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Model for Determining Happiness

Highlights

Case of Wolaita Sodo University

Audience Perception and Preference

Discovering Thoughts, Inventing Future

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# The Relationship between Locus of Control and Student's University Academic Achievement in Case of Wolaita Sodo University

By Bereket Merkine, Zebdewos Zekarias & Eskinder Woldeyesus

*Wolaita Sodo University*

*Abstract-* This study was designed to investigate the relationship between Locus of Control (both internal and external) and academic achievement. Emphasis was put on trying to establish the relationship between internal locus of control, external locus of control and academic achievement of graduating class university students at Wolaita Sodo University. The study employed the use of correlation design to establish the nature of the relationships. The validity and reliability of research instruments was established and data was collected from 313 respondents selected from three colleges and two schools in the university by using the simple random sampling method. To analyze the data, the analysis of variance (ANOVA), T-Test, and Pearson product moment correlation statistical tools were used with the aim of establishing the difference and relationship between students' locus of control and their academic achievement of university graduating class students. Findings revealed the existence of a significant difference in academic performance in students of different age, significant difference in academic achievement of students from different gender groups.

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# The Relationship between Locus of Control and Student's University Academic Achievement in Case of Wolaita Sodo University

Bereket Merkine [α], Zebdewos Zekarias [σ] & Eskinder Woldeyesus [ρ]

*Abstract-* This study was designed to investigate the relationship between Locus of Control (both internal and external) and academic achievement. Emphasis was put on trying to establish the relationship between internal locus of control, external locus of control and academic achievement of graduating class university students at Wolaita Sodo University. The study employed the use of correlation design to establish the nature of the relationships. The validity and reliability of research instruments was established and data was collected from 313 respondents selected from three colleges and two schools in the university by using the simple random sampling method. To analyze the data, the analysis of variance (ANOVA), T-Test, and Pearson product moment correlation statistical tools were used with the aim of establishing the difference and relationship between students' locus of control and their academic achievement of university graduating class students. Findings revealed the existence of a significant difference in academic performance in students of different age, significant difference in academic achievement of students from different gender groups. The findings also revealed that there was a significant negative relationship between students' external locus of control and academic achievement. There was significant positive relationship between students' internal locus of control and their academic achievement. On the basis of the findings, the researcher made the following conclusions; Locus of control (internal external) is the most important issue that positively and negatively affects students' academic success and need special attention from university stakeholders. Counseling and psychosocial support, advice and overall support in confidence building skill and life skill training do count on motivating students to manage, resist negative self-evaluation. The researcher also confirmed the ecological and social learning theoretical model. On the basis of the conclusions made, the researcher recommended that; Wolaita Sodo University maintains its instruction by considering the influence of Locus of control (internal external) on academic achievement of students.

## I. Introduction

Locus of control is a personality characteristic that determines the degree to which an individual believes that he or she is in control of life events (Azlina MohdKhi, 2015). The concept of locus of control has been originally developed by Julian Rotter (1966), and it can be generalized into a basic dichotomy which is internal and external. Individuals with an internal locus of control believe that future outcomes depend primarily on personal actions, whereas individuals with an external locus of control ascribe actions to factors outside of their control, such as fate or chance. The internal and external locus of control were analyzed in relation to other important aspects in daily life of students, such as academic achievement, self-concepts, self-efficacy, achievement motivation, optimism and so on (Sagone & De Caroli, 2014; Ghamsemzadeh & Saadat, 2011; Sheiki Fini & Yousefzadeh, 2011, Nilson-Whitten, Morder & Kapakla, 2007). For example, Sheiki Fini & Yousefzadeh (2011) found significant and positive correlation between achievement motivation, locus of control and educational promotion, observing that students with internal locus of control believe that their educational achievement and grades depend on their effort and their planning. Nilson-Whitten, Morder, and Kapakla (2007) also found significant relationships between locus of control, optimism and academic success of students. Thus, many psychologists believed that locus of control and academic achievement are related to each other; an increase or decrease in one can cause changes in other. Learning in a classroom depends on a great deal of the structure and pattern of inter-personal relationship particularly pupil-pupil relationship, existing at a given point of time within the learning group (Friedlander et al., 2007).

Ethiopia is one of the world's oldest civilizations (Arasho, Mehila, & Bernhard, 2008), Africa's independent country (Adejumobi, 2007; Arasho, Mehila, & Bernhard, 2008), and one of the world's oldest nations, dating back 2,000 years (Adejumobi, 2007). However, it is now one of the poorest countries in the world and is beset by multifaceted social, economic, and political problems, with poverty the most serious. The future responsibility for alleviating these multidimensional problems and developing this poor country to at least the level of middle developed countries will fall to its youth. This will be possible if its youth are effective and successful in education, particularly in higher education, since it is believed that attainment of the highest standards of education is fundamental to the dynamic development of science and technology, which, in turn, has significant impact on

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the cultural, socio-economic, and political development of any nation. The role that university plays to this effect is paramount. It is because a lot of youths got university education chance throughout the year.

However, the educational level of the university student is still not as expected. Based on examination performance at the primary and secondary school level, the accomplishment of university students were still far lagging behind in comparison to students from other neighbor country (Ramli et al., 2013). Academic performance, which is measured by the examination results, is one of the major goals of a college and universities. There are several factors that relatively influenced the education of university students. According to previous researcher such as Razaq et al. (2011), Hood (2008), Hasan (1997) and Juli (2006), the most significant problems are the state of poverty, their local culture that is not taking education as a serious matter, geographical areas as they live in the forest settlements, lack of teaching and learning facilities available in school, marriage at a young age, the influence from dropout friends, communication problems, and attitudes. In addition, other factor that associated with academic achievement and has needed to be conducted is the psychological component which is locus of control. The concept of locus of control has been favored by numerous scholars and its orientation plays an important role in the student's perception of responsibility for his own process of learning. Therefore, the present study was aimed to determine the relationship between locus of control and their academic achievement in university level. The researcher predicted that locus of control have significant impact on students' academic achievement.

*a) Statement of Problem*

Student success is at the heart of the educational enterprise. College success helps students to meet long-term personal and career goals and provides a range of monetary, psychosocial, and physical benefits (Baum & Ma, 2007). The alarming rate of low academic self-efficacy and eventual low academic achievement constitutes a great concern to parents, teachers, examination bodies, counselors, psychologists and university stakeholders. Therefore, the purpose of this research is to determine the impact of locus of control on academic performance of the students at university level. A researcher can find the issue which affect locus of control on the academic performance of the student at university level. The researcher knows that there is a great effect of locus of control on abilities and change if students can use their best abilities and adapt changes towards new technology and system or way to do their work so they can give great their best performance. But the reality is against above statement students are not willing to use their best abilities as well as they do not know that how they use their abilities in an effective way and they afraid of adoption of new changes they feel happy to work with the old and traditional method of studies. They feel burdened to pay proper attention to their studies so that is why their performance is going to be down. A researcher can find the way where the student may properly use their abilities as well as willing to adapt the changes so this is the way where academic performance of a student is going to be good. Hoyle (1986) argued that universities are established with the aim of imparting knowledge and skills to those who go through them and behind all this is the idea of enhancing good academic performance. Wolaita Sodo University, whose vision is to be a center of excellence in the heart of Ethiopia, is keen on quality assurance and maintenance of standards. However, some students in university perform highly and others do not perform well. This research was therefore liked to investigate the relationship between Locus control both (internal and external) and Academic Achievement.

*b) Objectives of the Study*

i. *General Objective*

General objective of this study is to investigate the relationship between Locus of control and academic achievement of students at Wolaita Sodo University.

ii. *Specific Objectives*

Specifically the study is aimed to:

1. Investigate the relationship between External locus of control and academic achievement.
2. Examine the relationship between internal locus of control and academic achievement
3. Explore gender difference on Academic achievement and locus of control.

iii. *Research Hypotheses*

The following hypotheses are planned for the purpose of this research which is the relationship between Locus of control and students' academic achievement in Wolaita Sodo University.

1. There significant negative relationship between students external locus of control and their university academic achievement.
2. There statistically significant relationship between students internal locus of control and academic achievement.
3. There is significant gender difference on academic achievement and Locus of control.

## II. Research Methodology

### Introduction

This Chapter outlines the manner that the researcher was used in conducting this study. The key components are the research design, population, sample size and sampling technique, research instruments and data analysis.

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*a) Research Design*

The study was used the co-relational research design because the study was investigated the relationship between Locus of control and academic achievement. According to Fraenkel and Wallen (1996), correlation research describes an existing relationship between different variables. The study was used the quantitative approach because it is based on variables measured with numbers and will be analyzed with statistical procedures.

*b) Population of the Study*

The target population of the study is all three colleges and two school third year students at wolaita Sodo University. The number of selected college and school third year student is around 1730. The respondents in this study would be selected college and school students because the study was about assessing effects of Locus of control on academic performance of students at wolaita Sodo University.

*c) Sample Size and Sampling Technique*

According to Anthony and Picciano (2011, p121) various sampling techniques can be used depending on the type of research to be conducted. The selection of the sample for this study made as follows: First, by using purposive sampling third year students taken because this research will investigate effects of Locus of control on academic achievement based on Cumulative Grade- Point-Averages (CGPAs). Following this, stratified sample was used so as to participate female equally or proportionally in the study with male and to give equal chance for all colleges because the numbers of students in each department are not equal. The sample of the study would be 313 third year students that the researcher was selected from 1730 students of the Natural and computational science, Social Science College, Business and Economics College, school of Education and school of Law depending on sampling table that Morgan and Krejcie developed in 1970. Because the sampling determination table developed by Morgan and Krejcie is very important to select sample from population based on its clearness and so many researchers were used the technique and put validity of the technique (Kyoshaba, 2009). The 313 respondents would be selected from all departments in the colleges and schools by using sampling table. Finally the researcher used simple random sampling techniques for participants from each department so as to avoid bias and to give equal chance for whole third year university students in participations of the study. According to Amin (2005) randomization is effective in creating equivalent representative groups that are essentially the same on all relevant variables thought of by the researcher. (See table below)

*d) Sampling Frame for Sampling Techniques*

| No. | College/school | Population | Sample | Male | Female |
|---|---|---|---|---|---|
| 1 | Natural and computational science | 560 | 101 | 57 | 44 |
| 2 | Social sciences and Humanities | 590 | 107 | 61 | 46 |
| 3 | Business and Economics | 370 | 67 | 38 | 29 |
| 4 | Education and behavioral sciences | 150 | 27 | 15 | 12 |
| 5 | School of Law | 60 | 11 | 6 | 5 |
| Total | | 1730 | 313 | 177 | 136 |

*e) Research Instruments*

There are different instruments using to gather information and also different researchers use different instruments depending on the research type and population that they conduct. From those instruments the researcher used questionnaire because the population of the study are literate and large. To gather enough information to this study the researcher was used Questionnaire contained two sets of items. The first set consists of questions on students‟ background characteristics (i.e., demographic variables). The remaining set of item was Rotters Locus of control measuring scale.

*f) Data Analysis Technique*

The data analysis technique was taken place according to the quantitative research. The data gathered through, questionnaire was processed through concurrent flows of activity of the quantitative data analysis system. Data from questionnaires would be compiled, sorted, edited, classified and coded into a coding sheet and analyzed using a computerized data analysis package known as Statistical Package for Social Science 20.0. The researcher used Pearson product-moment correlation coefficient (r) to compute the relationship between Locus of control and academic performance. The researcher also used the T-test to find out how academic performance varied with gender and analysis of variance or ANOVA to analyze mean difference among variables.

## III. Data Analysis and Discussion

In this chapter, the results of the respondents are described according to the following procedures. First, demographic characteristics of the respondents were analyzed by using frequency and percentage statistics. Second, the gender and academic performance among the respondents were analyzed by



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using frequency and independent t-test analysis system to show the mean difference. Third, difference of academic performance and students' place of residence, college/school they belongs to, age level in university and students' academic performance among respondents are described by using one way analysis of variance (ANOVA). Fourth, Pearson correlation was used to show the relationship between students' Locus of control and academic achievement.

*a) Analysis*

This section deals with demographic characteristics of the respondents: gender, age, parents' place of residence and parental occupation as per section A of the questionnaire. The demographic characteristics (i.e., expressed by frequencies and percentages) of the study sample are displayed in Table 1 below.

*Table 1*

| Respondents Demographic Characteristics | | Frequency | Percent | Total |
|---|---|---|---|---|
| Parental occupation (Father male /guardian) | Government employee | 84 | 26.8% | 84(26.8) |
| | Private | 71 | 22.7% | 71(22.7) |
| | Other | 158 | 50.5% | 158(50.5%) |
| | Total | 313 | 100.00 | 313(100%) |
| Parental occupation (Mother/female guardian) | Government employee | 52 | 16.6 | (16.6%) |
| | Private | 36 | 11.5 | (11.5%) |
| | House wife | 225 | 71.9 | (71.9%) |
| | Total | 313 | 100 | 313(100%) |
| Residence | Rural | 138 | 44.1 | 138(44.1) |
| | Urban | 150 | 47.9 | 150(47.9) |
| | Semi-urban | 25 | 8.0 | 25(8.0) |
| | Total | 313 | 100 | 313(100%) |
| Age | 20-22 | 32 | 10.2 | 32(10.2) |
| | 23-25 | 207 | 66.1 | 207(66.1) |
| | >25 | 74 | 23.6 | 74(23.6) |
| | Total | 313 | 100 | 313(100) |

As it can be seen from the Table above, samples of female and male students, the majority of the participants reported that majority of the students were reported that their parents were not government employer. According to their report majority of the students' family are categorized under other job (such as farmer, merchant and etc). As the table above shows majority of the students or respondents family are reside in urban areas. And when we come to mothers' occupation as majority of the students report shows that their mothers' occupation was house wife and majority of the students were aged between 23-25 years.

