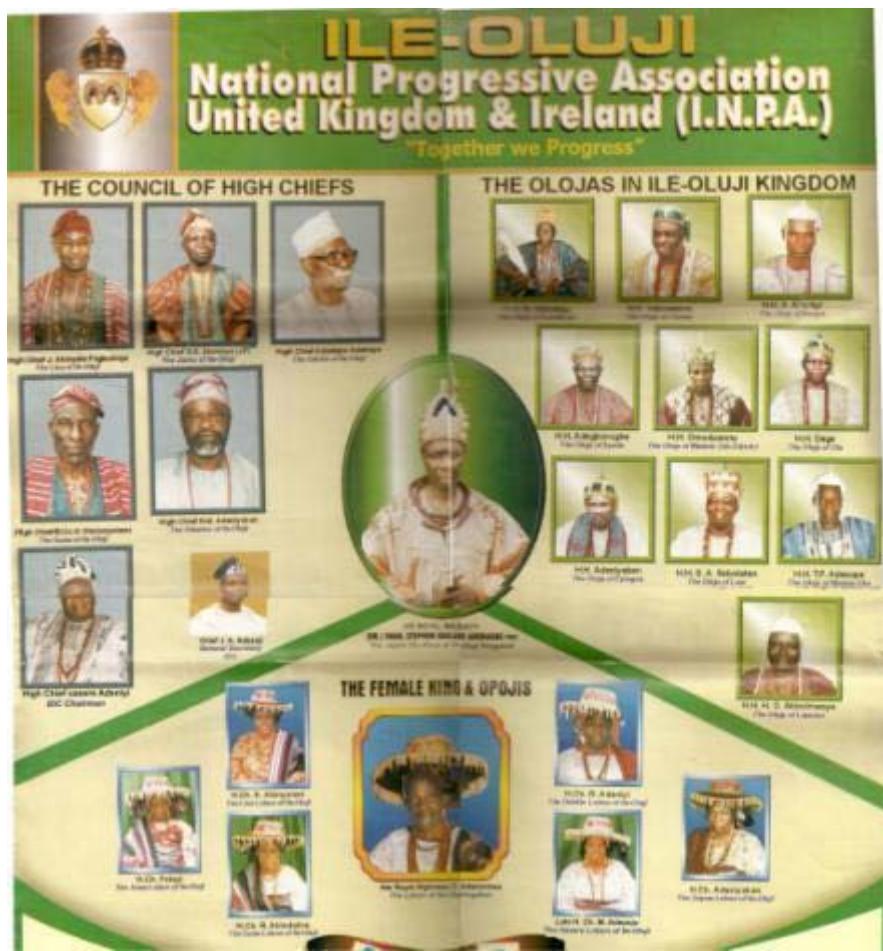
Above is a calendar of Male and Female kings with their respective chiefs at Ile-Oluji in Ondo State of Nigeria.

MALE PALACES

FEMALE PALACES

The palace of Osemawe of Ondo.
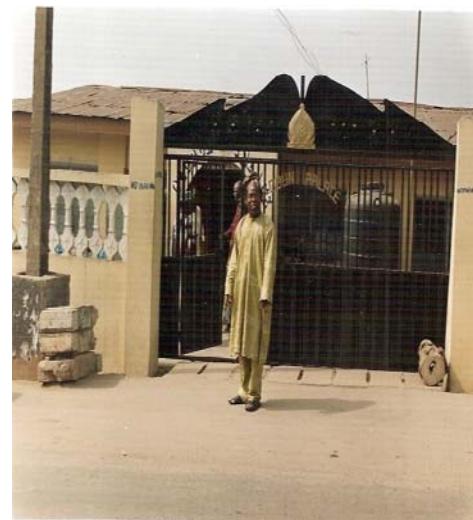
The palace of Lobun of Ondo

The palace of Obi of Okpanam

The palace of Omu of Okpanam.

The Palace of Jegun of Ile-Oluji.
(Olasupo, 2010:148)

The Palace of female monarch of Ile-Oluji

Female King Cabinet Members in Ondo and Ile-Oluji

Lobuns (female kings)	Osemowe and Jegun (male kings)
1. The High Chief Lisa Lobun	1. The High Chief Lisa
2. The High Chief Jomu Lobun	2. The High Chief Jomu
3. The High Chief Odofin Lobun	3. The High Chief Odofin
4. The High Chief Orangun Lobun	4. The High Chief Sama
5. The High Chief Supou Lobun	5. The High Chief Odunwo
6. The High Chief Sasere Lobun	6. The High Chief Sasere
(Olasupo, 2010:145)	

At Ibokun in Oriade Local government of Osun State the male and the female king have equal number of king makers and nomenclature. Find them stated below:

MALE KINGMAKERS	FEMALE KINGMAKERS
Odofin	Odofinbinrin
Ejemu	Ejemubinrin
Aro	Arobinrin
Osolo	Osolobinrin
Saba	Sababinrin
Sajuku	Sajukubinrin

(IsholaOlomola,Bade Ajuwon, Dayo Omotosho, 2003:102)

Male and Female kingmakers in Kajola Ijesha, Ori

Male king	Female king.
Baba Orisa	Yeye Orisa
Baba Odofin	Yeye Odofin
Baba Aro	Yeye Aro
Baba Salaro	Yeye Salaro
Baba Ejemo	Yeye Ejemo

(Olasupo and Fayomi, 2012:17)

Related to this is the equality of women in provision of certain services to the state. One of the traditional state services, which women provided in the pre-colonial days, was security not only for the king and the state but themselves as well. For instance in the days of Oyo Empire, the Ilaris (Female bodyguards of the king numbering up to 48 but denizens of the king's harem provided security for the king (Johnson, 1921:67). When the security of the empire was breaking down as a result of the disagreement between the ruler of the Empire, Alaafin Aole, and his prime-minister Basorun Gaa, it was the Palace women that intervened not only to support the king but more importantly took over his personal security. They said:

A wa lehin re.	We support you
Gbogbo irunmole aafin yi wa lehin re	All the spirits in this palace are behind you
Awon Iyami wa lehin re….	My mothers (the witches) are behind you
Osoronga –a-pa-ni-ma-wa-gun	Osoronga –one that kills without a trace
Olokiki oru at'ori jeran	One prominent at midnight, that eats
Ati'idi j'edo enia…	Animals from the head
Awon l'lolobe ide	They are owners of the bronze knife
Awon l'ogalanta ti mu 'mi talotalo	They are ogalanta that drinks water talotalo
Awon ni ifa, awon l'Odu-aiye –Iya ooo!	
(Faleti 1972: P29).	They are the Ifa, they are the hidden truth-of The World –Oh Mother! (**My** *translation*)

For them as well, where the traditional state fails to provide security for women, especially the traders, they, (women) responded appropriately. According to Faseke, Mabogunje and Ade-Ajayi:

> The women, like the men, traveled in **caravan** for protection. In 1833, Lander observed that one hundred wives of the Alaafin trading at Ilora.
>
> Writing of Ibadan in the second half of the 19th Century, Johnson says: the women of those days were as hardy as the men and often went in a body of **caravans** to Ikere and Apomu for corn and other foodstuffs although the road was unsafe for the kidnappers (Faseke, 1998:153)
>
> Hugh Clapperton in 1825 also found the wives of the Alaafin of Oyo trading far away from home at 'Duffo', south of Shaki, and noted "like other women of the common class they carried large loads on their heads from town to town". Other travelers in 19th century Nigeria who met trade **caravans** along their journeys emphasized the considerable number of women amongst them (Mabogunje, 1961:15)
>
> Traders gathered at agreed times and places and traveled together in **caravan** (Ade-Ajayi and Smith, 1964:3)

VII. Proverbs, Women and Tyranny

The proverb ki lo kunrin se ti Obinrin ko lese (what do male do that female could not do) is exhibited in the fact that there is gender in tyranny and war. Yoruba history record a powerful high chief in Oyo Empire (Basorun Gaa) that became the head of Oyo mesi and became so tyrannical that he installed and removed not less than four Alaafins in succession, all of whom he made to commit suicide (Akinjogbin, 2002:38). Ibadan kingdom provided a female counterweight to this. In it emerged a tyrant woman chief, Efunsetan Aniwura (owner of Gold) Iyalode Ibadan (woman leader in Ibadan) Many factors contributed to seeing Efunsetan as arch-tyrants. One, she was alleged to have refused her female slaves to marry. Two, in her court, she tried, found guilty and executed expectant mothers among her slaves – without recourse to the traditional ruler of the community, Latosa (Awe, 1992:69), Akinyemi, (1998:174). Although Awe tries to white wash this by claiming that Efunsetan was so powerful that no one dared take liberties with her female slaves. "Indeed" Awe continues, "many of them got married to other slaves or contracted marriages with free men outside Efunsetan's compound on the payment of the usual

redemption price. There is also strong evidence in the traditions of her humane treatment of these slaves". The defence, being put up by Awe to rub off these accusations of tyranny against Efunsetan, continues thus. "For instance she" Efunsetan "developed great attachment to one of her slave whom she nicknamed Bobore (i.e. if you have a real friend she is worth more than a host of relations). Part of other defence of Awe, for Efunsetan, was that, after Efunsetan's death, one of her slaves was still well enough to go back to his home in Ilesha and rise to become the ruler, Owa Ataiyero".

But these are weak defense that cannot clear Efunsetan of this accusation of tyranny. Efunsetan was not the supreme authority in the community of her time. Latosa, the traditional ruler of the then Ibadan kingdom, who installed her as Iyalode was. Even Latosa was not himself absolute, as Alaafin of Oyo was then Ibadan's overlord. When similar case of murder took place within the same kingdom at that time, Latosa referred the case of the convicted murderer to Alaafin (Awe, 1992:69). Why didn't Efunsetan take Latosa, her ruler, into consideration before she carried out execution orders her court passed on the expectant slaves? The convicted and executed slave ladies should have been

allowed to appeal to this higher authority, Latosa, who could have in turn sought the view of his overlord, Alaafin of Oyo. On similar case of murder committed in his domain Latosa sought the view of Alaafin before he carried out the death sentence passed on the accused. If Efunsetan's paramount ruler, Latosa, could do this why must Efunsetan by passed not just her ruler, under whom she was a chief, but also her community overlord, Alaafin of Oyo? That she did not consult with the higher authority of her community of those days but took laws into her hands was a serious crime against the traditional state. Hence, she stands condemned as a tyrant.