*b) Respondents Academic Performance in Terms of Gender*

The study was interested in whether academic performance varied in terms of demographic characteristics. Table 2 shows the mean difference between gender and academic performance as determined using the independent sample t-test results.

*Table 2:* Summary of the t-test results for the mean difference between gender Academic achievements

| Variables | | N | Mean | SD | t | P -value |
|---|---|---|---|---|---|---|
| Gender | Male | 177 | 2.86 | 0.48 | 0.312 | .003 |
| | Female | 136 | 2.85 | 0.49 | | |

*Statistically significant at the 0.05 level*

An independent sample t- test was conducted to ascertain whether a statistically significant difference exists between academic performance and gender.

As presented in Table-2, there is statistically significant difference between academic achievement in accordance with gender t (313) = .312 which is significant at $\alpha = .05$. This implies that there is difference in academic performance in accordance with gender (meaning is male and female performing different in university academic achievement).

*c) Variation with Age, Place of residence and variation with parental occupation*

The mean difference between age and academic performance was determined by using ANOVA. Table 3 shows a summary of the mean difference between age group and academic performance by using ANOVA.



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*Table 3:* Difference of mean academic performance in accordance with Respondents' age

| ANOVA summery | | | | | |
|---|---|---|---|---|---|
| CGPA | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 2.792 | 2 | 1.396 | 5.991 | .003 |
| Within Groups | 72.240 | 310 | .233 | | |
| Total | 75.032 | 312 | | | |

| Dependent Variable: CGPA Multiple Comparisons Tukey HSD | | | | | | |
|---|---|---|---|---|---|---|
| (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| 20-22 | 23-25 | .01065 | .09170 | .993 | -.2053 | .2266 |
| | >25 | .23139 | .10213 | .062 | -.0091 | .4719 |
| 23-25 | 20-22 | -.01065 | .09170 | .993 | -.2266 | .2053 |
| | >25 | .22074* | .06538 | .002 | .0668 | .3747 |
| >25 | 20-22 | -.23139 | .10213 | .062 | -.4719 | .0091 |
| | 23-25 | -.22074* | .06538 | .002 | -.3747 | -.0668 |
| *. The mean difference is significant at the 0.05 level. | | | | | | |

A one-way between-groups analysis of variance was conducted to explore the impact of age on academic performance, as measured by the cumulative grade point average (CGPA). Subjects were divided into three groups according to their age (Group 1: 20-22; Group 2: 23-25; Group 3: >25).

There was a statistically significant difference at the $p<.05$ level in CGPA scores for the three age groups [$F$ (2, 313) =5.991, $p$=.003]. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 ($M$=2.92, $SD$=.461) was significantly different from Group 2 ($M$=2.91, $SD$=.484). Group 3 ($M$=2.68, $SD$=.487) also differ significantly from Group 1 and 2

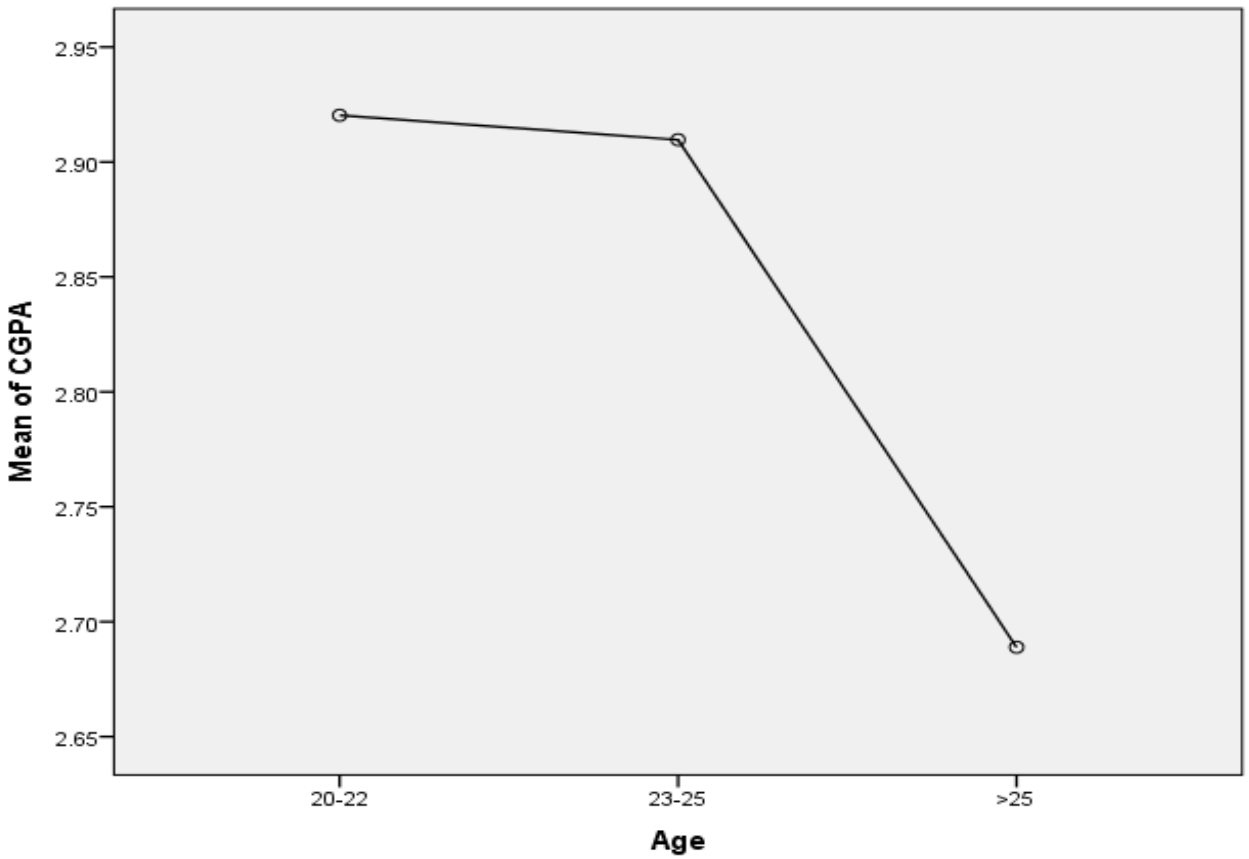



*Figure 1:* Means plot for impact of age on academic performance



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As it can be seen from the above figure of means plot, academic performance is significantly different with different age group of the learners. The figure implies that academic performance (CGPA) is low at age of greater than 25 while age groups 20-22 and 23-25 recording the highest.

*d) Variation with parental place of residence*

*Table 4:* Difference of mean academic performance in accordance with Respondents' place of birth

| ANOVA Summery | | | | | |
|---|---|---|---|---|---|
| CGPA | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .215 | 2 | .108 | .446 | .641 |
| Within Groups | 74.817 | 310 | .241 | | |
| Total | 75.032 | 312 | | | |

A one-way between-groups analysis of variance was conducted to explore the impact of place of birth on academic performance, as measured by the cumulative grade point average (CGPA). Subjects were divided into three groups according to their place of birth (Group 1: Urban; Group 2: Rural; Group 3: semi-urban). There was no a statistically significant difference at the $p>.05$ level in CGPA scores for the three occupation groups [$F$ (2, 313) $=0.446$, $p=0.641$].

*e) Variation with parental occupation*

*Table 5:* Difference of mean academic performance in accordance with Respondents' Fathers'/Male Guardians' occupations

| ANOVA | | | | | |
|---|---|---|---|---|---|
| CGPA | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 1.846 | 2 | .923 | 3.911 | .021 |
| Within Groups | 73.186 | 310 | .236 | | |
| Total | 75.032 | 312 | | | |

A one-way between-groups analysis of variance was conducted to explore the impact of Fathers occupation on academic performance, as measured by the cumulative grade point average (CGPA). Subjects were divided into three groups according to their Fathers occupation (Group 1: Government employer; Group 2: Private employer; Group 3: other).

There was a statistically significant difference at the $p<.05$ level in CGPA scores for the three occupation groups [$F$ (2, 313) $=3.911$, $p=.021$]. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 ($M=2.76$, $SD=.533$) was significantly different from Group 2 ($M=2.98$, $SD=.44$). Group 3 ($M=2.85$, $SD=.477$) also differ significantly from Group 1 and 2

| Multiple Comparisons | | | | | | |
|---|---|---|---|---|---|---|
| Dependent Variable: CGPA<br>Tukey HSD | | | | | | |
| (I) Foc | (J) Foc | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| Government employer | Private | -.21803* | .07833 | .016 | -.4025 | -.0336 |
| | Other | -.08501 | .06561 | .399 | -.2395 | .0695 |
| Private | Government employer | .21803* | .07833 | .016 | .0336 | .4025 |
| | Other | .13302 | .06942 | .136 | -.0305 | .2965 |
| other | Government employer | .08501 | .06561 | .399 | -.0695 | .2395 |
| | Private | -.13302 | .06942 | .136 | -.2965 | .0305 |
| *. The mean difference is significant at the 0.05 level. | | | | | | |



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*Table 6:* Difference of mean academic performance in accordance with Respondents' Mothers'/Female Guardians' occupations

| ANOVA Summery | | | | | |
|---|---|---|---|---|---|
| CGPA | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 3.293 | 2 | 1.646 | 7.114 | .001 |
| Within Groups | 71.740 | 310 | .231 | | |
| Total | 75.032 | 312 | | | |

| Multiple Comparisons | | | | | | |
|---|---|---|---|---|---|---|
| Dependent Variable: CGPA<br>Tukey HSD | | | | | | |
| (I) Moc | (J) Moc | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| government employer | Private | -.19154 | .10430 | .159 | -.4372 | .0541 |
| | house wife | .12093 | .07402 | .233 | -.0534 | .2952 |
| private | government employer | .19154 | .10430 | .159 | -.0541 | .4372 |
| | house wife | .31247* | .08635 | .001 | .1091 | .5158 |
| house wife | government employer | -.12093 | .07402 | .233 | -.2952 | .0534 |
| | Private | -.31247* | .08635 | .001 | -.5158 | -.1091 |
| *. The mean difference is significant at the 0.05 level. | | | | | | |

A one-way between-groups analysis of variance was conducted to explore the impact of Mothers occupation on academic performance, as measured by the cumulative grade point average (CGPA). Subjects were divided into three groups according to their Mothers occupation (Group 1: Government employer; Group 2: Private employer; Group 3: House wife).

There was a statistically significant difference at the $p<.05$ level in CGPA scores for the three occupation groups [$F$ (2, 313)=7.114, $p$=.001]. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1 ($M$=2.923, $SD$=.503) was significantly different from Group 2 ($M$=3.115, $SD$=.377). Group 3 ($M$=2.802, $SD$=.490) also differ significantly from Group 1 and2

*f) Verification of hypotheses*

This Subsection gives the verification of the two study hypotheses;

The research hypothesis was statistically tested by analyzing the relationship between the dependent variable and the independent variable through Pearson correlation method with 95% confidence interval level.

*Hypotheses one:* students' External Locus of control and academic achievement

The hypotheses was stated as; "There is a positive relationship between students' external-Locus of control and academic performance of university students." To test this hypothesis, the researcher asked respondents to rate their level of locus of control. The rating was according to Likert scale with one representing strongly agree, two representing Agree, three representing disagree, four representing strongly disagree and the reverse for questions which were negative.

*Table 10:* Summary of the Pearson Product Moment correlation analysis for the relationship between student external locus of control and academic performance

| | 1 | 2 |
|---|---|---|
| CGPA Pearson correlation<br>Sig(2-tailed)<br>N | 1<br>313 | -0.134**<br>0.041<br>313 |
| Students' external locus of control<br>Pearson correlation<br>Sig(2-tailed)<br>N | -0.134**<br>0.041<br>313 | 1 |

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

According to the above Table, student external locus of control and academic achievement were significantly negatively correlated, r (313) = 0.134, p = 0.041 at the 95% of confidence level. This indicates that academic achievement would be significantly negatively affected by their external locus of control. This result



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implies that the level of external locus of control increase or become high, the academic achievement of students decrease.

*Hypotheses Two:* students' Internal Locus of control and academic achievement

The hypotheses was stated as; "There is a positive relationship between students' internal-Locus of control and academic performance of university students." To test this hypothesis, the researcher asked respondents to rate their level of locus of control. The rating was according to Likert scale with one representing strongly agree, two representing Agree, three representing disagree, four representing strongly disagree and the reverse for questions which were negative.

*Table 11:* Summary of the Pearson Product Moment correlation analysis for the relationship between student internal locus of control and academic performance

| | 1 | 2 |
|---|---|---|
| CGPA Pearson correlation<br>Sig(2-tailed)<br>N | 1<br>313 | 0.039<br>0.492<br>313 |
| Students' internal locus of control<br>Pearson correlation<br>Sig(2-tailed)<br>N | 0.039<br>0.492<br>313 | 1 |

According to the above Table, student internal locus of control and academic achievement were positively correlated, r (313) = 0.039, p = 0.492 at the 95% of confidence level. This indicates that academic achievement would be positively affected by their internal locus of control. This result implies that the level of internal locus of control increase or become high, the academic achievement of students increase.

## IV. Discussion of the Findings

This part discusses about the findings of the data as presented in part one. As stated in chapter one of this research, the main intent of this research was to investigate the relationship between locus of control and academic achievement. Based on this objective, detailed quantitative survey results were analyzed in part one of this chapter. In this part detailed discussion of this quantitative survey concerning the relationship between locus of control and academic achievement among respondents is discussed. Related research findings for triangulation are presented.

*Objective one:* The relationship between External Locus of control and academic achievement

The first hypothesis was stated as there is positive relationship between external locus of control and academic achievement. To test this hypothesis the researcher developed standardized questionnaire and adopted into Ethiopian context. The reliability of the questionnaire was tested by pilot study by using crombach's alpha test and its reliability level was 0.846 which is found to be acceptable. The Pearson Product Moment Correlation was used to determine the relationship between external locus of control and academic achievement. The Pearson correlation result shows r (313) = 0.134, p = 0.041). This result implies that the level of external locus of control increase or become high, the academic achievement of students decrease. The findings of this study are consistent with a number of scholars including; Azlina MohdKhir 2015, Muhamedeta. l 2016,Connie R. Wanberg, 2000,Cobb-Clark, 2010.

This result may similar with (Sagone & De Caroli, 2014; Ghamsemzadeh & Saadat, 2011; SheikiFini & Youse fzadeh, 2011, Nilson-Whitten, Morder & Kapakla, 2007). For example, Sheiki Fini & Youse fzadeh (2011) found significant and positive correlation between achievement motivation, locus of control and educational promotion, observing that students with internal locus of control believe that their educational achievement and grades depend on their effort and their planning. Nilson-Whitten, Morder, and Kapakla (2007) also found significant relationships between locus of control, optimism and academic success of students. Thus, many psychologists believed that locus of control and academic achievement are related to each other; an increase or decrease in one can cause changes in other.

*Objective two:* The relationship between Internal Locus of control and academic achievement

The second hypothesis was stated as there is positive relationship between internal locus of control and academic achievement. To test this hypothesis the researcher developed standardized questionnaire and adopted into Ethiopian context. The reliability of the questionnaire was tested by pilot study by using crombach's alpha test and its reliability level was 0.78which is found to be acceptable. The Pearson Product Moment Correlation was used to determine the relationship between internal locus of control and academic achievement. The Pearson correlation result shows r (313) = 0.039, p = 0.492 at the 95% of confidence level. This indicates that academic achievement would be positively affected by their internal locus of control. This result implies that the level of internal locus of control increase or become high, the academic achievement of students increase.



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The findings of this study are consistent with a number of scholars including; Juli (2006), Azlina and her colleagues 2015, Nilson-Whitten, Morder, and Kapakla (2007) who found significant relationship with internal locus of control and academic achievement.

The study also consistent with the findings of (Sagone & De Caroli, 2014; Ghamsemzadeh & Saadat, 2011; SheikiFini & Yousefzadeh, 2011, Nilson-Whitten, Morder & Kapakla, 2007) that they were analyzed internal and external locus of control in relation to other important aspects in daily life of students, such as academic achievement, self-concepts, self-efficacy, achievement motivation, optimism and so on For example, SheikiFini & Yousefzadeh (2011) found significant and positive correlation between achievement motivation, locus of control and educational promotion, observing that students with internal locus of control believe that their educational achievement and grades depend on their effort and their planning. Nilson-Whitten, Morder, and Kapakla (2007) also found significant relationships between locus of control, optimism and academic success of students.

## V. Recommendations

Basing on the study findings, the researchers derived the following recommendations:

*Objectives:* Student Locus of control and academic achievement

Data collected from the study, presented information that suggests future workshops for educators and administrators, that may have a positive effect on the proven significance of the Locus of control relationship problem. Several issues should be addressed. First, teachers should be provided with the appropriate confidence building skills, resources and assistance to meet the needs of their students beyond academic instruction. Although here is no "one size fits all" solution, teachers should have the opportunity to develop a myriad of strategies that will help them understand the diversity and the complexity of their issues. Diversity and awareness training can be provided, while creating opportunities within the school for teachers and students to have non-academic interactions such as mentoring or family-type activities. Second, students and teachers need to be provided with measurable and attainable goals to create experiences with and exposure to success. Accountability is crucial for both staff and students. Instructional and remediation strategies need to be implemented to prevent students from falling through the cracks. The development of effective professional learning communities would help teachers plan strategies to differentiate instruction and provide resources to create gender and culturally relevant lessons.

Third, there is a need for immediate action, highlighted by the slightly negative relationship between blame and achievement. Research states that positive relationships positively influence motivation and motivation is very important thing for academic success Bembenutty, et.al. (2007); the issue at hand is how to capitalize on these relationships and the student's motivation, to act as catalysts for achievement. If the students in college are motivated by their internal beliefs, they start asking questions and it made them to make smooth relationship with their teachers and their academic performance will be good. Educators need to assist and challenge students to define their personal success, which can influence their performance.

Fourth, there is a tendency for colleges to focus on low achiever student so as to investigate the problem that affect their academic achievement taking immediate action accordingly. The need to meet state and national progress standards may be resulting in some colleges focusing so intently on the lowest performing students that their high performing students could begin to decline. High performance students could be experiencing lack of academic challenges and/or lack of recognition, as teachers are taking the time to build relationships with the lowest performing students. There needs to be a balance where all students are challenged and where the students who need additional assistance are provided with the appropriate scaffolds.

Lastly, the results of this study indicate there is indeed a statistically significant relationship between Locus of control and academic achievement. This supports the need for more research to bridge the gap between motivating students and identifying the influential variables that influence their achievement.

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# A Short Note on Role of Bhagavat Gita in Strategic Planning and Management in Corporate Sector

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*Abstract-* The purpose of the present paper is to present a novel approach for Strategic Planning and Management. The Role of Bhagirathi Gita in Strategic Planning and Management in the Corporate Sector has been proposed and stressed. We have incorporated the Mathematical Tools and Formulae for analyzing this Technique. The similarities of the process with War- games have been pointed out.

*Keywords:* *strategic planning and management, bhagavat gita, war-fames.*

*GJHSS-A Classification:* *FOR Code: 220499*




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# A Short Note on Role of Bhagavat Gita in Strategic Planning and Management in Corporate Sector

Kamal Nain Chopra [α], Namrata Sharma [σ] & Ajit Behura [ρ]

*Abstract-* **The purpose of the present paper is to present a novel approach for Strategic Planning and Management. The Role of Bhagirathi Gita in Strategic Planning and Management in the Corporate Sector has been proposed and stressed. We have incorporated the Mathematical Tools and Formulae for analyzing this Technique. The similarities of the process with War- games have been pointed out.**

*Keywords: strategic planning and management, bhagavat gita, war-fames.*

## I. Introduction

Bhagavat Gita is a religious Testament, is found to be of great importance and utility in the Corporate Sector for the Managers in their Stress Management; and Financial Resources Management. One of the premier business management institutes of the world - Indian Institute of Management (IIM), Bangalore, has gone to the extent of including this Topic as an elective paper in its academic syllabus. Interestingly, many students (more than 33%) are choosing this paper for their study.

Recently, many researchers have shown interest in the research studies on this topic. More important of these (1-4) have been only in the years 2018 and 2019. Chopra et al (2018a, 2018b) have given a Novel Approach for Mathematical Modeling and Theoretical Analysis of Learning Spiritualism for Stress Management, for Business Managers in Corporate Sector, and also for Optimization of Financial Resources for Growth of Spiritual Learning (Nishkam Karma Yoga - Desire Less Action) for Stress Management in Business Corporate Sector. In addition, Sharma et al (2018a, 2018b) have provided novel STRATEGIES for CREATIVE LEARNING and EDUCATION of SPIRITUALITY for STRESS MANAGEMENT of CORPORATE SECTOR MANAGERS, and have discussed the role of Education of Spiritualism and Ethics and their Role in Stress Management in Corporate Sector involving Economic and Financial Resources. We extend this work by studying the Role of Bhagirathi Gita in Strategic Planning and Management.

During the last decade, many researchers (Aaker, 2007; Baker, 2008; Shaw, 2012; Keyhani et al., 2014; & Fuentes et al., 2012) have shown interest in studying and discussing the role of strategic planning in the Corporate Sector. More recently, Chopra has done the Modeling and Technical Analysis of Electronics Commerce and Predictive Analytics (2014), and Theoretical Analysis and Qualitative Review of the Mathematical Modeling on Management of Resources in Commerce (2017).

For realizing the importance of Bhagavat Gita in Strategic Planning, without going into the detail of the events, we have to appreciate that every single fight in Mahabharata, was won as a result of shrewd strategy chosen for the particular event by taking into consideration the strengths and weaknesses of the opponents, time and circumstances of the event, and the past history of the particular person as target. This required the acumen of a person well versed with the politics, the ability to quite accurately forecast the result of every single step involved, and then predicting the result based on various permutations and combinations of the steps, we have to undertake.

Another parallel case is that of the game of chess, in which , each contestant webs a unique strategy by guessing the mentality, strengths, and weaknesses of the opponent, before making decision about his next turn, on the basis of different permutations and combinations of the steps to be taken by both, himself and the opponent. As is clear, even a single wrongly taken step meets with failure for the strategist. Recently, after realizing the importance of the Strategy, the Researchers have developed the Software for War-gaming. When strategic management is so important in such cases of war and game of chess, it must be more so in case of Market management. The importance of knowing self and the opponent is similar to the knowledge of strategic management for business, military strategy, and classic strategy games like chess.

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## II. Strategic Management

Strategic Management Process may be understood as an ongoing process of five steps, defining the way an organization formulates its strategy to achieving its goals. Based on the Strategic Management Process, an organization decides to implement a few chosen strategies along with stakeholders, details the implementation plan, and continues on appraising the progress and success of implementation through regular meetings for assessment.

We can judge the performance of the strategic management from the fact that nearly 90% of a workforce doesn't understand its organization's strategy, 80% of organizations are not able to execute their strategies successfully, 70% teams of managers hardly spend any time on discussing their company's strategy, 60% of organizations ignore linking of strategy to their budget. Hence, in view of the ignorance of such a large part of its workforce, the organization is not able to perform well.

It is interesting to note that Strategic Management is both an art and a science, which involves multiple concepts of the meaning of strategy drawn from the recent trends. Clearly, planning by strategic managing is essential to reach all organizational goals successfully and efficiently. Strategic management helps an organization to see its present position, its future position, while staying on the current course, and most importantly the position it would like to be occupying shortly. Strategic management makes use of having the advantage of organizational resources for creating a strategy, which helps it in getting closer to or even reaching their ultimate goals.

The strategic management is a process, which includes several steps: (i) Goal setting, (ii) Thought analysis, (iii) Strategy formation, (iv) Strategy implementation, and (v) Strategy monitoring. The interlinking and interfacing of these steps result in a complete strategic management process.

*a) Goal Setting*

The first part of strategic management is planning and setting our goals. It is necessary to set both the short- and long-term goals of the organization and to make sure that we share these goals with all members of the organization. We have to explain and share as to how each member of the team will have an impact on the organization reaching these goals. This will ensure every member of the team a sense of purpose and will give meaning for his job.

*b) Thought Analysis*

Thought analysis means gathering as much information and data as possible during the stage of the process, which on integration creates our strategy that we require to achieve our goals. Thus, this step enables us to become well aware of all issues being faced by the organization and to understand all the requirements of the organization.

*c) Strategy Formation*

In this step, we have to use all the gathered intelligence and data to carefully and intelligently formulate the strategy for reaching the goal we have set. This is not simple, and requires experience and ability to identify useful available resources, that we have, and also other resources that we require to formulate our strategy.

*d) Strategy Implementation*

Clearly, strategic implementation is the most important part of the whole strategic management process. This implementation is possible only if each member of the team has a clear understanding of the plan, and should also know how to play his part within it. This is the stage where our strategy starts to act.

*e) Strategy Monitoring*

During this stage, our strategy is already in play mode, and therefore, at this point of time, we have to manage, evaluate, and monitor each part of our strategy, and ensure that it is aligned with the final goal; and if not, we have to make adjustments for strengthening our overall plan. At this stage, we have to take stock of the whole situation by tracking progress and dealing with any unexpected shifts in the method that we have followed.