VIII. Proverbs, Women and War

Initially in Yoruba history, there was gender in war roles. While men went to war front to fight, women, according to Akinjogbin, formed "a kind of rear army to organize food for the soldiers and organize civil defense for the town" – chasing back any soldier who ran home from the war front (Akinjogbin, 2002:147). But when women discovered that men were not properly securing their securities, they picked up the gauntlet. Hear Madam Tinubu for example:

Eyin e wo o. Obinrin lo n jiya ibe.	Look. Women bear the brunt.
Boko ba ku gbogbo eru a di toun nikan.	When husband dies all the belongings Go to him alone.
Bomo ba ku, a dagan osan gangan,	When the child dies we became barren.
A donibanuje okan	we became sorrowful
Obinring lo n jiya ibe! Eran ku o fise	Women bear the brunt! When animal dies
Sile fawo	the skin bears the brunt
Iwofa ku, o da aawo sile	serf's death create problem.
Eni to ku, eku isimi, eni to ku	He that is dead, rest in peace, he that is alive
E kuu wahala	Carry on your stress.
Awa o nii gba ki okunrin kan sa lo	We wont allow any man to run away
Awa o nii gba ki ogun wolu Egba	we won't allow incursion of war into Egba
Eyin okunrin Egba e ye e ma fiya yi je waa	You Egba men stop punishing us women (Isola, 1983:5) (**My Translation**)

This clarion call of Madam Tinuubu was heeded not only in Egba kingdom but other ones in Yorubaland. For instance a woman said to be the daughter of Ogunmola, a powerful Ibadan warlord, "gathered a small army of her own, rode on a horse back and patrolled the boundaries of Ibadan to make sure Ijebus did not come in". In Benin, Queen Idia was believed to have her own army that she once led to war that defeated the Idah army. Similarly, in the pre-colonial inter kingdom wars, "Of the total force of sixteen thousand (16000) that attacked Abeokuta" according to Uku, "during the warfare with the Amazons of Dahomey, over six thousand (6,000) were women"(Uku, 1991:28, Akinjogbin, 2002:147, Awe, 1992:27)

As a matter of fact two leading Yoruba women who were wealthy, influential and high chiefs of their respective kingdoms, who also dealt in arms and had their own standing armies, were Efunsetan Aniwura (Owner of Gold) and Madam Tinuubu. While Efunsetan mingles with military leaders in Ibadan at that time, and had large number of slaves she readily put to the use of these military leaders, Madam Tinubu had her own standing army. Besides, both of them, Efunsetan and Tinubu, also dealt in ammunitions such as gunpowder, guns and other related ammunitions, which they sell to war leaders mostly on credits (Awe, 1992:67). Madam Tinuubu testified to this when she said:

Mo lomo ogun, mo lota mo letu,	I have warriors, I have bullets, I have gunpowder,
Mo lowo, mo leeyan, mo si lenu	I have money, I have people and I have mouth (Our *translation*) (Isola, 1983:7)

These activities of women regarding war and war related matters are buttressed by a proverb that says, ki lobinrin ng se ti obinrin ko le se? (What do men do that women cannot do?

IX. Proverbs, Women and Economy

Evidence of dual sex economic system, just as dual sex political system, also existed in the economy of the pre-colonial Yorubas. While males dominated the farming activities, females dominated trading and craft. But farming, being the largest and most important economy, men used their patriarchal advantage by making women assistants to their husbands in the farms. In fact the institution of polygamy arose from this system of farming that made women subservient to their male counterpart. However, when market economy developed, women who formed the bulk of the traders and crafts rushed into it and dominated it (Vagale, 1971:1, Osinubi and Amaghionyeodiwe, 2005:74).

The humbleness of women was reflected here unlike males who believed in rigid stratification. Queens, wives of the monarchs were not left out in the development of the state economy. They carried large loads on their heads from market to market not only within the town but also between them, including long distance ones such as Shaki, Apomu and Ikire (Mabogunje, 1961:15, Faseke, 1998:153). This never reduced their royalty, as they were deferred to in the area of tax. While ordinary women traders carrying loads were taxed, wives of the various kings were exempted as a mark of respect for the institution they represent (Hodder and Ukwu, 1969:27). According to Hodder and Ukwu:

"these asses were the first beasts we had observed employed in carrying burdens, for hitherto people of both sexes and of all ages, especially women and female children, have performed these laborious duties. Taxes were usually imposed on those traveling along the roads" (Hodder and Ukwu, 1969:27)

Given these, ki lokunrin ng se ti obinrin ko le se? (What do males do that females cannot do?). As a matter of fact the dominance of market by women led to the creation of market deity whose priestess was called Eni-Oja (owner of the market) before who even the king leaned on the day he went to worship in the market (Johnson, 1921:66).

X. Proverbs, Women and Religion

In the Yoruba traditional state, religion is used as a powerful means of checking the rulers. Among the Yoruba people, the king is perceived as "Alase Ekeji Orisa", (meaning the Chief executive and the next in rank to the gods). Whatever he does as the traditional ruler or king of a particular community is believed to be derivable from the supernatural forces – guide

against misuse of power and growing despotism, it also acted as a check. (Ekong, 1989:132, Ikelegbe, 1989: 147-151, Osaghae, 1989:59)

Initially, goddesses in Yorubaland were wives to the male gods. The varieties of gods with their goddesses are Oduduwa, the progenitor of Yorubas (this is contested) and his wife Olokun (the goddess of the sea); Sango (god of thunder) and his wife, Oya, (goddess of the rivers); Obatala (god of divinity) and his wife Yemoo (the occupier of the groove). With time ordinary women began to see these goddesses as pro establishment, since their husband priests controlled them. Proverbially, they (ordinary women) derided the wives of the priest who also doubled as priestesses thus: ta lesinsin ki ba gbe fun bi kii se elegbo (whom would the flies support if not a person with sore). See picture below:

ODUDUWA THE PROJENITOR OF YORUBAS

GODDESS OLOKUN, WIFE OF ODUDUWA

The devotees of Olokun that does not exclude male kings at Olokun annual festival

SANGO (god of thunder)

OYA (goddess of the rivers)

OBATALA (god of divinity)

OSUN (goddess of river Osun)

OSUN (goddess of river Osun)
Source : Palace of Ooni of Ife.

With this, ordinary women began to realize their potentials as individuals and groups. They discovered that they are, by nature, "patient, methodical and, in some cases, endowed with supernatural power" – supernatural power they can exercise through witchcraft and ritual roles as priestesses and guardian of religious cults. Thus, those of them having supernatural power (witchcraft) constituted themselves into cults that were exclusive to males. But a sizable number of them are also present in other male dominated cults such as Ogboni, Egungun, Gelede, Oro and Osugbo. These cults exercised a lot of powers in the selection of a new king, constituting a check to his power and deposing him if necessary (Ekong, 1989:132&136; Ilesanmi, 1998:38; Makinde and Aladekomo, 1997:74). As a matter of tradition, in some communities, women were organized into junior and senior cults that served as machinery for inspiring and mobilizing women to play

these specific roles in the society. In Akure, Ajashe-Ipo and Igbomina, for instance, association of princesses of the royal family constituted the kingmakers for choosing the next traditional ruler of the town (Afolayan, 1998:24). In Akure, the association of the princesses became so prominent that the monarch of the town began to give them recognition. While the official recognition for them in Akure came about in 1533, in 1599 Oba Atakumosa created one in which "Members were his own daughters and the other princesses in the kingdom" but ensured that one of his own daughters headed it (Afonja, 1983:146). Post-colonial continuation of this was the constitution of Orangun, another association of princesses, by Oba Adesida in 1940.

Women without any supernatural power also had raw power to check the excesses of not only the king but cults as well, where they (cults) appeared to gang up against traditional processes or procedures of doing things, especially if it concerned selection or deposition of unwanted traditional ruler. Owu women of Abeokuta demonstrated this in 1938. In their protest, according to Bola Ajibola:

> "women removed all their dresses and marched out and protest naked, and Somoye was prevented from becoming the Olowu of Owu (Comet, 2005:11)

Women in this same place demonstrated again in 1948 against the imposition of the autocratic Sole Native Authority system on the people of Egba., women in Abeokuta, under the leadership of Mrs. Ransome Kuti,, protested. Their disgust with the Sole traditional ruler was expressed thus:

> The system of Sole Native Authority (SNA) had been a great source of oppression and suppression to the Egba people. Even most of the members of the council were not free to express their minds. The Alake always passed as 'Mr. Know all". The Egba women would very much like the power of SNA removed because we are not happy under it. It is foreign to the custom of Egba (Awe, 1992:139).

Parts of the dirge composed by Abeokuta Women Union (AWU) for their traditional ruler, Alake, who asked them to pay tax, ran thus:

> Ademola Ojibesho
> Big man with a big ulcer
> Your behaviour is deplorable
> Alake is a thief
> Council members, thieves
> Anyone who does not know Kuti will get into trouble
> White man you will not get to your country safely
> You and Alake will not die an honourable death
> (Awe, 1992:79).
>
> *(Translated by Mrs. Ransome-Kuti)*

The women's protest culminated in the abdication of the Alake, the traditional ruler of the town,

from office and was exiled to Osogbo in 1948. He abdicated with these words:

> I cannot bear any longer the sight of turmoil, strife and discontent. I have decided …in order to avoid blood shed, to leave the environs, of my territory in the hope that after a time, frayed tempers will subside and atmosphere of calm prevail (Awe, 1992:143).