## III. Mathematical Procedures for Strategic Planning

Though we can adopt many procedures for this purpose, e.g. the Program Evaluation Review Technique (PERT) which provides a graphical representation of a project's timeline and gives the breakdown of the individual tasks of a project for analysis), the Critical Path Method (CPM) Analysis (The difference in the two is: PERT is the best for planning and control of time, since it is a method to control costs and time. While PERT has evolved as a research and development project, CPM has evolved as a construction project. Another difference is that PERT is set according to the events, while CPM is aligned towards activities, in which a deterministic model is used), and Flow Chart Analysis (Flow charts are simple diagrams, which map out a process, in such a way that we can easily communicate it to other people. To draw a flow chart, we have to identify the tasks and decisions that we make during a process, and write them down in order. Finally, we arrange these steps in the flow chart format, using the appropriate symbols); yet the one based on Mathematical Permutations and Combinations Formulae, is most accurate. If in a strategy, n is the number of options, each involving r steps; then nPr and

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nCr are respectively the number of permutations, and number of combinations. It must be noted that nPr is more exhaustive method, since it considers the number of different possibilities at each step; as is the case in the game of chess.

*a) Permutation and Combination.*

Permutations and Combinations, mean the various ways in which objects (steps in case of Strategy) from a set may be selected, generally without replacement, to form subsets. It is important to note here that this selection of subsets is called a permutation, when the order of selection is a factor and a combination when order is not a factor.

*Combinations:* The term "Combinations" implies the different arrangements of a given number of elements taken one by one, or some, or all at a time.

Number of combinations C, when r elements (steps in case of Strategy) are selected out of a total of 'n' elements (steps in case of Strategy) is given by the following expression:

$$n\ C\ r\ = n! / [\ (r\ !) \times (n - r)!\ ]\ \ldots (1a)$$

$$= [\ n.(n-1).(n-2)\ \ldots 1\ ]\ /[\ r.(r-1).(r-2)\ \ldots 1\ ].[\ (n-r).(n-r-1.)\ (n-r-2)\ldots 1]\ \ldots (1b)$$

*Permutations:* In general, if there are $n$ objects (steps in case of Strategy) available for selection, and permutations ($P$) are to be formed using $k$ of the objects (steps in case of Strategy) at a time, then the number of different possible permutations is denoted by the symbol $nPk$, and is given by the following expression:

$$nPk\ =\ n!/(n\ -\ k)!\ \ldots (2a)$$

$$=\ [\ n.(n-1).(n-2)\ \ldots 1\ ]\ /[\ (n-k).(n-k-1).(n-k-2)\ \ldots 1\ ]\ \ \ldots\ \ (2b)$$

It may be noted that the expression $n!$ implies that all the consecutive positive integers from 1 up to and including $n$ are to be multiplied together, and 0! is defined as equal to 1.

## IV. Concluding Remarks

For the continuous growth of the companies, the Management has to do Strategic Planning. It should have the specialists for this purpose, having good knowledge of the Financial and other resources of the company, Economics Concepts, Political Environment, and Mathematical Formulation, along with some idea about the working and prospects of the companies dealing with similar trade-In addition, some knowledge of using Software Analysis may be useful. More importantly, the managers must constantly (i) scan the external environment for guessing and understanding the trends and events, which affect the overall economy, and (ii) monitor changes in the particular industry in which the firm operates. In fact, the Strategic Planning involves the development of specific strategies and actions.

The managers must be able to carefully manage the possible actions, which their firms might take to deal with the changes occurring in their environment .It is clear that selecting business-level strategies helps to provide firms with a recipe, which they can follow for increasing the likelihood of their strategies being successful. The Paper should be of good utility for the managers involved in overall planning of their respective companies.

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# Between the Fantastic and the Phantasmagoric in *Crônica Da Casa Assassinada*

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*Keywords:* *phantasmagoric; fantasticrealism; crônica da casa assassinada.*

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# Between the Fantastic and the Phantasmagoric in *Crônica Da Casa Assassinada*

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Barbara Del Rio Ara Jo

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*Keywords: phantasmagoric; fantasticrealism; crônica da casa assassinada.*

*Resumo-* Este trabalho pretende estabelecer relações entre o realismo fantástico e a representação do processo de fetichismo da mercadoria, descrito por Karl Marx. A intenção é mostrar que o fantástico pode levar a fantasmagoria, aprofundando ainda mais o conhecimento da realidade social. Através da obra *Crônica da Casa Assassinada*, será possível empreender uma análise materialista que concebe a arte literária como capaz de estetizar os objetos tanto como uma nova visão quanto como reconhecimento, sendo que, no primeiro caso, o experimento pode vir a ser o reforço do que já se conhecia, mesmo diante de uma nova roupagem. Entretanto, isso não faz da arte algo acrítico; ao contrário, revela seus matizes, cujas origens estão na organização da sociedade.

*Palavraschave: fantasmagoria; realismo fantástico; crônica da casa assassinada.*

## I. O Realismo Fantástico e a Fantasmagoria da Realidade

O formalista russo Viktor Chklovsky, preocupado em explicar a arte como procedimento, explicita que as ações, assim como os objetos, tendem a nos parecer tão familiares que desaparecem suas especificidades da nossa linha de reconhecimento: o objeto se acha diante de nós, sabemo-lo, mas não o vemos. (CHKLOVSKY, 1975, p.45) Nesse sentido, o estudioso discute o papel da arte nesse resgate de percepção e de sensibilidade e, paraalém disso, deixa aberta uma seara importante: quanto mais parte da realidade, do nosso cotidiano e do campo de convivência habitual, mais o objeto e as ações tendem a desaparecer, isto é, uma vez tornadas habituais, elas também se tornam automáticas (CHKLOVSKY, 1975, p.45)

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Diante do exposto, percebe-se que quanto mais familiar, menos aparente está a realidade, aspecto importante na criação da sua dimensão fantástica. Nessa automatização da vida, a própria figura desaparece e parece se converter em nada. Para o estudioso, o papel da arte é singularizar as imagens dessa realidade de modo a torná-la visão e não reconhecimento. O uso de elementos fantásticos, mudando a semântica do enredo, traz essa especificidade e pode, além de singularizar,apontar para um processo de criação de uma fantasmagoria que, ao invés de afastar da realidade, a aprofunda. Embora pareça levar água ao moinho sobrenatural, místico e metafísico, o fantástico revela a materialidade da dinâmica histórica, que é bastante ampla.

Em relação à transformação fantasmagórica, Karl Marx, no livro I do *Capital,* nos dá exemplos de como a realidade e os objetos que a compõem podem se tornar estranhos em um processo de fetichização. A palavra empregada não é fortuita, pois está relacionada com um enfeitiçamento e com a transformação dos objetos reconhecíveis no seu mistério. Examinando a mercadoria, Marx mostra como ela esconde e sublima o material e o trabalho, satisfazendo as necessidades humanas; ela existe sob duplo aspecto: o valor-de-uso, condicionado a questão mais imediata da matéria, e o valor-de-troca, referindo à questão social, iguala o trabalho empregado em uma abstraçãocristalizada e a necessidade também em pura fantasia, ambos convertidos em valores monetários.

Para ser mais claro, Marx explica que 20 metros de linho não são mais que 20 metros de linho, uma determinada quantidade do valor-de-uso. Para entender o valor-de-troca, o linho deve se contrapor a outro material começando aqui seu processo de fantasmagorização, já que a forma natural ou física da mercadoria torna-se forma de valor. As propriedades das coisas agora parecem que não se originam dela, mas da sua relação com as outras e logo mais será materializada em dinheiro. O valor do objeto, a madeira, por exemplo, assume expressão fora dela, encarnada em uma mesa, como num desdobramento de dimensões: “Logo que se revela mercadoria, transforma-se em algo ao mesmo tempo perceptível e impalpável. Além de estar com os pés no chão, firma sua posição perante outra mercadoria e expande as ideias fixas de sua cabeça de madeira, fenômeno mais



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fantástico do que se dançasse por iniciativa própria". (MARX, 2014, p.93)

O mistério do fenômeno da transformação da madeira em mesa está no encobrimento das características sociais, como o trabalho dos homens, apresentadas como inerente ao produto; esse último se apresenta de modo inovador, fantástico, mas é fruto da dinâmica social, sobretudo que diz respeitoà transformação econômica capitalista:

> A concepção totalmente defeituosa a respeito dessa metamorfose decorre, pondo-se de lado ideias obscuras e confusas sobre valor, da mudança de forma de qualquer mercadoria se realizar pela troca de duas mercadorias, uma mercadoria comum e a mercadoria dinheiro. Atentando-se apenas para esse aspecto material, para a troca da mercadoria por dinheiro, deixa-se de ver o que deve ser visto, isto é, o que se passa com a forma (...) As mercadorias, tal como são, entram no processo de troca. Este produz uma bifurcação da mercadoria em mercadoria e dinheiro, estabelecendo-se entre estes uma oposição externa em que se patenteia a oposição, imanente a oposição entre valor-de-uso e valor. Na oposição externa, as mercadorias se confrontam, como valor-de-uso, com dinheiro, como valores de troca. Mas ambos os lados que se confrontam são mercadorias, isto é, unidades de valor-de-uso e de valor (MARX, 2014, p.131-132)

Marx percebe o fantástico no processo de instauração de valor-de-troca em que ocorre a metamorfose entre mercadoria – dinheiro – mercadoria. Além disso, discute os papeis do sujeito que são vendedores e compradores, ao mesmo tempo. Nesse aspecto, vê-se claramente que a dimensão diferenciada, isto é, fantasmagórica,provém justamente das relações com a realidade, não sendo supra ou a-históricas. De modo semelhante, o formalista russo, ainda que menos preocupado com a questão econômica, também nota que a ressignificação dos objetos para uma dimensão de estranhamento nasce do próprio objeto em sua relação de interlocução e de uso. Assim, ambos assumem que o fantástico nasça da dimensão real, como se esse fosse um de seus aspectos. Entretanto, há uma diferença nos raciocínios: enquanto Chklovskyvê no estranhamento fantástico a potencialidade da arte; para Marx, esse fantástico pode levar ao fetiche, isto é potencializadore ao mesmo tempo desmerecedor para a estética.

Chklovsky é incisivo: o objetivo da arte é dar a sensação do objeto como visão e não como reconhecimento; o procedimento da arte é o procedimento da singularização do objeto; é o procedimento que consiste em obscurecer a forma, aumentar a dificuldade e a duração da percepção (CHKLOVSKY, 1973, p.45). Indo mais adiante, pode-se dizer que, para o formalista russo, o ato de percepção na arte é um fim em si mesmo; deve-se extrapolar o uso comum e revelar o fantástico como uma função básica da estética. Esse fantástico, que nasce do próprio objeto real, deve ser representado e o que interessa é o devir de experimentalização.

Marx, um pouco mais desconfiado do efeitofantástico, diz que ele só importa quando serve como reflexão da realidade socio-histórica. Assim, ele não é um fim em si mesmo: a necessidade de experimentação do objeto é criada pela percepção dele. O objeto de arte - como qualquer outro produto – cria um público capaz de compreender a arte e de fruir a sua beleza. Portanto, a produção não produz somente um objeto para o sujeito, mas também um sujeito para o objeto (MARX, 2014, p.137). Nesse aspecto, a arte e seus procedimentos fantásticos só tem sentido na dinâmica social. Isto posto, a arte autêntica tem, no fantástico,a representação do fetiche e sua crítica. Lukács, estudioso marxista, define a arte como uma forma particular de descrição da realidade, mesmo que venha o fazer pelo procedimento que pareça irrealista. Objetivamente, a arte sempre faz parte da vida social; uma arte incompreensível aos outros só seria possível num hospício (LUKACS, 2010, p.270). Em relação ao fantástico, Lukacs, baseando nos preceitos de Marx, é enfático ao dizer que,na medida em que o capitalismo foi se estendendo a todos os domínios, toda arte foi subordinada, tanto a obra-prima quanto a mais convencional vanguarda. O que importa, nesse contexto, é a perspectiva reflexiva, o que se espera de uma obra autêntica:

> Trata-se de uma grande tendência social que se realiza por caminhos intrincados, talvez de um modo muito diferente daquele que imaginamos. Se quisermos representar verdadeiramente as ações e os pensamentos dos homens, constataremos que eles tendem a desembocar, a se projetar no futuro, em porções tão mais intensas quanto mais forem ricos os conteúdos (...) Marx afirmou que um passo real do movimento vale mais do que o programa melhor formulado. A literatura vale algo – e, então, vale muito – precisamente quando traduz para forma um passo real dado pelo movimento. (LUKACS, 2010, p.289-291)

*Crônica da casa Assassinada* é uma obra, cuja dimensão misteriosa e fantástica salta aos olhos. Aliás, toda narração parece funcionar em direção a fomentar o clima de mistério. A fortuna crítica da obra cardosiana reconhece isso e tende a interpretação em direção ao estranhamento, como coloca Chklovsky e a fantasmagoria fetichizante, como coloca Marx. Essas são duas fortes tendências ao interpretar o mal que acomete toda família Menezes. Alfredo Bosi (1997, p.628), por exemplo, reconhece no romance uma postura fantasmagórica na abordagem de temas ontológicos. Ele percebe, na composição romanesca, uma combinação de enigma e realidade de modo a incorporar as vanguardas ao discurso local. Assim, há uma ânsia progressista saturada de valorações morais e imagens religiosas derivadas da tradição. O crítico revela, então, uma combinação fantástica e realista a



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impor uma tensão no enredo e nos fragmentos dispersivos e dissonantes da trama. Otavio de Faria(1997, p.659) analisa o romance cardosiano, destacando nele o trágico, explicitando a dimensão do destino humano sem deixar de notar que essa condição espiritual está dentro da materialística, revelada pelo progresso histórico nacional.

Pode-se dizerque ambos os críticos reconhecem a configuração da realidade e de algo estranho, misterioso e fantástico na obra. Aliás, esses estudiosos revelam que essas instâncias são inseparáveis na fatura. Quanto mais se revela o mistério mais se aprofunda na realidade e vice-versa. Além disso, a obra cardosiana consegue sempre fomentar, no conhecido enredo, experimentações que fazem o leitor se surpreender a cada nova leitura. Misteriosa, ela sempre encobre qualquer definição, prevalecendo o enigma:

> tudo, na sua natureza, naturalmente rica e vária, antinômica e por vezes dialética, tudo é elemento de criação, de coordenação do seu mundo de romancista. Nenhuma dissonância: o homem que sente o problema do destino eternamente adverso, da luta entre o amor e o ódio, da vitória terrena do Mal sobre o Bem, é o mesmo homem que escreve e compõe, que transforma e refunde, que cria enfim o seu mundo de ficção (FARIA, 1997, p. 659).

Na obra, o destino humano é fruto de ações, mas, sobretudo, de uma atmosfera opressora e amaldiçoada. A narrativa nos oferece uma visão de mundo "eminentemente trágico e eminentemente desesperado"; os personagens estão em degredo e há "um furor os anima, um destino os condiciona". Além disso, pouco ou quase nada se pode afirmar como verdade dos fatos narrados: Não se sabe se houve assassinato ou suicídio na casa envolvendo Alberto; Valdo teria sido vítima de seu irmão Demétrio?; a paternidade de André e o caso de incesto permanecem em suspensão. Estranhamento e fantasmagoria estão na base de configuração da obra, além da representação de um contexto histórico decadente.

## II. O Mistério Como Parte do Concreto: Ruína e Decadência nas Crônica da Casa Assassinada

Todo fato relatado na narrativa fica em latência durante a leitura; não se pode confiar nas cartas, nos depoimentos e nos diários. Eles se contradizem, além do mais, foram repaginados por padre Justino a pedido de um interlocutor oculto. Por de trás de tudo, o que existe como motivador de toda dinâmica do enredo é o cenário de decadência construído não só pela derrocada da família patriarcal dos Menezes, mas também das personagens que a compõe. Interessante que esse aspecto é encoberto pelo enfeitiçamentoe pelo mistério. Afantasmagoria está na ênfase da existência de um "Mal sobrenatural" que paira sobre a Casa. Esse destino amaldiçoado pode ser entendido como o processo de modernização que está varrendo do mapa aquele tipo de família no interior das Minas Gerais:

> [...] a Chácara dos Meneses, apesar de não estar explicitamente enunciado, insere-se num tempo histórico bem definido: as primeiras décadas do século XX, quando se inicia um intenso processo de industrialização no Brasil e Minas sente novamente o problema da decadência. Todo o movimento econômico-social transfere-se do campo para a cidade. Inicia-se um grande êxodo que esvazia as regiões rurais, levando-as quase à extinção (BARROS, 1999, p. 80).

Para Nunes (1997, p 262), a oligarquia que insiste em se manter no interior dos estados seria o resultado de uma sobrevivência tradicionalista solapada pelo processo de modernização: "Pensemos na industrialização. Ela cria novas oportunidades para coalizões políticas assim como novos tipos de conflitos; oferece novas bases para a competição política, mina o poder das elites fundiárias e torna impossível para elas governar de forma oligárquica". Esse é o pano de fundo da narrativa e o verdadeiro motivador para o desenvolvimento do fantástico. Aliás, o desenvolvimento do capitalismo proporciona a criação de uma aura progressita e misteriosa que parece obnubilar às questões reais, como a tentativa de apagamento de um sistema arcaico que agora aparece esfumaçado e combinado com a modernização. Na obra cardosiana, a discussão histórica está nas entrelinhas e parece não ser central na figuração dramática, sendo destaque as intrigas entre os personagens, as divergências entre os relatos, depoimentos e cartas. O conflito parece estar restrito aos pontos de vistas e perspectivas; pouca são as ênfases nas diferentes ordens sociais, culminando no poderio místico dos Menezes. Assim, a totalidade das forças sociais e históricaspouco se coloca e a questão central é o fragmentário das percepções e não o todo. Ao dizer da família Menezes, desaparecem ou diminuem de sua representação os fenômenos da vida que não estão em correlação com essa áurea mística por ela passada. Entretanto, ainda que ocultada, é essa dinâmica histórica da ruína que motiva toda a estética do livro. De modo alegórico, todas as partes permitem acessar a dinâmica histórica que apontam para a realidade e para o fantástico.

O encaminhamento da narrativa favorece o fantástico na medida em que permanecem dúvidas e incertezas nos relatos dos personagens. Todos vagueiam sobre os fatos e existe muita impressão sem certezas. A confusão na rememoração é frequente: "cheguei a formar uma figura mais ou menos inteira, mas longe de corresponder à realidade" (CARDOSO, 2008, p. 317). Os narradores são réus confessos da dúvida: "não me lembraria de todas, tanto elas já se



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misturaram em minha memória ao eco de outras e tanto o tempo já escoou sobre a época em que foram ditas" (CARDOSO, 2008, p. 244).As impressões dos narradores se multiplicam fazendo com que todos os relatos fiquem em suspensão. Ao lado da memória, do vivido, atua o esquecimento, o fantástico:

> Mais tarde, muito mais tarde as circunstâncias me trairiam de novo aquele ambiente irrespirável – e o mais extraordinário é que, tendo decorrido tantos anos, novo acontecimento se prenderia ao velho, ao que eu vivia agora, e formava com ele um só corpo como uma arvore única dividida em duas partes (CARDOSO, 2008, p.176)

Tentando recompor a realidade, os personagens estão longe de correspondê-la. Nesse sentido, pouco interessa os fatos, mas a construção do mistério. Tudo se esfumaça inclusive o aspecto histórico, que surge como um dilema de memória, da lembrança e de algo universal. Há um isolamento, uma fragmentação, uma construção dilacerada que dificulta a exposição clara da dramatização das razões sociais e históricas. Ana escreve um "mar de despojos" (CARDOSO, 2008, p.308) tentando verificar se tudo o que lhe chama atenção realmente existiu. Ela tenta organizar o relato até mesmo para se entender e deixar desaguar seu ódio e sofrimento por uma amor que não volta mais. Faz-se necessário dar uma ordem para a perturbação provocada tanto pela presença de Nina, quanto pela morte de Alberto, oportunidade única de expressão dos afetos canhestros de Ana. Atenta a superposição do tempo, ela se recolhe sobre si mesma num processo de entendimento da culpa, revelando a ruína do seu próprio eu. Assim como o corpo de Nina, a chácara está dilacerada, está também a consciência de Ana. Há uma teia melancólica e real que puxa a todos os Meneses, como observa Betty, a governanta: "Um pouco de fantasia, aliás, não faz mal a esta casa. Ela sofre de realidade demais." (CARDOSO, 2008, p.137).

A afirmativa é importante na medida em que todo esse mistério ali presente provém da realidade degradada. Trata-se de uma maneira particular de representação que parece se afastar do real, mas, nesse afastamento, acaba por aprofundá-lo ainda mais. Toda aura misteriosa e de suspensão advém de uma materialidade. Ligado ao grupo de intelectuais católicos, formados por Cornélio Pena, Jorge de Lima, Murilo Mendes dentre outros entre as décadas de 30 e 40, Lucio Cardoso discutia a renovação espiritualista, a transcendência, mas procedia em uma literatura política, como afirma Mario de Andrade: "compreendi perfeitamente a sua finalidade (no livro) de repor o espiritual dentro da materialística literatura de romance que estamos fazendo agora no Brasil. Deus voltou a se mover sobre a face das águas" (*Apud* CARELLI, 1997, p. 34). Nessa perspectiva, pode-se dizer que a configuração das *Crônica da casa assassinada* demonstra uma profunda preocupação ética em relação às possibilidades da linguagem e à historicidade da arte (BRAYNER, 1997, p.717). Na narrativa, através da discussão psicológica, se colocam questões importantes para o entendimento do fantástico e da situação nacional. A discussão da moral religiosa tem vistas a deflagrar a ambiguidade da formação ética burguesa, apresentando uma crítica à sociedade mineira. Ainda que a obra pareça representar a falência do ser humano universal, genérico e comum, há muito de típico a dispor de uma sociedade específica. Deste modo, o que salta aos olhos é uma realidade esfumaçada que parece dizer da condição decadente humana frente às irreverências do destino, mas, à contrapelo, mantem-se a dialética no esboço de uma realidade particular, mineira e periférica. Deste modo, o fenômeno estético, através da configuração dos personagens e da narrativa, oferece uma abordagem do trágico remetendo a aspectos metafísicos e ontológicos ligados ao destino do homem, também esclarece quanto a uma nova tendência histórica e estética da desagregação vinculadas à situação da arte no século XX, mas não perde nunca o seu dialogismo com a realidade social e histórica.

Basta lembrar-se das caracterizações do romance moderno, colocadas por Anatol Rosenfeld, para entender que o passado histórico é tão importante quanto o esfumaçar do futuro. Toda eternidade proporcionada pela narrativa não deixa de estar vinculada ao mundo. Ele entra na fatura como matéria ainda que pareça subsumido:

> Importa, portanto, elevar a nova visão a uma expressão adequada. Trata-se pois de transmitir a nova experiência como experiência verdadeira, capaz de ser vivida pelo leitor. Não basta apenas falar tematicamente sobre a precariedade da situação do indivíduo na nossa época e na nossa sociedade; não basta apenas dizer que o indivíduo hoje se sente ameaçado de fora e de dento, ameaçado de fora pelo mundo anônimo e social e de dentro pelas formas anônimas do inconsciente. Sem dúvida, antigamente o homem também estava ameaçado por forças anônimas mas só agora ele o sabe, só agora ele está consciente do inconsciente, se assim se pode dizer. O homem agora tem nova consciência a respeito disso. Sabe que há no seu íntimo, forças anônimas que influem no seu comportamento, que invadem seu próprio ego racional, manifestando-se de uma maneira as vezes arrasadora. Ao mesmo tempo vê-se o homem ameaçado de fora pela engrenagem gigantesca do mundo moderno. Ora não basta apenas discorrer sobre isso, não basta, por exemplo, discorrer sobre a obscuridade e impenetrabilidade do mundo moderno, como agora nós o vemos. Não basta tudo isso para que o leitor tome apenas conhecimento disto, aprendendo como se aprende 2x2 é 4. O conhecimento, neste caso, não transformaria em experiência, seria apenas um conhecimento a mais. O artista tem que trabalhar em um nível superior e profundo para que esse tema se transforme em experiência de vida. (ROSENFELD, 1994, p.43-44)



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Nesse aspecto, o elemento fantástico é pungente e se revela incorporado à obra na discussão estética do real na medida em que faz pensar na escassez de vida autêntica ou de qualquer projeto futuro. É a dizimação e ausência de solução. Seja na tradição da família ou na novidade incorporada por Nina, tudo fracassa. O trágico no romance funciona como um modo de mimetizar o alheamento do indivíduo na sociedade moderna. Perceba que não estamos aqui discutindo a inscrição da vida pessoal de Lúcio Cardoso na construção dos personagens, como faz Fausto Cunha, ao entender que o autor mineiro busca libertar-se dos dogmatismos, sendo anticanônico: "contra a família mineira. Contra a literatura mineira. Contra o jesuitismo mineiro. Contra a religião mineira. Contra a concepção de vida mineira. Contra a fábula mineira" (*apud* CARDOSO, 2008, p.9).Não é isso; embora muito do testemunho pessoal esteja presente na narrativa. A ideia que pretendemos é discutir como que a narrativa apresenta o fantástico como parte da falência do homem em geral mostrando sua limitação diante da existência. Aqui, o aspecto histórico é incisivo revelando que

> há uma ordem oculta no mundo, uma composição no entrelaçamento confuso de suas linhas. Mas é a ordem indefinível de um tapete ou de uma dança: parece impossível interpretar seu sentido e todavia mais impossível renunciar a uma interpretação (...), o trágico que ganha expressão na história não é um trágico inteiramente puro, e nenhuma técnica dramática pode encobrir essa dissonância metafísica. (LUKÁCS, 2015, p. 265-72).