Inspired by these developments in Abeokuta, women in Ijebu and Iseyin followed suit by fighting their paramount rulers, the Akarigbo of Remo and Aseyin of Iseyin, for asking them to pay taxes (Uku, 1991:29). So ki lobinrin ng se ti okunrin ko le se? (What do men do that women cannot do?)

XI. Conclusion

In all, about six proverbs that challenged patriarchy and demonstrated women equality with their men counterparts have been examined. They show women relegation in all spheres of human life in Yoruba traditional society is as old as the society itself. As well, they show that the struggle to rectify this by women in particular and all believers of gender equality in general, are as well antiquated as the gender inequality and brutality. Thus, modern efforts to elevate women, hooked down by traditional and cultural biases, are catalysts to addressing Yoruba traditional biases against women but not the initiator. Proverbs are. They not only highlight the problems but also took steps to concretely address them. However, the intervention of United Nations and its globalization of gender problems, as well as ways forward, more than three decades ago, have impacted strongly in addressing the gender problems raised by Yoruba proverbs.

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A Diagramatic Study of Different Models of Mass-Communication

By Mohd. Aslam

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Abstract - This research paper undertakes the examination of the different diagrammatic models of the masscommunications. Communication is a natural instinct of all living creatures. It is a basic need of all human beings .It plays all the more significant role in the present day masscommunication which is complex, dynamic and socially oriented. Effective models of mass-communication keep the mass-media vibrant, vital and smooth sailing. First of all, we would discuss 'Mass Communication. Mass communication is the academic study of how individuals and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate to newspaper and magazine publishing, radio, television and film, as these are used both for disseminating news and for advertising. Sources of Mass Communication are the most important means of framing public opinion, and media contents are in accordance of public opinion.

Keywords : Communication, models, Mass-media, Mass communication, basic structure, diagrammatic.

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A DIAGRAMATIC STUDY OF DIFFERENT MODELS OF MASS-COMMUNICATION

Strictly as per the compliance and regulations of:

A Diagramatic Study of Different Models of Mass-Communication

Mohd. Aslam

Abstract - This research paper undertakes the examination of the different diagrammatic models of the mass-communications. Communication is a natural instinct of all living creatures. It is a basic need of all human beings .It plays all the more significant role in the present day mass-communication which is complex, dynamic and socially oriented. Effective models of mass-communication keep the mass-media vibrant, vital and smooth sailing. First of all, we would discuss 'Mass Communication. Mass communication is the academic study of how individuals and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate to newspaper and magazine publishing, radio, television and film, as these are used both for disseminating news and for advertising. Sources of Mass Communication are the most important means of framing public opinion, and media contents are in accordance of public opinion. As far as basic structure of mass media as concerned, it is adopted from western countries. So when we try to impose that theoretical pattern on our socio-political-economic set up, we find ourselves uncomfortable and incompatible. Indian writers are working in this field but still it is in western shades.

Keywords : Communication, models, Mass-media, Mass communication, basic structure, diagrammatic.

I. Introduction

This short definitional paper is written in an attempt to engage others in the discussion and consideration of the evolution of our communication system and how we might best conceptualize it. In the third and fourth editions of *Mass Communication in Canada,* Lorimer & McNulty (1996) and then Lorimer & Gasher (2001) dealt with the evolution of the Internet by reviving an old term, *public communication.* They spoke of the Internet as an extension of public access to worldwide communication technologies such as the postal system, telephones, and telecommunication. The intent was to draw attention to the Internet as an extension of a certain organization of communication technologies rather than a brand-new, revolutionary technology that we had never seen before and which was going to change democracy fundamentally (as the rhetoric of the day suggested). For the developmental stage of the Internet at that juncture, the dichotomy of mass and public communication sufficed. However, with the expansion of the capacities of World Wide Web technologies, and specifically the ability of anyone to broadcast by means of a Web site to the whole world, such a dichotomy no longer works. The redefinition of *mass communication* presented in this paper, within a social model of communication itself that conceptually embraces the Internet, seems a much more useful way to proceed. The Concise Oxford Dictionary (9th ed.) offers a variety of meanings for the noun mass. Included among them are: "a coherent body of matter of indefinite shape. a dense aggregation of objects a large number or amount an unbroken expanse covered or abounding in a main portion the majority (in pl.) the ordinary people affecting large numbers of people or things; large-scale" (Thompson, 1993, p. 838). The purpose of including so many definitions is to point out that, moving into semiotics for a moment, the sign mass is complex and extensive, truly polygenic. And extensive as the definitions of mass are, The Concise Oxford does not wholly recognize the use of "mass" by social theorists. The closest it comes is to provide an example of large-scale: "(mass audience; mass action; mass murder)" (p. 838).

Mc Quail (1983, 1987, 1994), in each of his introductions to Mass Communication, and Tim O'Sullivan and his colleagues, writing in 1983 in Key Concepts in Communication, note what they term mass society theory of the early twentieth century. This model of industrialist/capitalist societies portrayed them as composed of elites (capitalist owners, politicians, the clergy, landowners, artists, intellectuals) and workers.

II. The Objectives of this Study Are as Follows

1. To study the basic structures of mass communication models
2. To study the significant changes in the models of mass-communication with the change of time.

III. Research Methodology

The study deals with the examination of the diagrammatic models of the mass-communications it is based upon the secondary sources. We have tried touching all the aspects in present scenario with historical, philosophical and analytical approach. This research work and explains the direction of literature studied. Let us review some literature concerned with the topic of our research. A number of books deal as a text book for mass communication Wilbur Schramm's

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book is a collection of selected readings which covers different aspects related to mass communication. Especially it concerns itself with the scope and purpose of communication, the factors, involved in the process and the role of language in human behavior. It defines and describes factors affecting communication and its result. It derives the multidimensional approach in studying the mass communication models.

a) *Shannon and Weaver's Mathematical Model of Communication:-*

In 1949, Claude Shannon and Warren Weaver proposed a mathematical model of communication that makes reference to the basic organization of communications technology. In this model, seen in a person, the encoder, formulates a message by, for example, putting an idea into words. Words are symbols for an idea, for example the word *chair* represents the object *chair*. The person (or device) receiving the message, the decoder, unravels the signals and, on the basis of the symbols sent, formulates meaningful content. In this case the decoder would formulate an idea of the object "chair," which has been coded into speech or writing. (The nature of the idea so formulated by both encoder and decoder, by the way, is complex, not simple.) The channel is the medium through which the message is conducted, for example a human voice in air. The decoder may then let the encoder know that she or he has understood the message (through the same process, sending a message back). This might be done by means of a simple non-verbal nod of the head and a smile. Or the decoder might carry on the discourse, taking it in a new direction, for example, "Which chair?" These responses are called feedback. Any interference in the transmission of the intended message is referred to as noise. Noise may be loud background noise that makes it difficult to hear, a heavy unfamiliar accent, the snow on a television screen, static on the radio, a misplaced paragraph in a newspaper, or the imperfect encoding into words of the idea that the encoder has in his or her mind
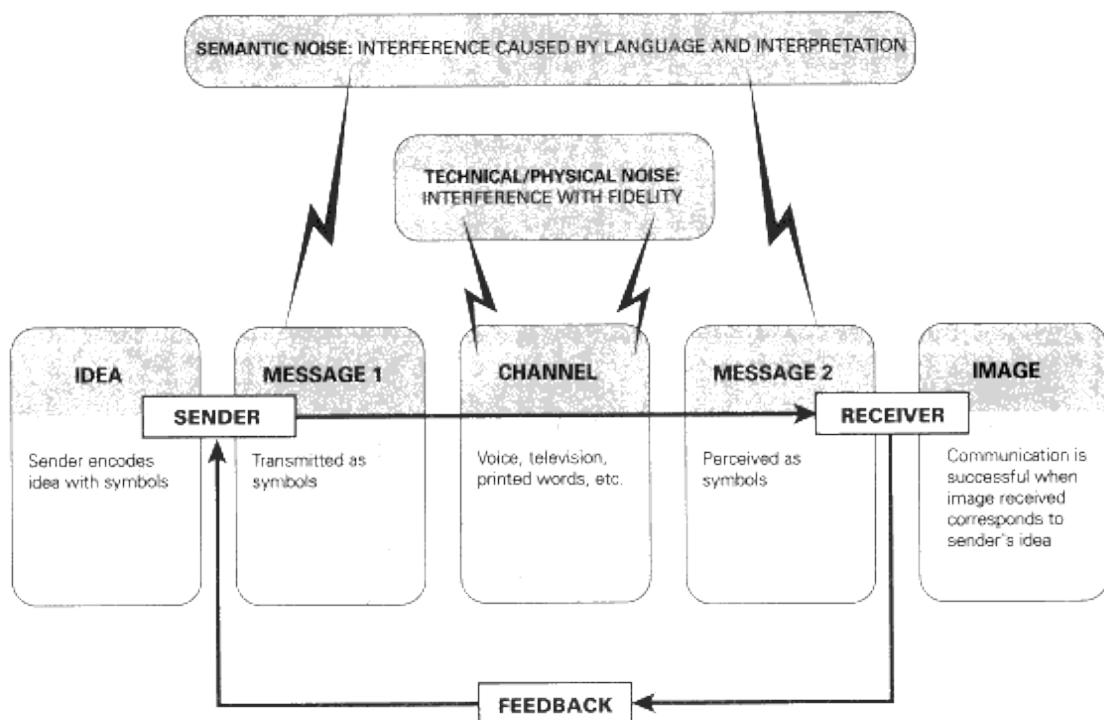
b) *Socioal Models*

The model is shown below as it is designed to emphasize social variables. The social context within which message formulation takes place is termed the "encoding envelope." At the other end, the "decoding envelope" represents the context of ideas and understandings that the decoder brings to deciphering of the encoded message. (The nature of these envelopes of understanding and meaning exchange is the stuff of semiotics, as well as of discourse analysis, and other theories of meaning generation and communicative interaction.)