Ainda que os destinos individuais estejam representados, eles nos ajudam a entender a totalidade, que embora fragmentária, pode ser recuperada. Assim como ela, estão também os conflitos históricos que aparecem obnubilados na narrativa. A chegada de Nina e o impacto frente ao patriarcalismo dos Menezes gera uma série de mistérios como se uma profecia fosse sendo cumprida. Timoteo esperava por aquele momento em que a família iria à ruína o que para ele era libertação de dogmas e condutas:

> Quantas e quantas vezes, absorvida num afazer mecânico, pensara no mistério dessa existência, aventura e conjeturas que só poderiam ser absurdas. Diziam tanta coisa, sussurrava-se ainda mais e, ao certo, sabia-se tão pouco a respeito daquela bizarra criatura! Graças ao papel privilegiado que representava junto à família, pude perceber muitas coisas, e adaptá-las ao que supunha. Assim, cheguei a formar uma figura mais ou menos inteira, mas longe de corresponder à realidade. Dona Nina escapava sempre a qualquer conjetura, do mesmo modo como em sua presença jamais se encontrava o que fosse firme e francamente delineado. Seria um bem, seria um mal? O certo é que ela sempre despertava interesse, e não raras vezes paixão. (CARDOSO, 2008, p. 317)

O desenrolar da história revela o apodrecimento de Nina, acometida por um câncer, e também da família Menezes, abalada pela falta de posses e pela derrocada moral no episódio da chegada do Barão. Tudo isso é revelado como um fatalismo misterioso e fantástico:

> Como se assistisse à demonstração de um espetáculo mágico, ia revendo aquele ambiente tão característico de família, com seus pesados móveis de vinhático ou de jacarandá, de qualidade antiga, e que denunciavam um passado ilustre, gerações de Meneses talvez mais singelos e mais calmos; agora, uma espécie de desordem, de relaxamento, abastardava aquelas qualidades primaciais. Mesmo assim era fácil perceber o que haviam sido, esses nobres da roça, com seus cristais que brilhavam mansamente na sombra, suas pratas semi- empoeiradas que atestavam o esplendor esvanecido, seus marfins e suas opalinas – ah, respirava-se ali conforto, não havia dúvida, mas era apenas uma sobrevivência de coisas idas. Dir-se-ia, ante esse mundo que se ia desagregando, que um mal oculto o roía, como um tumor latente em suas entranhas. (CARDOSO, 2008, p.130)
>
> Os vizinhos se achegavam e era eles que denunciavam esse fim, como em pleno campo os urubus denunciavam a res que ainda ano acabou de morrer. E também dento de mim como se obedecesse a esse mesmo ritmo de destruição, alguma coisa se desfazia. Em vão escutava eu vozes que reabilitavam um sistema de vida irremediavelmente comprometido (Demétrio, seu modo de olhar, de exprimir-se e sobrepairando acima de tudo aquela noção de família...) e sopravam ditames de uma autoridade que não existe mais. Era tão forte essa sensação de desabamento, em mim o vácuo se fazia com intensidade, que eu chegava mesmo a me acreditar ante a iminência de um desastre físico- era possível que realmente a chácara ruísse, viesse ao chão e nos arrastasse no seu vórtice pó. (CARDOSO, 2008, p.451)

Esse relato do fim é construído em um tom apocalíptico, como se tentasse dar solenidade aquela família e a figura de Nina. O mistério permanece, mas o interessante é entender que ele se desprende da realidade que já anuncia o engendramento de um progresso que solapa aquelas famílias patriarcais mineiras. Até o baronato é descrito como decadente: o aparecimento do barão, figura emblemática da aristocracia, traz esperanças à Demetrio e à família Menezes. Ele daria a eles o respeito, já cambiante, e talvez as glórias mesmo sem parâmetro econômico. O que se destaca, a partir do luto, é a pilheria da decadência do próprio barão. O riso é inevitável mostrando a demência daquela figura e sua sovinice. A dimensão fantástica opera, portanto, com os aspectos trágico e cômico afim de revelar o assentamento de um progresso nacional que insiste em conservar o atraso, revelando a decadência:

> Majestosamente tanto quanto lhe era possível: pequeno, como já disse, gordo, o embornal atrapalhava-lhe os movimentos, e ele defendia o objeto como se contivesse



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> algo de muito precioso. Inclinando a cabeça ora aqui, ora ali, num cumprimento seco e circunstancial, foi sentar-se afinal no fundo da sala, bem distante do corpo exposto, e numa banqueta de veludo ali disposta especialmente para a ocasião. Seus pés, calçados com botinas de cano alto, ficaram suspensos no ar, balançando. Como se olhasse inquisidoramente em torno – um olhar de português rude e disposto a chalaça brutal – os presentes sentiram que deveriam se ocupar de outra coisa, e voltaram a se dispersar pela sala, alguns compondo uma fila contemplativa diante do cadáver. Aí o Barão, que possivelmente só esperava por esta oportunidade, retirou o embornal do braço, abriu-o e, metendo lá a mão, retirou de dentro uma comida qualquer – talvez uma guloseima. (Por esta época já se achava ele dominado pelo demônio da gulodice, que mais tarde o arrebataria depois de uma tão cruel agonia; não podia separar-se daquele saco de alimento e, onde quer que estivesse, em visita ou em casa, estava sempre mastigando. Flácido, seus olhos haviam adotado um brilho inquieto, sonso, de alguém que se sente espiado a cometer uma falta grave e que, por isto mesmo, está sempre a reclamar misericórdia. E todo ele já começava a dessorar essa coisa açucarada que lhe banhava o rosto, e que lhe emprestava um aspecto tão repugnante, de presunto untado, como se por todos os poros filtrasse a essência dos alimentos que ingeria laboriosa e constantemente.) De longe, mal ousando furtivos olhares (diziam-no senhor da mais ricas terras de Portugal...), as pessoas comentavam: "É o Senhor Barão que está comendo", e não havia nisto nenhum escândalo, como se fosse muito próprio da raça dos barões carregarem para os velórios um embornal de gulodices. (...) todos já se limitavam tranqüilamente a olhar o Barão de longe, esfarinhando uma empada entre os dedos (...) (CARDOSO, 2008, p.472-473)

*Crônica da Casa Assassinada*desenvolve uma linguagem em que é perceptível a mistura estilística entre a melancolia e o riso; isso tudo conjecturado sob a égide da decadência de uma sociedade em função da implementação da modernidade e da modernização nacional. A obra se afasta da fatura sociológica e panfletária, muitas vezes repetida nos romances dos anos 30, e aprofunda a representação de uma modernização conservadora brasileira por meio da questão intimista, da dramatização da tragicidade dos destinos humanos. Assim, a dissolução fragmentária remetendo ao fantasmagórico eao fantástico da narrativaconsegue recompor uma combinação riso e melancolia, mostrando a combinação de forças da modernidade, sobretudo no contexto periférico nacional.

O fantástico faz parte da configuração da fatura; aliás, a mistura estilística entre o horror e o riso, isto é, através da mistura do trágico e do cômico, engendra a vertente fantástica a revelar os matizes da realidade. Essa aparece singularizada nos mistérios envolvendo personagens e objetos que compõe o enredo. Essa aura fantásticaproporciona a singularização e propicia ainda uma nova visada sobre o processo histórico, ainda que ele esteja esfumaçado e pouco aparente. A discussão histórica está presente por detrás desse acaso a determinar a ruína de todos inclusive de Nina e da Família Menezes. Como uma fantasmagoria, ela está ali e é produto do capitalismo que avança e também do processo de decadência. Atravésdos seres cindidos, entendemos a condição de degredo e "o nada como condição":"Não conseguiam se reestabelecer com o passado nem redimensionar com o futuro eles vivenciavam o abismo. Vivia como todo ser humano incerto do valor de suas armas" (CARDOSO, 2008, p.406).A derrocada humana embora pareça metafísica está intimamente associada à derrocada de um sistema econômico que busca sobreviver frente ao progresso. Através do fantástico e do mistério fantasmagórico, percebe-se que as alucinações dos personagens são com coisas reais, por exemplo, apontam para a condenação do moderno e das forças do progresso que vingariam independente do sistema arcaico familiar. Nem Nina nem Demétrio, o humano falece. O que fica são os novos tempos de urbanização que se misturam as ruínas da chácara, que sobrevive:

> A chácara dos Meneses foi das últimas a tombar, se bem que seu interior já houvesse sido saqueado pelo bando chefiado pelo famoso Chico Hera. (...) no entanto, para quem conhecia a crônica de Vila Velha, que vida ainda ressumava ela, pelas fendas abertas, pelas vigas à mostra, pela telhas tombadas, por tudo enfim que constituía seu esqueleto imóvel, tangido por tão recentes vibrações (CARDOSO, 2008, p.495)

Toda uma vibração misteriosa é mantida e a discussão sobre o poder da família Menezes persiste, ainda que abalada frente ao progresso. Assim, há uma relação de tempos importantes entre o que a memória dos personagens guardajunto com o esquecimento. Para o crítico Denílson Lopes (LOPES, 1999), há na narrativa uma "sensibilidade melancólica e um adensamento do imaginário neo-barroco". É a consciência do ser cindido que busca o mito de uma idade de ouro perdida – no caso da fazenda, agora em ruínas, deixa mais explícita a melancolia. Essa surgiria no desagregamento da tradição, no esfacelamento de tudo.*Crônica* é a história do que já acabou e os personagens ainda buscam, no olhar retrospectivo, entender o que se foi. Para Adonias Filho (*apud* CARELLI, 1997, p.55), *Crônica* é como uma teia de desfalecimentos que geram uma tragédia total: "a tragédia surge aos pedaços para adquirir finalmente a projeção inteira". A arquitetura romanesca revela essa pujança do desespero desagregado. Nesse sentido, o texto parece a ruína absoluta. Nele, aparece muito do fantasmagórico, mas esses fragmentos muito ajudam a entender a dinamicidade totalizadora, pois a ruína é parte da história. A arquitetura da casa, os personagens e seus pertences representam o anjo alçado pelos

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ventos do presente ao mesmo tempo em que olha o que já se foi:

> Seu rosto está dirigido para o passado. Onde nós vemos uma cadeia de acontecimentos, ele vê uma catástrofe única, que acumula incansavelmente ruína sobre ruína e as dispersa a nossos pés. Ele gostaria de deter-se para acordar os mortos e juntar os fragmentos. Mas uma tempestade sopra do paraíso e prende-se em suas asas com tanta força que ele não pode mais fechá-las. Essa tempestade o impele irresistivelmente para o futuro, ao qual ele vira as costas, enquanto o amontoado de ruínas cresce até o céu. Essa tempestade é o que chamamos progresso. (BENJAMIN, 1994, p.226)

As ruínas da casae a melancolia dos personagensconstroemo fantástico que por sua vez revela a fantasmagoria da modernização, implementada junto ao atraso. O fantástico acaba por dar vida e aura poética a um processo cruel e fetichista. Nesse sentido, a arte se torna crítica e, para além do reconhecimento, oferece visão trágica sobre o progresso. Interessante é que o estranhamento é presente na obra e permite a construção do mistério e suspensão do enredo. Entretanto, essa técnica não é um fim em si mesma, ela se comporta como alegoria, evidenciando a totalidade do processo de modernização. Deste modo, o fantástico acaba por desvelar a realidade e mais que isso humaniza a fantasmagoria do processo de modernização, pois é capaz de criticá-la. Nesse sentido, a humanidade afirma-se na negação, à contrapelo, quando se desloca o sentido da representação e do que é representado.

## III. Considerações Finais

O romance cardosiano tem como técnica o uso de procedimentos antirrealistas no engendramento do mistério que prevalece no seu enredo. A crítica literária muito destacou os aspectos modernos da obra, sobretudo, no que diz respeito à incorporação das vanguardas e a configuração de uma nova narrativa, fragmentária e aludindoàalegorização. Diante dessas evidências, reforça-se a perspectiva de criar impacto, de estranhamento na representação do fantástico da obra. A cada leitura, o romance permite novo acesso ampliando a atmosfera mística.

Nesse trabalho, tentamos mostrar que toda essa visão inovadora parte da dinâmica da realidade representada na obra não de modo explícito, ainda sim essa é o motivador de toda derrocada dos homens e da família Menezes. Discutimos, então, que o processo de modernização presente como pano de fundo proporciona a ruína e a fantasmagoria de uma ordem socialem derrocada e de todo um clã. Esse desenvolvimento progressista permitiu, além da criação do fantástico, em uma imagem dialética entre o que foi e já não mais é, o entendimento da fantasmagoria do desenvolvimento do capital. Interessante é que a representação de um processo fetichizante, adentra ainda mais a conhecer a realidade, proporcionando a humanização.

A configuração do fantástico em *Crônica da Casa Assassinada*, para além de uma técnica de mistério, configurou uma forma de engendramento para conhecer a realidade. Os espectros da casa permitiram entender um processo de modernização conservadora típico da realidade brasileira. Além de permitir esse reconhecimento, proporcionaram também uma visão diferenciada sobre a dinâmica da realidade, aderindo a um posicionamento crítico. Nesse aspecto, ocorre a humanização pelo fantástico e entendemos o papel da arte como um modo de *mimesis autêntica*, em que, confrontando a realidade social-histórica e a ficção, cria-se uma forma de *poiese*, que faz com que a elaboração da realidade na literatura contribua para a ampliação do sentido do "real".

Nota-se que a percepção artística ocorre pela experimentação da forma da obra, a qual não é um invólucro, sem referente, mas uma integridade dinâmica e concreta que tem em si mesma um conteúdo fora de toda correlação. (EIKHENBAUM, 1973, p.13). Nesse aspecto, percebe-se que a forma literária tem natureza compósita e ao mesmo tempo em que possui caráter técnico, elaborando procedimentos narrativos do romance, é perpassada pelas relações históricas e sociais. A forma do romance pode ser vista como uma "forma de formas", um complexo heterogêneo capaz de representar a multiplicidade das relações histórico-sociais. Isso significa que a configuração depende da objetividade e historicidade das formas sociais. Assim, a obra literária é o mundo imaginário que se constrói sob a lógica de um aspecto real x, o qual é um momento e lugar determinado da totalidade social. (SCHWARZ, 1987, p. 143).