In between the encoding and decoding process, the model turns away from the transmission channel and the distortion that noise introduces and focuses on the transformation of any message that any medium (or channel) introduces. At one level, to put an idea into words is not the same as painting a picture in

an attempt to communicate the same idea. At another level, a news story on television is not the same as a newspaper write-up of the same story. Similarly, a novel differs from its movie adaptation. In fact, talking to a child, a friend, or a person in a position of authority transforms both the content of the message and the choice of media as well as the manner in which the chosen media are used. In encoding, the envelope of activities the person doing the encoding engages in includes taking into account the physical and social context as well as the person for whom the message is intended. In transmitting, the media transform the message in encouraging a certain structure in the encoding process, and they further transform it by making certain elements predominant for decoding. Television emphasizes the picture. Writing emphasizes linearity and logic.
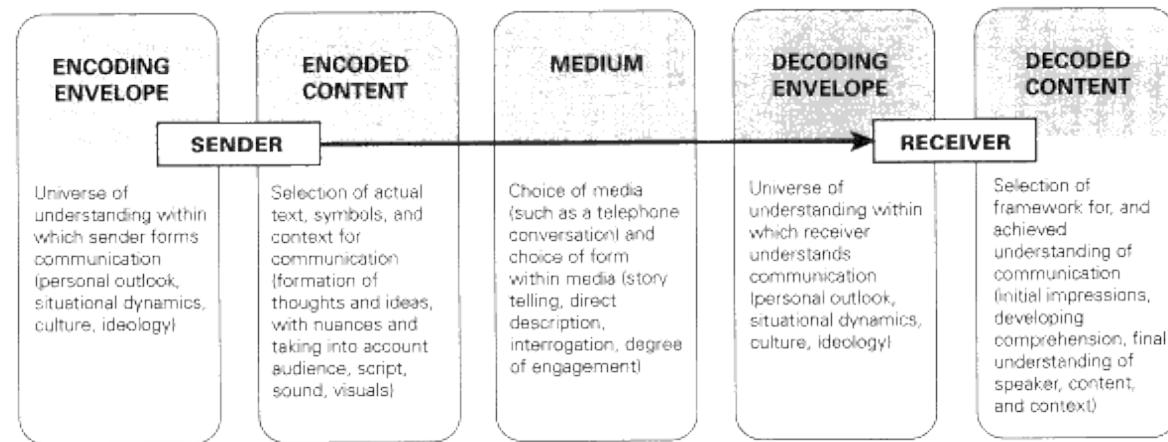
What can we take from this model to bring forward a social definition of communication? Viewed from a social perspective, communication is the process by which a message (content) (meaning) is encoded, transmitted, and decoded and the manner in which a message.

IV. Result/Conclusion

These changes are far more significant than people, including members of the media and media theorists generally, recognize. In a sense, these changes expose O'Sullivan and his colleagues' caveats to be an awareness of an inadequacy of the mass communication system at a particular stage in its evolution. Like Newton, before Einstein, O'Sullivan, Hartley, Saunders, & Fiske described what they saw in the context of their time. What they could not imagine was technology developing that would allow interpersonal communication on a mass scale. No one did, except Marshall McLuhan, and few understood fully or believed what McLuhan actually claimed. So, reflective of their time (and then-current usage of the term), they defined mass communication not as mass communication at all but rather as the mass distribution of information and entertainment products. Looked at now, such a definition appears to carry echoes of mass society theory: not its moral, anti-alienating force, but its view of mass communication as centralized production and widespread distribution.

The past ten years of technological change have set in place communication on a mass scale. As a consequence, we are now in a position to put forward a new definition of mass communication with three different subsections. Here they are.

Mass communication is state- and interstate-organized transmission of intelligence, including (1) centralized mass information or entertainment dissemination (encompassing radio, television, newspapers, film, magazines, books, recorded and performed music, and advertising); (2) decentralized information or entertainment dissemination (on the World Wide Web); and (3) provision for decentralized media-based interaction on a mass scale (via, for example, telephone, the mail, e-mail, pagers, two-way radio, and fax).

1. Centralized mass information or entertainment dissemination - in shorter form, centralized mass communication - is the corporately financed industrial production of entertainment and information to large, unknown audiences by means of print, screen, audio, broadcast, audiovisual, and Internet technologies or public performance for both private and public consumption. In certain instances (e.g., broadcasting and, less often, print) it is state regulated.

2. Decentralized, publicly accessible, information or entertainment dissemination - in shorter form, decentralized mass communication - is the wide dissemination by individuals or organizations either through ready access to, or wide distribution of, symbolic (i.e., information or entertainment) products through sometimes state-regulated, publicly accessible channels (e.g., the Web, e-mail).

3. Public mass communication - in shorter form, mass communication - is communication on a mass scale: the exchange of intelligence at the societal level among individuals or small or large groups by means of publicly accessible, sometimes state-regulated channels.

Result that by reconfiguring mass communication in this way, the public access component gets built into what mass communication actually is, and centralized control becomes a special case rather than the foundation stone of the enterprise.

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India's Look East Policy : Challenges and Opportunities Ahead

By Dr. Homeswar Kalita

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Abstract - Prior to 1991, India almost did not look to its neighbouring Eastern countries. Rather, it maintained a very close relationship with the Western and Middle East countries. Because, firstly, asa colonial habitants of the British – India the entire mindset of the people of India was dominated by the Socio-economic philosophy of the western countries. Secondly, India was tied up with the then USSR during the Cold War period. Thirdly, India had to import most of the imported goods from defence equipments to petroleum products or crude oil and natural gas etc. from the Western and Middle East countries. With the collapse of the Soviet Union the Cold War period came to an end when most of the nations accepted the new era of Globalisation, Liberalisation and Privatization in their economy as well as other socio-cultural fields. The nations have realized that the means to making wealth is by developing of international trade and encouragement of foreign investments etc. The South East Asian countries have also experienced with the New Economic Reform Policies as a result, there have been rapid economic development and growth in South East Asian countries. Thus with the introduction of the "New Economic Policy 1991" India opened its door to the South East Asian countries for trade and other socio-economic activities.

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INDIAS LOOK EAST POLICY CHALLENGES AND OPPORTUNITIES AHEAD

Strictly as per the compliance and regulations of:

India's Look East Policy : Challenges and Opportunities Ahead

Dr. Homeswar Kalita

I. Introduction

Prior to 1991, India almost did not look to its neighbouring Eastern countries. Rather, it maintained a very close relationship with the Western and Middle East countries. Because, firstly, as a colonial habitants of the British – India the entire mindset of the people of India was dominated by the Socio-economic philosophy of the western countries. Secondly, India was tied up with the then USSR during the Cold War period. Thirdly, India had to import most of the imported goods from defence equipments to petroleum products or crude oil and natural gas etc. from the Western and Middle East countries.

With the collapse of the Soviet Union the Cold War period came to an end when most of the nations accepted the new era of Globalisation, Liberalisation and Privatization in their economy as well as other socio-cultural fields. The nations have realized that the means to making wealth is by developing of international trade and encouragement of foreign investments etc. The South East Asian countries have also experienced with the New Economic Reform Policies as a result, there have been rapid economic development and growth in South East Asian countries. Thus with the introduction of the "New Economic Policy 1991" India opened its door to the South East Asian countries for trade and other socio-economic activities.

II. Back Ground of the Lep

The Chinese aggressing of 1962 has taught India about its own rights responsibility and character of its rival neighbors . India was compelled to maintain strategic relationship with the SEA countries. China has maintained a close commercial and military relations with India's neighbor and rival Pakistan. It has been trying to influence Nepal, Bangladesh and Myanmar cultivating extensive trade defense and economic relation. China has adopted some anti-democratic and unethical means to expand its influence over the neighboring country of India like Myanmar, which had been criticized by the international community following the violent suppression of pro-democracy activities in 1988. On the other hand, India's domestic politics and

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economy is largely dependent upon the oil rich Middle Eastern nations, which may be shifted to the oil and natural gas reserves found in Myanmar. This situation reached the boom in 1990 when the USSR, the most faithful partner of India was collapsed.

III. Objectives of the Study

The study has been undertaken with the following objectives;

1) To highlight the main areas developed out of the "Look East Policy" and
2) To examine the trade opportunities coming out of the LEP.

IV. Methodology

The methodology adopted in this study is quite descriptive. Required information have been collect from different books, e-books, News papers, Govt. notification etc. Inferences have been drawn with the help of simple statistical tools.

V. Significance of the Study

The GDP growth rate and GDP per capita Income level of India is not satisfactory in comparison to other major economic players of South East Asia like-China, Japan Singapore etc. To upgrade this condition, India should try to enhance its economic activities in the SEA countries. Since the study has attempted to find out the business opportunities in the SEA countries, it is hoped that this study will help the trade, business and industry sectors to expand their activities in the SEA countries.

VI. Analysis of the Finding

a) A brief introduction of the SEA countries:

A brief description about the socio-economic statistics have been highlighted in the tables 6.1 and 6.2 (Part- A, Part- B and Part- C). There are 15 South East Asian (SEA) countries (excluding China and India) in the said tables. Singapore is the smallest country (land size- 697 square km only) and Indonesia is the largest country (land size 19,04,569 Sq. KM). The smallest size of population live in Brunai (Population in 2010= 4 lakh only) while the largest size of population live in Japan (population in 2010 = 12.7 crore).

Table 6.1 : An introductory statistics of the South East Asian Countries.