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# *L'Impasse* de Daniel Biyaoula: la mise en Fiction du Diagnostic Postcolonial Fanonien

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*Résumé-* Après la décolonisation politico-administrative des pays anciennement colonisés, reste et demeure encore aujourd'hui la décolonisation des esprits tant du Noir que du Blanc. Décoloniser les esprits est ce à quoi s'attèlent les théories postcoloniales depuis Fanon en vue d'une veritable fraternité universelle entre les peuples sous fond d'élan humaniste. À la lumière du diagnostic psychique du Noir complexé du fait de la colonisation, établi par Franz Fanon dans Peau noire, masques blancs, la présente réflexion est une lecture de L'Impasse, roman du Congolais Daniel Biyaoula. Au fil de l'analyse, il s'ensuit que les memes attitudes identifiées par Fanon au sujet du Noir qui développe des complexes, sont narrativement thématisées par le romancier. Les deux auteurs s'accordent sur la nécessaire désaliénation des races en vue d'une réelle harmonie entre les hommes sans aucune catégorisation sur la base des couleurs.

*Motsclés:* *colonisation/décolonisation, postcolonialisme, complexes, noir/blanc, identité, humanisme.*

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# *L'Impasse* de Daniel Biyaoula: la mise en Fiction du Diagnostic Postcolonial Fanonien

Nankeu Bernard Bienvenu [α] et Vokeng Ngnintedem Guilioh Merlain [σ]

*Résumé-* **Après la décolonisation politico-administrative des pays anciennement colonisés, reste et demeure encore aujourd'hui la décolonisation des esprits tant du Noir que du Blanc. Décoloniser les esprits est ce à quoi s'attèlent les théories postcoloniales depuis Fanon en vue d'une véritable fraternité universelle entre les peuples sous fond d'élan humaniste. À la lumière du diagnostic psychique du Noir complexé du fait de la colonisation, établi par Franz Fanon dans *Peau noire, masques blancs*, la présente réflexion est une lecture de *L'Impasse*, roman du Congolais Daniel Biyaoula. Au fil de l'analyse, il s'ensuit que les mêmes attitudes identifiées par Fanon au sujet du Noir qui développe des complexes, sont narrativement thématisées par le romancier. Les deux auteurs s'accordent sur la nécessaire désaliénation des races en vue d'une réelle harmonie entre les hommes sans aucune catégorisation sur la base des couleurs.**

*Motsclés: colonisation/décolonisation, postcolonialisme, complexes, noir/blanc, identité, humanisme.*

> Même les Whites qui sont pas les katikas du french
> Ne use pas dans les divers tous ces mots qui tench
> Mais toi le Bantou, le négro ex-colonisé
> À peine mondialisé tu veux déjà whitiser [1]
> Koppo, « Gromologie », 2017.

## I. Introduction

L'écriture, au-delà de sa relation étroite avec l'esthétique du point de vue d'E. Kant[2] – c'est-à-dire une appréciation de l'œuvre d'art qui implique une non-objectivité – et la poétique au sens aristotélicien, peut également être un espace de réflexion. Dans ce cas, elle s'investir dans la fictionnalisation picturale des préoccupations humaines, dans le récit ou la mise en mots de ses inquiétudes, des états de société et des états d'esprit. L'histoire de la littérature en général est faite d'auteurs qui ont trouvé dans l'écriture un lieu privilégié pour aborder certains sujets. N'est-ce pas, à l'évidence, dans le sillage de cette idée qu' A. Mabanckou affirme: « On écrit parce que « quelque chose ne tourne pas rond », parce qu'on voudrait déplacer les montagnes ou faire passer un éléphant dans le chat d'une aiguille. L'écriture devient alors à la fois un enracinement, un appel dans la nuit et une oreille tendu vers l'horizon »? (2012, p. 132). À titre illustratif, il y a Jean-Paul Sartre et Albert Camus, deux philosophes français qui ont écrit des romans et des pièces de théâtre tous marqués par leurs réflexions philosophiques et politiques. « L' « Absurde » [par exemple] est une notion philosophique exprimée dans *Le mythe de Sisyphe* (1942) par Camus, et conceptualisée par Sartre dans *L'être et le néant* (1943) » (Aubert, 2002, p. 1). Respectivement dans les romans *L'étranger* (1942) et *La nausée* (1938), ces deux écrivains philosophes mettent en scène l'absurdité de l'existence. D'autres écrivains, à défaut de commettre des essais philosophiques pour par la suite les illustrer dans des œuvres de fiction, se sont contentés de produire, à dessein ou non, des récits qui semblent explicatifs de la pensée de certains auteurs. *Les Nourritures terrestres* (1897) de l'écrivain français André Gide se présente comme un « récital », imprégné d'un parfum d'empirisme, reprenant en échos les aphorismes de Friedrich Nietzsche dans *Ainsi Parlait Zarathoustra*. C'est aussi le cas de l'écrivain congolais Daniel Biyaoula dont le roman *L'Impasse* s'inscrit dans le sillage des réflexions postcoloniales de Franz Fanon, notamment dans *Peau noire, masques*. À ce sujet, quel est l'axe de pertinence postcoloniale qui constitue l'essentiel de la théorie fanonienne dans l'ouvrage précédemment mentionné? En quoi est-ce que Daniel Biyaoula s'y rapproche à travers son œuvre sus-évoquée? La présente réflexion est une lecture de *L'Impasse* de Daniel Biyaoula à l'aune de la théorie que Franz Fanon développe dans son essai *Peau noire, masques blancs*. Il est question pour nous d'interroger le roman de l'auteur congolais afin de mettre en exergue les éléments qui le rapprochent de Fanon ou l'influence que les idées du psychiatre martiniquais, aurait exercé sur son écriture.

## II. La Déconstruction du Préjugé de Race

À la lumière de l'analyse psychologique, Fanon, dans *Peau noire, masques blancs* [3], démontre que

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[1] Extrait de « Grolomogie », le dernier single en date de l'artiste camerounais Koppo. « whitiser » est une expression du camfranglais. Elle est composée du mot anglais « white » et de la particule « -iser ». L'ensemble signifie parler, s'exprimer comme un Blanc, c'est-à-dire en essayant d'imiter l'accent d'une langue étrangère.

[2] Cf. Emmanuel Kant, *Critique du jugement*, 1790.

[3] Dans ce travail, nous nous servons de la version numérique produite par Émilie Tremblay dans le cadre de : « Les classiques des sciences



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l'Occident, à travers une savante entreprise dite de civilisation, a réussi à faire comprendre au Noir qu'il n'existe qu'un seul et unique destin, lequel destin est blanc. Hors de là, aucune existence, aucun rêve réalisable, aucune condition humaine envisageable (1952, p. 32). L'ambition de l'auteur, nourrie à la source des réalités sociales et économiques qui sont à la base du complexe d'infériorité dont souffre le Noir, est de désaliéné celui-ci. Il s'agit ainsi d'un véritable travail de destruction de ce que l'auteur appelle techniquement « complexus psycho-existentiel » qui jouit d'une certaine prise en masse « du fait de la mise en présence des races blanche et noire » (p. 33). Cet édifice complexuel met à mal toute idée de relation harmonieuse ou universelle entre l'homme noir et l'homme blanc. Celui-là victime, l'autre bourreau. Le Noir a intériorisé ou mieux « épidermisé » le complexe d'infériorité auquel l'a voué l'Occident. Les peuples blancs ont également légitimé les attributs mythiques autour desquels on a construit l'image du noir: « le nègre esclave de son infériorité, le Blanc esclave de sa supériorité, se comportent tous deux selon une ligne d'orientation névrotique » (p. 73). La désaliénation est donc valable pour les deux races. Si l'une s'est aliénée en se postulant dans le rôle de race inférieure qu'on a bien voulu qu'elle joue, l'autre a entravé l'idéal d'humaniste en se positionnant en magistère du destin de la communauté humaine. Le Noir de même que le Blanc doivent être libérés. « Toute libération unilatérale est imparfaite » (p. 33), martèle le psychiatre martiniquais. Elle serait incomplète dans la mesure où le but est d'en arriver « à rendre possible pour le Noir et le Blanc une saine rencontre » (p. 92), d'hâter l'avènement d'une société sans races ni préjugés, qui est, somme toute, le vœu de toutes les théories postcoloniales contemporaines.

C'est ainsi que la Négritude apparait elle-même incomplète. Car, au-delà de la fierté affichée d'être Nègre, ou de se dresser « face à un monde blanc qui s'est arrogé le droit d'imposer sa civilisation prétendument éclairée à des barbares empêtrés dans les ténèbres de l'obscurantisme » (A. Mabanckou, 2012 p. 45), il faut atteindre, « assumer l'universalisme inhérent à la condition humaine » (F. Fanon, p. 31). Au-delà d'exalter la beauté ou l'âme noire, de glorifier les cultures africaines, de faire prévaloir une certaine authenticité, reste et demeure la question de la construction personnelle de nos sociétés, la problématique de la relation à l'autre. À ce moment, la Négritude ne serait pas un état, mais une transcendance, un dépassement de soi, un acte d'amour.

S'agissant du Noir précisément, le compatriote d'Aimé Césaire essaie « de découvrir les différentes positions qu'adopte le nègre en face de la civilisation blanche » (p. 33). Ces attitudes, l'auteur les présente comme vraies et avoue les avoir « retrouvées un nombre incalculable de fois » (p. 34), sans doute dans l'exercice de son métier de psychiatre. Son ouvrage est donc une étude clinique, un diagnostic des comportements en contexte raciste en vue d'« aider le Noir à se libérer de l'arsenal complexuel qui a germé au sein de la situation coloniale » (p. 48). Pour atteindre cet objectif, l'ouvrage de Fanon est structuré de six chapitres. Les trois premiers sont consacrés au « nègre moderne » (p. 34), au « Noir actuel » (34) dont l'auteur tente « de déterminer ses attitudes dans le monde blanc » (p. 34). Et les deux derniers chapitres « sont consacrés à une tentative d'explication psychopathologique et philosophique de l'exister du nègre » (p. 34).

Étant Antillais d'origine, l'analyse de Fanon se voulait uniquement valable pour les Antilles. L'auteur envisageait une étude destinée à l'explication des divergences qui existeraient entre Antillais et Africains. Mais craignait au même moment que cela s'avère inutile. Une crainte pour le moins justifiée aujourd'hui car, les observations et les conclusions fanoniennes semblent s'appliquer à tous les Noirs quelles que soient les origines. Les grands esprits se rencontrent, nous dit le proverbe. À l'observation de *L'Impasse* (1996), roman du Congolais D. Biyaoula, tout concorde avec le diagnostic de Fanon. Autrement dit, sans prétendre avec certitude – ce qui serait, du reste, une vue de l'esprit – à l'influence du psychiatre martiniquais sur le romancier africain, les deux auteurs convergent vers la même observation : un processus psycho-historique aliénant du Noir. Le constat de Franz Fanon date de 1952. Le roman de Biyaoula paraît en 1996, c'est-à-dire à l'aube du 21$^{e}$ siècle. Entre ces deux dates, il y a 44 ans d'écart, presqu'un demi-siècle. Mais « le problème du Noir » demeure et se pose toujours avec acuité dans un monde où, nonobstant les appels d'Edouard Glissant à la poétique du tout-monde, au vivre ensemble, à une politique interculturelle ou à l'en-commun au sens philosophique du terme, des volontés de repli identitaire se déclarent, s'affermissent à l'instar du débat sur l'identité nationale en France, les politiques anti-migratoires comme celle de Donald Trump aux USA ou de Marine Le Pen en France. Dans un tel contexte mondial, les démons des xénophobies diabolisantes se réveillent, réinstaurent le mythe de race supérieure et l'étranger, la différence se voit accusé de tous les maux au détriment de la synesthésie du divers au sens de Victor Segalen. Au regard de cette dérive ethno-racialisante, on donne raison à Albert Einstein qui

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observait qu'« Il est plus difficile de désagréger un préjugé qu'un atome ».

Le roman de Daniel Biyaoula aborde de manière illustrative, fictionnelle, bref idéologico-narrative, les attitudes du Noir face au Blanc, telles qu'elles ont été observées par Fanon. C'est le récit des mésaventures d'un anti-héros, c'est-à-dire un personnage noir africain aux prises avec les questions d'identité qui le taraudent, surtout que ses congénères semblent ne pas en avoir conscience et se comportent en négation d'eux-mêmes. En échos au constat de Fanon, l'œuvre de Biyaoula décrit des Noirs à Paris qui se sont fabriqués des masques blancs. Derrière un tel réalisme saisissant, l'ambition est sans doute de désaliéner l'Africain au même titre que Franz Fanon.