Sl.No.	Countries	Capital	Area in Sq.Km	Population in crore (2010)
1	MYANMAR	Yangoon	6,76,578	5.3
2	THAILAND	Bankkok	513120	6.7
3	LAOS	Vientiane	236800	0.63
4	VIETNAM	Hanoi	3,31,210	8.9
5	MALAYASIA	Kuwalalampur	3,29,847	2.8
6	SINGAPORE	Singapore City	697	0.3
7	BRUNEI	Bander Seri Begawan	5765	0.04
8	INDONESIA	Jakarta	19,04,569	24
9	PAPUA NEW GUINEA	Port Moresby	462840	0.6
10	PHILIPPINES	Manila	300000	9.9
11	TAIWAN	Taipei	35980	2.3
12	N.KOREA	Pyongyang	120538	2.3
13	S.KOREA	Seoul	99,720	4.8
14	JAPAN	Tokyo	377915	12.7
15	CHINA	Beijing	9596961	133
16	CAMBODIA	Phnom perch	181035	1.4
17	INDIA	New Delhi	3287263	121

Source : -GK-"ALMANAC"-2012. Edited by –S. K. Sachdeva. Pub. by-Competition Review Pvt. Ltd. New Delhi—110008. Pages from 257 to328

b) *Area of India –ASEAN relation:*

The India ASEAN relationship includes cooperation in sectors such as Science & Technology, Defence, Human Resource Development, Health & Pharmaceuticals, Space Sciences, Agriculture, Information & Communication technology, Transport and Infrastructure, Tourism and Culture and small and Medium Enterprises etc.

c) *Profile of Indias LEP:*

The "Industrial Policy of 24th July' 1991 is known as the precursor to the Look East Policy (LEP) 0f India which was initiated by the them Prime Minister Narasimha Rao and Finance Minister Dr. Manmohan Singh (Now Prime Minister) and followed by the successive Prime Minister Atal Bihari Bajpayee and Dr. Manmohan Singh. It was introduced with a view to develop economic and strategic relationship with the

ASEAN (Association of South East Asian Nations) countries. It has passed two phases since its inception. The first phase started in 1991 and ended in October' 2004. The second phase started from November 2004 and is being continued till the date.

i. *The First phase of LEP :*

a. *Partnership with ASEAN countries :*

The major developments are:— In the first phase, India tried to develop trade, Political cooperation and industrial links with ASEAN countries. India became a sectoral dialogue partner of ASEAN in 1992. In 1995, it became a full dialogue partner. It participated in the ASEAN Ministerial meeting (AMM), the post Ministerial conference (PMC) and the ASEAN Regional Forum (ARF) in July' 1996. In October 2002, the first India-ASEAN business summit was held in Delhi, which was

addressed by the then Prime Minister Atal Bihari Bajpayee. Another ASEAN –India summit was held in on 05th November 2002 at Phnom Penh (Cambodia).

b. *INDIA-ASEAN Regional Form (ARF) :*

India became a member of the ARF in 1996. Such participation has increased India's engagement in Asia-Pacific region both in politico – security and economic spheres. India has launched several activities under this mission such as peacekeeping, marine security and cyber security.

c. *Bilateral Relations :*

India could managed in achieving some major bilateral relations with the South East Asian (SEA) countries since launching of the LEP. High level visit of heads of states from most of these nations have taken place. India has entered into a few bilateral Free Trade Agreements with Thailand and economic cooperation agreements with Indonesia and Singapore. It has entered into bilateral defense agreement with Malaysia in 1993 which includes supply of defence equipments and military training. At the same time, special attention is being paid to Cambodia, Laos and Vietnam under bilater agreements. It is worth mentioning that Indonesia and Singapore have helped India to get into the East Asia summit despite objections from China and some other ASEAN countries. On the other hand, Myanmar has a special place from India's strategic and security perspective.

d. *Under Indo-Myanmar bilateral agreement, India has completed the 160 km "India Myanmar Friendship Road " from Tamu to Kahemyo, Kaletwa built by the Border Roads organization in 2001.*

e. *India has entered into a Framework Agreement on Comprehensive Economic Cooperation (CECA for establishing a FTA in a time frame of 10 years) in 2003.*

f. *India has recognised The Treaty of Amity and Cooperation (1967) on which ASEAN was formed in 2003.*

ii. *The second Phase of LEP :*
   a. *Free Trade Agreement (FTA) :*

The signing of the India-ASEAN Free Trade Agreement on 13th August 2009 at Bangkok is regarded as the cowning glory of India's LEP. The agreement was only for trade-in-goods and did not include software and information technology. Two way trade between India and ASEAN was $ 47 billion in 2008 against the estimation of $ 10 billion.

b. *ASEAN –INDIA Summit :*

The 7th ASEAN India Annual Summit was held on 24th October, 2009. The India-ASEAN Business summits are also held along-with the Annual ASEAN India summits where business delegates meet and interact to enhance the trade relations.

c. *East Asia Summit (EAS) :*

The 4th EAS summit was held at Thailand in October 2009 where PM Dr. Manmohan Singh attended and promised a contribution $ 1 million over a period of 10 years for the Economic Research Institute for ASEAN East Asia (ERIA). India's proposal for establishment of the Nalanda University in Bihar is under active consideration of the EAS.

d. *Bay of Bengal Initiative for Multi Sectoral Technical and Economic Cooperation (BIMSTEC):*

India has played leading role in this grouping. It was established on 6th June 1997 taking Myanmar, Thailand, Sri Lanka, India and Bangladesh. The Second BIMSTEC summit was held in New Delhi in November 2008. India has set up a Tsunami warming centre to share information with the BIMSTEC countries. Various negotiations are underway for a BIMSTEC Free Trade Agreement in goods. In the Myanmar BIMSTEC ministerial summit (December, 2009), climate change issue was included in its Agenda.

e. *Mekong Ganga Cooperation (MGC) :*

The MGC concept was initiated by India in 2000 in Vientiane (Laos), consisting Myanmar, India, Thailand, Laws, Cambodia and Vietnam. This project aims at revitalizing and developing trade, tourism communications and transport. The MGC has undertaken the "Asian Highway Project" to link up Singapore with New Delhi in South Asia via Kuala Lumpur, Ho Chin Minh City, Phnom Penh, Bangkok, Vientiane, Chiang Mai, Yangon, Mandalay, Kalemyo, Tamu, Dhaka and Kolkutta. India has already taken the first step in this direction and has built the road linking Tamu (Manipur) to Kabenyo (Myanmar). Since January 2007, India is holding the chair of the MGC, despite the fact that China has been opposing the MGC since in perception. Under the project, a proposal is under consideration to set up the "Asian Railway Link" connecting New Delhi and Hanoi. With the MGC there is potential for direct flights between Guwahati and Ho-Chi-Minh city Imphal – Hanoi.

f. *India-Japan Bilateral strategic dialogue & pacts - 2011:*

India and Japan held the fifth External Affairs Ministerial bilateral strategic dialogue in Tokyo on 29th October 2011. At the talks, despite its own recent nuclear disaster, Japan assured India of taking forward the civil nuclear cooperation. Japan has also proposed to help in bringing high speed bullet trains to India.

On 6th June 2011, India signed seven agreements with Japan under which Japan will provide loans worth a total of Rs. 8,632 crore would be provided as Official Development Assistance (ODA). The said loans are for various infrastructure development including the Bangalore Metro, power, energy, urban transport, road safety, forestry and financial services etc.

On February 16, 2011 the two country signed a Comprehensive Economic Partnership Agreement (CEPA) which aimed at giving greater market access to both the countries. The agreement covers trade in goods and services and investment where Japan assured India market access of pharmaceutical industry also. The CEPA ensures that the sensitive sectors for India are fully protected. These includes agriculture, fruits, spices, wheat, basmati rice, edible oils, wines and spirits, auto and auto parts. Japan has also committed to cover engineering services such as mechanical, electrical, construction, industrial, design engineers and project management specialists. Apart from that it has also agreed to grand access to additional category of instructors for Yoga practitioners, classical musical and dance practitioners chefs and English language teachers.

g. India - Myanmar Bilateral ties -2011:

On 14th October 2011 India's PM Dr. Singh and visiting President of Myanmar Mr. U Thein Sein held talk in New Delhi, where India sought to booster its ties with Myanmar by offering additional $ 500 million loans. The talk agreed to examine the feasibility of establishing Railway links and speed up work on two hydel projects in Myanmar. Beside other matters, they agreed to boost up cooperation in the oil and natural gas sectors.

h. India – Vietnam pacts – 2011:

On 12th day of October 2011, India and Vietnam signed six agreements which includes a pact to promote oil exploration in South China Sea. In this regard it may be mentioned here that the China raised objections to India exploring for oil in the South China Sea, claiming that it was a part of china. India and Vietnam rejected China's claim, because as per UN the Blocks belong to Vietnam. In the field of security cooperation, the two nations instituted mechanism of a biennial dialogue on security issues. The two countries also decided to increase the trade target to $ 7 billion by 2015 from the present mark of $ 2.7 billion.

i. India – Sourht Korea agreements- 2011:

During the South Korea viset of Indian President Mrs. Pratibha Patil on 30th July, 2011, the two nations signed an agreement for cooperation in peaceful user of nuclear energy. The two sides also discussed the possibilities of South Korea using the India Space Research Organisation (ISRO) facilities for launching its satellistes.

Besides, Mr. Patil also hold discussion with the representatives of the business class of S. Korea, which is home to electronic and automobile giants like LG, Samsung, Hyundai and Daewoo etc. among others.

j. India –Malaysia agreement – 2011:

On 18th February 2011, India signed a Comprehensive Economic Cooperation Agreement (CECA) with Malaysia in Kuala Lumpur. The agreement gives India's doctor and accountants, apart from two wheelers, cotton garments and basmati rice greater access to the Malaysian Market.

k. Other Major Developments:

1. The year 2006 was celebrated as the India China friendship year.
2. India's PM Dr. M.M. Singh visited Japan in December 2006 when the two countries agreed on Social Economic Partnership Initiative.
3. The then President Dr. A.P.J. Abdul Kalam visited the Republic of Korea (S.Korea) in Feb' 2006 at the invitation of the president of ROK for the first time as India counterpart. Four agreements were signed during this visit.
4. The ROK President Lee Myung Back attended as the Chief Guest in the Republic Day 2010, New Delhi. Currently there are about 9000 Koreans staying in India with about 7000 Indians living in Korea.

iii. The China Factor:

It is seen that China (has been trying to keep India outside) is afraid of India for losing its big boss status and trading market in the SEA countries. China has been trying to keep India outside the SEA countries market.

The Chinese commentators have been critical of India's LEP. A People's Daily editorial opened that India's LEP was "Born out of failure" of India trying to play the Soviet Union and the USA against each other for its own benefit during the Cold War, and that trying to do the some with China and Japan by strengthening its ties with the letter would also fail.

China has always been considering India as its rival and trying to be the single player in the SEA countries. It has remained as the largest military supplier to Myanmar and presently to Pakistan also. Most of arms recovered from Indian Militant groups are made in China. India offered to train Myanmar's military personal and sought their cooperation in curbing separatist militant groups the drug trafficking corridor to North East India.

In fact, China is enjoying a number of economic and military advantages over India. China's intention is to maintain its historical dominance role in Asia and also the full control of its economic destiny in the manner of a huge empire like state. The Taiwan crisis of independence, the present Japan's Senkaku islands issues are some important examples of China's ongoing bossism status.

India's main advantages over China lies in its official recognition and use of English language, the language of technology and its relatively clean state of records in economic cooperation with South East Asia.

iv. *Business opportunities for India in the SEA Countries:*

The business potentialities for India lying in the SEA countries can be understood by having a look on the table No. 6.2 (part –A, part B, part C) which is self explanatory to a large extent. The table tells about the International Major Trading Partners, Main Imports and main Exports of the SEA nations in brief besides the GDP and GDP Per Capita Income. India's business community can generate their export at a cheaper price with high quality items of goods and services of such kinds which have been important by the SEA nations from other trading partners. For example, Laos (country No. 3 of table 6.2 (part A) has been importing rice, foodstuff, petroleum products, machinery and transport equipments from countries like China, Russia, France, US etc. India can find a door to export its Basmati Rice, Jaha Rice, petroleum products etc. to Laos under its Free Trade Agreement pact with Laos. In the same manner, India can establish more oil refineries in its NE states like Assam by acquiring Oil Blocks in Myanmar through the OVL.

VII. Conclusion

At present, the LEP has become an established policy having commitment to the SEA nations. Commerce with SEA nations accounts for almost 45% of India's foreign trade. The policy should be wel cared and enhanced to areas like Human Resource Development, democracy and culture – where India has a comparative advantage over the Asian countries. The Nalanda University Project may play a vital role strengthening India's relation with the SEA nations.

Another important matter is that, India is a leading country of the world in Information Technology and Management Sciences. Many SEA countries are interested to set up IIT and IIM campuses in their places.

Tourism may play a vital role in upgrading the present status of LEP. Places of Budhist interest like Budh Gaya, Sarhath and Nalanda and places of Muslim interest like Taj Mahal, Redfort, Fateh Sikri Ajmer etc. have to be suitably promoted to attract the people of the SEA nations.

If India can fulfill the enacted agreements with the SEA nations and fold up new ties and strategies, it will be a stabilizing and balancing force in Asia.

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Table 6.2 (PART- A) : Some economic statistics of the South East Asian Countries.

9	Countries	GDP in 2009 (US billion $)	GDP Per Capita in 2010 (US $)	International Major Trading Partners	Main Imports	Main Exports
1	MYANMAR	57.5	1,100	Japan, E.C, China, South East Asia.	Machinery, Construction and transportation equipment manufactured goods.	Rice, oilseeds, metals, rubber, gems, teak.
2	THAILAND	540.1	8,200	Japan, US, Singapore, Malaysia, Netherlands, UK, Germany, Hong Kong, France, China.	Capital Goods, intermediate goods and raw materials.	Machinery & Manufactures, Agri-product, fishery products
3	LAOS	14.2	2,100	Thailand, Malaysia, Vietnam, Russia, China, Japan, France, US, Hong Kong, Singapore.	Rice, Food stuffs, Petroleum products, machinery, transport equipments.	Electric power, forest products, machinery, transport equipment
4	VIETNAM	256.9	2,900	C.I.S. Countries, Singapore, Japan, Eastern Europe, Hong Kong, Thailand.	Petroleum, Steel Products, Rail road equipments, Chemicals, Medicines, Raw cotton, Fertilizer Grain.	Agricultural products, Coal, minerals, Rubber, palm oil, timber, tin, petroleum, electronics.
5	MALAYASIA	1.7	4,300	US, Japan, Singapore, Western European Countries, Taiwan.	Machinery, Crude Oil, Capital Equipments, Chemicals, Consumer goods.	Rubber, palm oil, timber, tin petroleum, electronics

Table 6.2 (PART-B) : Some economic statistics of the South East Asian Countries.

Sl.No.	Countries	GDP in 2009 (US billion $)	GDP Per Capita in 2010 (US $)	International Major Trading Partners	Main Imports	Main Exports
6	SINGAPORE	243.2	52,200	US, Japan, Malaysia, Hong Kong, Thailand, Taiwan	Aircraft, Chemicals, Foodstuffs, manufactured goods, Petroleum.	Machinery, vehicles, electronic equipment, petroleum products, rubber, food, chemicals, clothes.
7	BRUNEI	19.9	51,200	Japan, Thailand, UK, US, Singapore, S. Korea	Machinery, transport, equipments, manufactured goods, food stuffs.	Crude petroleum, liquefied natural gas
8	INDONESIA	962.5	4,000	Japan, US, Singapore, E.C.	Rice, Wheat, Iron & Steel, Chemicals, textiles	Rice, Cascara, Rubber, coffee, palm oil, tea
9.	PAPUA NEW GUINEA	13.7	2,300	Australia, UK, Japan, Germany, U.S., Singapore, Spain, New Zealand	Machinery, transport equipments, Fuels, chemicals	Gold, Copper, Coffee, Coca, copra, lobster,timber.
10	PHILIPINES	324.2	3,300	US, Japan, Western European Countries and Latin American Countries	Machinery, Food stuffs, chemicals, Pharmaceuticals, Transport equipments.	Clothes, electronic equipments, coconut oil, timber

Sl.No.	Countries	GDP in 2009 (US billion $)	GDP Per Capita in 2010 (US $)	International MajorTrading Partners	Main Imports	Main Exports
11	TAIWAN	735.4	32,000	US, Japan, Hong Kong and Germany	Machinery, Basic metals, crude oil, chemicals	Electronic equipment, metal goods, machinery, Textiles, plastic goods

Table 6.2 (PART- C) : Some economic statistics of the South East Asian Countries.

Sl.No.	Countries	GDP in 2009 (US billion $)	GDP Per Capita in 2010 (US $)	International MajorTrading Partners	Main Imports	Main Exports
12	N. KOREA	40	1,900	Russia, China, Japan, Hong Kong, Germany, Singapore.	Machinery and equipment, petroleum, food stuffs, cooking coal.	Minerals, chemicals and metallurgical products
13	S. KOREA	1.4 Trillion	28,100	US, European Union, Japan	Transport equipment, textiles, oil, grain, chemicals & Machinery	Textiles, electric and electronics, steel, ships
14	JAPAN	4.2 Trillion	32,700	US, Middle East, Western Europe, S.E. Asian Countries	Fosil Fuels, metal ore, raw materials, food stuffs, machinery & Equipments.	Machinery, vehicles, ships, steel, electronic equipments, chemicals automobiles, textiles.
15	CHINA	8.7 Trillion	6,600	US, Japan, Hong Kong, Germany, Taiwan, Macao, Singapore, Canada, C.I.S. Countries, Italy	Grains, chemicals, fertilizer, steel, industrial raw materials, Machinery and Equipments.	Agri-products, petroleum, minerals, metals, textiles, garments, telecommunications
16	CAMBODIA	27.9	1,900	Eastern Europe, Vietnam, Republic of CIS, Japan and India	Food stuffs, Fuel, Machinery	Natural rubber, rice, paper wood
17	INDIA	3.6 Trillion	3,100	US, UK, CIS countries, Japan, EC, Middle East	Machinery & Transport equipments, Crude oil & Natural gas, edible oils	Jems & Jwellery, Engineering goods, tea, leather manufactures, textile & clothing, fruits, petroleum products, rice, wheat.

Source : -GK-"ALMANAC"-2012. Edited by – S. K. Sachdeva. Pub. by-Competition Review Pvt. Ltd. New Delhi – 110008. Pages from 257 to328.

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Impact of Internship Programme on the Performance of Public Health Care Institutions

By Eunice A.Yeswa, Ochieng Okaka, Dr. Stanley N. Mutsotso, Odhiambo Odera & Hazel Miseda Mumbo

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Abstract - The study seeks to obtain the impact of internship programme on the performance of public health care institutions. Contextual factors are sought that influence the relationship, impact and effect between internship programme and performance of public healthcare institutions. The research design adopted is descriptive survey through both qualitative and quantitative data. This study is conducted in Kakamega County, western region of Kenya. The population of the study is 2225 with a stratified randomly selected sample of 444 respondents. Primary data is collected through questionnaires while secondary data is sourced from official hospital records, journals, text books and internet articles. Data is analyzed using descriptive and inferential statistics. The study concludes that internship programme influences performance of public healthcare institutions.

IMPACT OF INTERNSHIP PROGRAMME ON THE PERFORMANCE OF PUBLIC HEALTH CARE INSTITUTIONS

Strictly as per the compliance and regulations of:

Impact of Internship Programme on the Performance of Public Health Care Institutions

Eunice A.Yeswa [α], Ochieng Okaka [σ], Dr. Stanley N. Mutsotso [ρ], Odhiambo Odera [ω] & Hazel Miseda Mumbo [¥]

Abstract - The study seeks to obtain the impact of internship programme on the performance of public health care institutions. Contextual factors are sought that influence the relationship, impact and effect between internship programme and performance of public healthcare institutions. The research design adopted is descriptive survey through both qualitative and quantitative data. This study is conducted in Kakamega County, western region of Kenya. The population of the study is 2225 with a stratified randomly selected sample of 444 respondents. Primary data is collected through questionnaires while secondary data is sourced from official hospital records, journals, text books and internet articles. Data is analyzed using descriptive and inferential statistics. The study concludes that internship programme influences performance of public healthcare institutions.

Keywords : Internship, organizational performance, customer satisfaction.

I. Introduction

Public hospitals in many developing countries, consume large portions of scarce health sector resources, and do not always use them effectively or efficiently (Akello, 2004). Faced with difficulties in funding health services, some governments have considered revenue generation, to reduce and contain costs (Beu, 2004). Sufficient workforce is essential to the quality of health care. It would be difficult to maintain health care standard or to ensure patient safety in an environment that suffers from serious staff shortage (Stone et al., 2008).

The problem of medical staff shortage is observed in both developed and developing countries (Bhatt et al., 2010). Globally the World Health Organization (WHO) estimates a shortage of almost 4.3 million nurses', physicians and other health human resources worldwide. This is reported to be the result of decades of under investment in health education, training wages, working environment and management (WHO, 2006).

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Despite a network of all the healthcare institutions in Kenya, the country is grappling with a shortage of close to 8000 medical personnel, a shortfall that has partly been blamed on brain drain and a general failure by local institution to produce a steady stream of trained personnel (Gachenge, 2010). Inadequate staffing in primary care facilities, especially in isolated and remote areas, is a major concern, as is the knowledge and skills of the health professionals (Humphreys & Wakerman, 2009). Recent recruitment of public sector staff by the global health initiatives is also a cause for concern(HLSP, 2006). There are only 5,400 trained doctors in Kenya therefore having a ratio of 1:6,000 doctor/patient in urban areas with rural areas having ratios of up to 1:85,000 patients (WHO, 2000). A wide range of health services are provided through a network of over 4,700 health facilities countrywide, with the public sector system accounting for about 51 percent of these facilities (Minne,2010; Muga et al., 2012; Wanjau et al., 2012).

The healthcare system is structured in a step wise manner such that complicated cases are referred to a higher level whereby the lowest level is the Dispensary with National Hospital as the highest level (Marchal et al., 2005). The public health system consists of the following levels of health facilities: National Referral Hospitals, Provincial General Hospitals, District Hospitals, Health Centers', and Dispensaries (Wanjau et al., 2012). These are supplemented by privately owned and operated hospitals/clinics and faith-based organizations, hospitals and clinics, which together provide between 30 and 40 percent of the hospital beds in Kenya (McIntyre, 2010; Osewe, 2006). Kenyatta National Hospital is based in Nairobi and was established as Native Civil hospital in 1901 being the oldest in Kenya. It is the largest nationalhospital with a capacity of 1800 beds (Kinyanjui, 2007). This is subsequently followed by the provincial hospitals which exist in all the eight of the then provinces of Kenya (van Kooij et al., 2011).

Internship programme envisages capacity building in health institutions in order to provide public population health (Gabbie & Hwang, 2000). Perhaps the most common objection to internship programme in health institutions is that it consumes time and energy that the interns might otherwise devote to academic pursuits (Dey, 1997). To promote course uniformity and to attain evidence-based approach across family

science courses and revised the internship courses to support the theoretical student growth (Kopera et al., 2003; Kopera-Frye et al., 2006). Batchelder & Root (1994) conduct an empirical study on the effects of participation in internship programme. This service participation was found to be important since it has long term implication for the students (Astin, 2006; Briel & Getzel, 2001; Kiely, 2004).

For a health care institution to be effective, it needs adequate numbers of skilled health professionals (Dubois & Singh, 2009; Perlino, 2006). Lack of health professionals in medical institutions is a problem worldwide more so in developing countries like Kenya (Naicker et al., 2009). The institutions are faced by both lack of funds to employ fresh graduates and exodus of experienced practitioners for greener pastures in emerging economies like South Africa and Developed economies (Pizarro & Finardi, 2012).This problem is further compounded by the fact that the available medical professionals are leaving the public sector because of poor work conditions and low wages (Matsiko, 2010; *Kober & van Damme, 2005*). In Kenya, nurses and doctors are leaving rural areas to work in urban areas for the variousreasons (Chankova, 2009;Ebeuhi &Campbell, 2011; Ndetei et al., 2008; Mwaniki, 2008; Wafula et al., 2011.) Public hospitals are left with limited capacity to adequately provide services to the larger communities that they were originally dedicated to serving (Perlino, 2006). Due to this, internship programme performs a greater role in bridging this gap because during the internship, the medical student or intern offer a variety of services required by the patients ranging from clinical services to counseling of patients (Levey, 2001;Kreitzer et al., 2009).

II. RESEARCH METHODOLOGY

The research design adopted for this study is descriptive survey design. This study is conducted in Kakamega County,western region of Kenya. The county has one government Medical Training College and fifty five public health facilities. The population targeted is all public healthcare institutions offering medical services which includes the Kakamega Provincial General Hospital, District Hospitals and Health Centers in Kakamega County. The population size is 2225 which included the nurses, pharmacists, clinical officers, interns, doctors', hospital administrators and patients. Stratified random sampling is used to select 444 participants which include patients, medical staff, interns and hospital administrators.

Three levels of healthcare institutions are examined namely provincial hospitals, district hospitals and health centres. The majority of total respondents 41.2% are drawn from provincial hospitals, 37.8% from district hospital and 20.9% from Health Centers. 30.2% of the total respondents are nurses while 21.3% are clinical officers. Interns are 10.4% of the total respondents. The hospital staff is asked whether the interns assist in the dispensing and prescription of drugs and 23% of the total respondents strongly agree, 38% agree, 16% were uncertain, 16% disagree while 7% strongly disagree. The respondents are also asked whether interns enhance efficiency of service in health care institutions resulting from their expectation of good evaluation at the end of their practice. 33.8 % strongly agree, 49.3 % agree, 7.2 % are uncertain, 5 % disagree while 4.7 % strongly disagree.

The study developed the following non-directional null hypotheses;

$H_0 1$: There is no significant relationship between internship programme and performance of public healthcare institutions.

Table 1 : Impact of Internship Programme on Performance of Health Care Institutions.

		Internship Programme	Organizational Performance
Internship Programme	Pearson Correlation	1	.798**
	Sig. (2-tailed)		.001
	N	443	443
Organizational Performance	Pearson Correlation	.798**	1
	Sig. (2-tailed)	.001	
	N	443	444

Source : Research Data, 2012

Key :

- ** Correlation is significant at the 0.01 level (2-tailed)
- * Correlation is significant at 0.05 level (2-tailed)

Internship programme is proven to be significantly and positively related to organizational performance (r=0.798, P<0.05). This implies that the presence of interns in public healthcare institutions

increases the performance of these healthcare institutions.

To assess whether the contextual factors influence the relationship between internship programme and performance of public healthcare institutions, respondents are asked to state whether interns enhance service delivery to patients in public hospitals. In response, 10.8 % strongly agree, 19.4% agree, 18.9 are uncertain, 50.7 % disagree while 0.2% strongly disagree. The respondents are asked whether interns assist regular staff in the treatment of patients. In response 10.8% strongly agree, 89.2% agreewhile none

of the respondents are uncertain, disagree or strongly disagree. This indicates that internship programme supports regular staff in treatment of patients which therefore reduces the workload of the staff on duty.

The following non-directional null hypothesis was formulated to assess whether contextual factors influence the relationship between internship programmes and performance of healthcare institutions;

H_02 : Contextual factors do not significantly influence the relationship between internship Programme and the Performance of Public Healthcare Institutions.

Table 2 : Partial correlation for the influence of contextual factors on the relationship between internship programme and performance of public healthcare institutions.

Variables	Internship programme	Performance of healthcare institutions	Contextual factors
Internship programme	1.0000		
Performance of healthcare Institutions	.641 P=.100	1.0000	
contextual factor	.739 P=.117	.724 P=.126	1.0000

(Coefficient/D.F/α=0.05, α=0.01 2-tailed significance)

Source : Research Data, 2012

Results indicate a significant positive influence of internship programme on performance of public healthcare institutions in the presence of contextual

factors (r=.641; α=0.01) statistically at 95% and 99% level of confidence.

Table 3 : The influence of internship programme on performance of health care institutions in the absence of contextual factors.

Variables	Internship programme	Performance of healthcare institutions
Internship programme	1.0000	
Performance of Healthcare institutions	.715 P=.018	1.0000

(Coefficient/D.F/α=0.05, α=0.01 2-tailed significance)

Source : Research Data, 2012

The partial correlation coefficient results were compared with those of zero order correlation coefficients in order to determine the magnitude and direction of change. The results suggests performance of public healthcare institutions increases in the absence of contextual factors from (r=.641; P<0.05) to (r=.715; P<0.05). These findings suggest that in the absence of contextual factors and the relationship between internship programme and performance of public healthcare institutions is more positively enhanced.

In order to establish whether contextual factors affect internship programme in public healthcare institutions, the following non-directional null hypothesis was expressed;

H_04 Contextual factors have no effect on the internship programme in public healthcare institutions.

Table 4 : The Relationship between Contextual Factors and Internship Programme.

		Internship programme	Contextual factors
Internship programme	Pearson Correlation	1	.501*
	Sig. (2-tailed)		.001
	N	443	443
Contextual factors	Pearson Correlation	.501*	1
	Sig. (2-tailed)	.001	
	N	443	444

Source : Research Data, 2012

The results reveals a significant positive relationship between contextual factors and internship programme in public healthcare institutions (r=.501; P<0.05). This means that contextual factors influence internship programme in public healthcare institutions and facilitate the use of internship programme in to achieve the intended objectives.

III. CONCLUSIONS

This study depicts a problem of medical shortage even though it is known that sufficient workforce is essential to the quality of health care. This study finds that internsperform a greater role in bridging this gap because they offer variety of services during their practice in hospitals. Internship programme has an impact on performance of public healthcare institutions since interns perform most of the clinical services and attend to patients. The study also assess on how contextual factors influence the relationship between internship programme and performance of public health care institutions. Lack of efficient hospital infrastructure cripples the efforts of both the interns and other staff because some of them are in poor conditions or they were not working at all. It is observed that contextual factors influence internship programme because the interns offer their services to the hospitals. The presence of supervisors and their willingness to give the interns back-up determines the success of the interns in performing their duties. It can therefore be concluded that contextual factors affect the running and designing of the internship programme.

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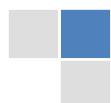
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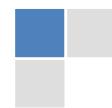
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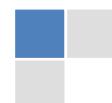
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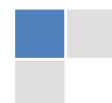
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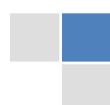
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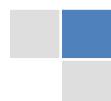
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sufficient. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Amplification is a billion times of inferior quality than sarcasm.

32. Never oversimplify everything: To add material in your research paper, never go for oversimplification. This will definitely irritate the evaluator. Be more or less specific. Also too, by no means, ever use rhythmic redundancies. Contractions aren't essential and shouldn't be there used. Comparisons are as terrible as clichés. Give up ampersands and abbreviations, and so on. Remove commas, that are, not necessary. Parenthetical words however should be together with this in commas. Understatement is all the time the complete best way to put onward earth-shaking thoughts. Give a detailed literary review.

33. Report concluded results: Use concluded results. From raw data, filter the results and then conclude your studies based on measurements and observations taken. Significant figures and appropriate number of decimal places should be used. Parenthetical remarks are prohibitive. Proofread carefully at final stage. In the end give outline to your arguments. Spot out perspectives of further study of this subject. Justify your conclusion by at the bottom of them with sufficient justifications and examples.

34. After conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print to the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects in your research.

INFORMAL GUIDELINES OF RESEARCH PAPER WRITING

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form, which is presented in the guidelines using the template.
- Please note the criterion for grading the final paper by peer-reviewers.

Final Points:

A purpose of organizing a research paper is to let people to interpret your effort selectively. The journal requires the following sections, submitted in the order listed, each section to start on a new page.

The introduction will be compiled from reference matter and will reflect the design processes or outline of basis that direct you to make study. As you will carry out the process of study, the method and process section will be constructed as like that. The result segment will show related statistics in nearly sequential order and will direct the reviewers next to the similar intellectual paths throughout the data that you took to carry out your study. The discussion section will provide understanding of the data and projections as to the implication of the results. The use of good quality references all through the paper will give the effort trustworthiness by representing an alertness of prior workings.

Writing a research paper is not an easy job no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record keeping are the only means to make straightforward the progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear

· Adhere to recommended page limits

Mistakes to evade

- Insertion a title at the foot of a page with the subsequent text on the next page
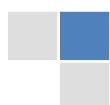
- Separating a table/chart or figure - impound each figure/table to a single page
- Submitting a manuscript with pages out of sequence

In every sections of your document

· Use standard writing style including articles ("a", "the," etc.)

· Keep on paying attention on the research topic of the paper

· Use paragraphs to split each significant point (excluding for the abstract)

· Align the primary line of each section

· Present your points in sound order

· Use present tense to report well accepted

· Use past tense to describe specific results

· Shun familiar wording, don't address the reviewer directly, and don't use slang, slang language, or superlatives

· Shun use of extra pictures - include only those figures essential to presenting results

Title Page:

Choose a revealing title. It should be short. It should not have non-standard acronyms or abbreviations. It should not exceed two printed lines. It should include the name(s) and address (es) of all authors.

Abstract:

The summary should be two hundred words or less. It should briefly and clearly explain the key findings reported in the manuscript-- must have precise statistics. It should not have abnormal acronyms or abbreviations. It should be logical in itself. Shun citing references at this point.

An abstract is a brief distinct paragraph summary of finished work or work in development. In a minute or less a reviewer can be taught the foundation behind the study, common approach to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Yet, use comprehensive sentences and do not let go readability for briefness. You can maintain it succinct by phrasing sentences so that they provide more than lone rationale. The author can at this moment go straight to
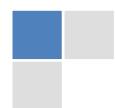
shortening the outcome. Sum up the study, with the subsequent elements in any summary. Try to maintain the initial two items to no more than one ruling each.

- Reason of the study - theory, overall issue, purpose
- Fundamental goal
- To the point depiction of the research
- Consequences, including definite statistics - if the consequences are quantitative in nature, account quantitative data; results of any numerical analysis should be reported
- Significant conclusions or questions that track from the research(es)

Approach:

- Single section, and succinct
- As a outline of job done, it is always written in past tense
- A conceptual should situate on its own, and not submit to any other part of the paper such as a form or table
- Center on shortening results - bound background information to a verdict or two, if completely necessary
- What you account in an conceptual must be regular with what you reported in the manuscript
- Exact spelling, clearness of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else

Introduction:

The **Introduction** should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable to comprehend and calculate the purpose of your study without having to submit to other works. The basis for the study should be offered. Give most important references but shun difficult to make a comprehensive appraisal of the topic. In the introduction, describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will have no attention in your result. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here. Following approach can create a valuable beginning:

- Explain the value (significance) of the study
- Shield the model - why did you employ this particular system or method? What is its compensation? You strength remark on its appropriateness from a abstract point of vision as well as point out sensible reasons for using it.
- Present a justification. Status your particular theory (es) or aim(s), and describe the logic that led you to choose them.
- Very for a short time explain the tentative propose and how it skilled the declared objectives.

Approach:

- Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done.
- Sort out your thoughts; manufacture one key point with every section. If you make the four points listed above, you will need a least of four paragraphs.
- Present surroundings information only as desirable in order hold up a situation. The reviewer does not desire to read the whole thing you know about a topic.
- Shape the theory/purpose specifically - do not take a broad view.
- As always, give awareness to spelling, simplicity and correctness of sentences and phrases.

Procedures (Methods and Materials):

This part is supposed to be the easiest to carve if you have good skills. A sound written Procedures segment allows a capable scientist to replacement your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt for the least amount of information that would permit another capable scientist to spare your outcome but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section. When a technique is used that has been well described in another object, mention the specific item describing a way but draw the basic

principle while stating the situation. The purpose is to text all particular resources and broad procedures, so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step by step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

- Explain materials individually only if the study is so complex that it saves liberty this way.
- Embrace particular materials, and any tools or provisions that are not frequently found in laboratories.
- Do not take in frequently found.
- If use of a definite type of tools.
- Materials may be reported in a part section or else they may be recognized along with your measures.

Methods:

- Report the method (not particulars of each process that engaged the same methodology)
- Describe the method entirely
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures
- Simplify - details how procedures were completed not how they were exclusively performed on a particular day.
- If well known procedures were used, account the procedure by name, possibly with reference, and that's all.

Approach:

- It is embarrassed or not possible to use vigorous voice when documenting methods with no using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result when script up the methods most authors use third person passive voice.
- Use standard style in this and in every other part of the paper - avoid familiar lists, and use full sentences.

What to keep away from

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings - save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part a entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Carry on to be to the point, by means of statistics and tables, if suitable, to present consequences most efficiently.You must obviously differentiate material that would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matter should not be submitted at all except requested by the instructor.

Content

- Sum up your conclusion in text and demonstrate them, if suitable, with figures and tables.
- In manuscript, explain each of your consequences, point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation an exacting study.
- Explain results of control experiments and comprise remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or in manuscript form.

What to stay away from

- Do not discuss or infer your outcome, report surroundings information, or try to explain anything.
- Not at all, take in raw data or intermediate calculations in a research manuscript.
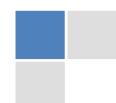
- Do not present the similar data more than once.
- Manuscript should complement any figures or tables, not duplicate the identical information.
- Never confuse figures with tables - there is a difference.

Approach
- As forever, use past tense when you submit to your results, and put the whole thing in a reasonable order.
- Put figures and tables, appropriately numbered, in order at the end of the report
- If you desire, you may place your figures and tables properly within the text of your results part.

Figures and tables
- If you put figures and tables at the end of the details, make certain that they are visibly distinguished from any attach appendix materials, such as raw facts
- Despite of position, each figure must be numbered one after the other and complete with subtitle
- In spite of position, each table must be titled, numbered one after the other and complete with heading
- All figure and table must be adequately complete that it could situate on its own, divide from text

Discussion:

The Discussion is expected the trickiest segment to write and describe. A lot of papers submitted for journal are discarded based on problems with the Discussion. There is no head of state for how long a argument should be. Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implication of the study. The purpose here is to offer an understanding of your results and hold up for all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of result should be visibly described. Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved with prospect, and let it drop at that.

- Make a decision if each premise is supported, discarded, or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."
- Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work
- You may propose future guidelines, such as how the experiment might be personalized to accomplish a new idea.
- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One research will not counter an overall question, so maintain the large picture in mind, where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

- When you refer to information, differentiate data generated by your own studies from available information
- Submit to work done by specific persons (including you) in past tense.
- Submit to generally acknowledged facts and main beliefs in present tense.

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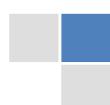
- The **major constraint** is that you must independently make all content, tables, graphs, and facts that are offered in the paper. You must write each part of the paper wholly on your own. The Peer-reviewers need to identify your own perceptive of the concepts in your own terms. NEVER extract straight from any foundation, and never rephrase someone else's analysis.

- Do not give permission to anyone else to "PROOFREAD" your manuscript.

- Methods to avoid Plagiarism is applied by us on every paper, if found guilty, you will be blacklisted by all of our collaborated research groups, your institution will be informed for this and strict legal actions will be taken immediately.)

- To guard yourself and others from possible illegal use please do not permit anyone right to use to your paper and files.
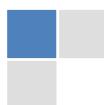
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Grades			
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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