## III. Les Débarqués de Paris ou les Personnages Altérés

« Quel est le jeune qui n'ambitionne pas d'aller en France ? »

O. Sembène (1962, p. 172-173).

Aller à Paris reste et demeure pour beaucoup de jeunes africains au Sud du Sahara un rêve. Dans l'imaginaire du Noir en général et de ces jeunes en particulier, la France (métropolitaine) représente le symbole de la fortune sans coup férir. Autour de la France et de Paris gravite le mythe d'une vie de rêve. Cet état de fait explique ces propos de D. Thomas (2013, p. 181): « La France, et plus particulièrement Paris, continue à disposer du statut mythique dont elle était investie quand elle se trouvait au point centrifuge de l'empire colonial français ». Dans la plupart des pays de l'Afrique noire francophone, la France est un passage obligé, une sorte de pèlerinage à la Mecque, la consécration pour toute personne qui se dit « évoluée », « civilisée », « moderne ». Pour beaucoup, comme dirait le héros de Mabanckou dans *Verre Cassé* (2005, p. 64), « la France [y est] l'unité de mesure, le sommet de la reconnaissance, y mettre les pieds [c'est] s'élever au rang de ceux [qui sont sortis des cavernes]. L'idée est encore malheureusement entretenue, entre autres, par les débarqués de Paris, à savoir ces Noirs qui vivent dans la métropole française ou toute autre ville occidentale et qui arrivent en Afrique soit pour les vacances soit pour une autre raison. Ces Africains venus de la capitale française ou de toute ville européenne en général aiment à s'exhiber avec ostentation en prenant des aires de personnes fortunées. Le regard de l'écrivain A. Mabanckou (2012, p. 81-82) permet de mieux appréhender le phénomène:

> Le chemin d'Europe donne l'impression au jeune Africain que, par l'aventure, il débouchera dans une clairière où sa misère prendra fin comme par un coup de baguette magique. Au Congo, cette culture du rêve est entretenue par ceux qui ont déjà franchi le Rubicon. On les appelle les « Parisiens ». Aller en France, pour eux, équivaut à un pèlerinage à la Mecque. Les « Parisiens » préoccupés par l'habillement à travers leur mouvement de la SAPE[4], omettent sciemment de présenter à leurs jeunes compatriotes restés au pays l'autre face de l'Europe, avec ses chômeurs, ses SDF, sa situation économique très sensible et un courant de xénophobie véhiculé par certains partis politiques et qui se propage de plus en plus au point d'être banalisé.

C'est dire que le terme « Parisien » est synonyme de paradis au sens de beauté, richesse, bonheur et tranquillité. D'ailleurs écrit E. de Rosny (2002, p. 623), « un séjour à l'étranger est considéré comme la promesse d'un gain ». Être « Parisien » c'est être un homme bien. Au Cameroun, le mot est remplacé par celui de « Mbenguiste », conçu à partir de « Mben », mot venant du beti, une des langues de la région du centre et qui signifie « ce qui est bien » ; et du suffixe français « -isme », utilisé pour former un nom correspondant à une qualité ou à un état constaté. Littéralement, un « Mbenguiste » est quelqu'un qui vient « de là où c'est bien », de l'Europe pour tout dire. Toute personne venant de l'Europe est ainsi désignée et se plait à l'être. Car, derrière se cache l'envie, l'admiration, la fortune. Europe et bonheur vont donc de pair. C'est le lieu où tout le monde jouit de l'aisance. Un « Mbenguiste » est un homme heureux venant d'un pays de cocagne. Lors d'une visite à Douala, la journaliste Suzanne Kala-Lobè fait savoir à Alain Mabanckou que : « les Camerounais […] qui viennent d'Europe […] se la jouent tellement qu'ils claquent des fortunes juste pour épater [l]es petites filles aux jupes courtes qui bousillent les ménages des bons pères de famille de ce pays… » (Mabanckou 2016, p. 177).

Au Congo, on emploie l'expression « milikiste » pour nommer le jeune qui est allé en Europe ou qui y vit. En lingala, « miliki », le pluriel de « mokili », le « monde », est devenu synonyme d'Europe et d'Amérique du Nord dans une moindre mesure (D. Gondola, 1999, p. 28). L'attitude des gens qui en reviennent ne prouve pas le contraire. Bien plus, elle conforte dans l'idée que tout y est pour le mieux à en juger par l'état, le comportement, l'exhibition (matérielle) et les signes de distinction vestimentaires qu'arborent les voyageurs. Aussitôt,

> la pulsion migratoire est structurée autour d'un certain nombre de principes fondamentaux : la composante rêve/fascination […], la quête de reconnaissance, et enfin une dimension très importante, qui est l'anticipation du bénéfice et du prestige que le [Parisien ou le « Mbenguiste »] projette sur sa famille ou sur sa communauté en Afrique » (D. Thomas, 2013, p. 196-197)

[4] SAPE : Société des ambianceurs et des personnes élégantes. Lancé par les Congolais de Brazzaville, ce mouvement qui considère l'habit comme une « religion » a été popularisé par les musiciens du Congo démocratique (Papa Wemba, Emeneya Kester, Koffi Olomidé, entre autres).



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Bien avant Mabanckou, une telle attitude nimbée de parisianisme a été finement observée par Fanon:

> Le Noir qui connait la métropole est un demi-dieu […] Le Noir qui pendant quelque temps a vécu en France revient radicalement transformé. Pour nous exprimer génétiquement, nous dirons que son phéno-type subit une mue définitive, absolue. Nous voulons dire par là que les Noirs qui reviennent près des leurs, donnent l'impression d'avoir achevé un cycle, de s'être ajouté quelque chose qui leur manquait. Ils reviennent littéralement pleins d'eux-mêmes [avec en perspective la consécration dont ils feront l'objet au pays] (p. 38).

Pour mieux rendre compte de ce mode d'être du Noir, de ce morbide phénomène d'altération de sa personnalité, l'auteur de *Peau noire, masques blancs* cite le professeur Westerman, dans *The African to-day*, où ce dernier a écrit

> qu'il existe un sentiment d'infériorité des Noirs qu'éprouvent surtout les évolués et qu'ils s'efforcent sans cesse de dominer. La manière employée pour cela, ajoute-t-il, est souvent naïve : porter des vêtements européens ou des guenilles à la dernière mode, adopter les choses dont l'Européen fait usage, ses formes extérieures de civilité, fleurir le langage indigène d'expressions européennes, user de phrases ampoulées en parlant ou en écrivant dans une langue européenne, tout cela est mis en œuvre pour tenter de parvenir à un sentiment d'égalité avec l'Européen et son mode d'existence (p. 43-44).

Le style de vie des Occidentaux, leur culture, leur modèle de société n'ont de cesse, depuis la colonisation, d'être reproduit en Afrique. Les Africains voient en l'Européen un homme au mode d'existence exemplaire. Aussi ne se gênent-ils à adopter des attitudes et des comportements inspirés de la société occidentale. L'ampleur du phénomène est telle qu'il n'y a pas seulement les théoriciens du postcolonialisme qui s'y intéressent, même les écrivains en ont fait la matière de leur texte.

Les débarqués de Paris ont inspiré à l'auteur de *L'Impasse* des personnages altérés, c'est-à-dire des Africains complexés, qui ont adopté les us et coutumes de l'Europe. Le roman s'ouvre à l'aéroport de Roissy Charles de Gaulle. D'après le narrateur, il y a un nombre considérable de vacanciers,

> un concentré d'Africains parés [de] costumes de toute sorte, plus clinquants les uns que les autres. Cravates en soie. Robes de satin. Gangs blancs. Chaussures vernies ou cirées à souhait. Parfois manteau en laine, de cuir ou fourrure sur le bras. Tout ça se croise sans discontinuer (I, 13)[5].

Tout ce monde est vêtu de manière ostensible. Leurs vêtements sont voyants. Comme ils partent pour l'Afrique, ils se doivent de se faire remarquer dès leur descente d'avion, de faire savoir, vestimentairement parlant, qu'ils vivent en Europe, en France, bref qu'ils sont des « Parisiens ». L'Habillement avant l'embarquement constitue les signes extérieurs, les oripeaux d'un statut d'immigré qui retourne au pays vanter sa gloire. La magnificence des tenues dont on enveloppe les corps réverbère la situation d'Africain vivant à Paris.

Au milieu de cette foule en partance pour l'Afrique, le narrateur, principal héros de l'histoire ressemble « à un gueux » (I, 13). Rien sur lui n'est fait pour décliner à outrance sa « parisianité ». Il n'arbore absolument pas de costume d'apparat qui déploierait ou qui réfléchirait le privilège qu'il a de vivre en France. Même s'il « ne ressen[t] aucune gêne, aucun embarras à être comme [il est] » (I, 13), c'est-à-dire sobrement habillé, ses semblables en sont horripilés. À les entendre parler, la mise du narrateur n'est pas soignée comme elle devrait l'être. Cette négligence déshonore l'Afrique. Dans sa frugalité vestimentaire, le sujet narrant a l'air d'un rustre. Il en paye les frais dans les dires et le regard des autres:

> À un moment ou à un autre, l'un d'eux regarde tout autour comme pour vérifier que l'on fait attention à lui, à eux. J'entends et comprend leurs propos. C'est des compatriotes. L'un des gars a croisé mes yeux. Il me regarde pendant une fraction de seconde puis se tourne vers ses compagnons. – Hé!... Hé! Voyez-moi celui-là!... Là, en face de moi! […] Regardez comme il est habillé! C'est des gens comme ça qui font honte à l'Afrique […] – Oui, c'est comme tu dis, que fais un autre. C'est un vrai bœuf, un cul-terreux, ce type! Les Blancs, quand ils voient des Noirs fringués comme ça, ils pensent tout de suite qu'on est tous pareils! Heureusement que nous sommes là pour sauver l'honneur du continent (I, 14).

Des propos du professeur Westerman, précédemment cités par Fanon, il transparaît qu'il y a chez le Noir un complexe d'infériorité que ce dernier s'évertue à dompter en endossant, entre autres, des habits qui lui donnent le sentiment de se forger un piédestal culturel par lequel il parvient à se hisser à la hauteur du monde blanc. Fanon parle d'un édifice complexuel savamment construit depuis la Traite négrière, en passant par la colonisation, qui, jusqu'aujourd' hui, en tout temps, en tout lieu, affecte le comportement du Noir. Celui-ci voit dans la culture occidentale, la référence voire le référentiel en termes d'idéal de vie et de conduite. Briller à travers les vêtements est aussi une manière de paraître civilisé, de se dépouiller du préjugé colonial d'homme primitif, à eux attribué par l'impérialisme, en vue de prétendre à une culture dont on a souvent martelé qu'elle fait défaut au monde noir.

Briller serait inhérent à la mentalité postcoloniale: « En postcolonie, écrit A. Mbembe, la magnificence et le désir de briller ne sont donc pas le seul apanage de ceux qui commandent. L'envie d'être honoré, de briller et de festoyer est tout aussi présente

[5] Lire : *L'Impasse*, page 13. Les passages illustratifs du corpus seront ainsi référencés.

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chez les gens du communs » (2000, p. 183). Dès que l'occasion s'offre de manifester une certaine grandeur, la mobilisation est forte. En de telles circonstances, l'économie du vêtement, en termes d'achat des produits de qualité, participe du désir de majesté de tout un chacun. L'homme qui revient d'une ville européenne s'exhibe dans des habits qui l'auréolent de prestige aux yeux des autres. Ainsi se comprend l'attitude des compatriotes du héros de Daniel Biyaoula.

À sa descente de l'avion, ses parents sont eux aussi déçus par sa tenue vestimentaire: « On dirait qu'ils ne sont pas très joyeux, très contents de me voir, qu'ils auraient aimé que je sois tout différent. Sur leur visage, il y a encore un certain dépit, comme une déception […] C'est comme s'ils étaient gênés, qu'ils eussent eu honte de quelque chose » (I, 38). Tandis que ses compatriotes sont bien accueillis par leur leurs, pavanent à l'aéroport sous des satisfécits et des regards envieux, lui, il est sermonné pour avoir manqué de faire montre, sur le plan vestimentaire, de sa posture d'Africain vivant en France. Tout le monde est désagréablement surpris par son allure: « Hé ! toi! Tu ne viens pas de Paris, toi!»; « […] tu dois être un clochard, toi! »; « Qu'est-ce que tu viens faire ici? D'où tu sors, toi?»; « T'as vu comme t'es fringué? paysan!» (I, 30). Revenir de Paris vêtu aussi simplement est une honte totale jetée sur la famille, laquelle a fondé sur son arrivée l'espoir de monter d'un cran dans l'estime des voisins au quartier. Le statut de Parisien dont dispose le personnage est censé conférer aussi un prestige considérable à sa famille. On lui fera comprendre qu'il est un parisien et qu'il se doit de le refléter dans son comportement. Là-dessus, son frère aîné attire son attention, l'amène aussitôt, bien qu'il s'obstine à ne pas se livrer à un étalage vaniteux, dans un prêt-à-porter où il lui achète quelques costumes, avant leur descente à la cour de la concession familiale où presque tout le quartier est réuni pour la circonstance:

> il me demande si je n'ai pas d'autres habits que ceux que je porte, si je n'ai pas de costume […] que je suis un Parisien, que le Parisien à une image à défendre, que pour eux, les gens de ma famille, ce sera la honte insoluble qu'il y ait parmi eux un Parisien qui ne ressemble pas à un Parisien, que je ne l'ai peut-être pas remarqué à l'aéroport combien ils ont été peu enthousiastes en voyant comme je suis alors qu'autour de nous les autres Parisiens faisaient honneur au pays d'où ils venaient ainsi qu'à leur famille […] Il me rétorque, que je le veuille ou non, que pour les gens je suis parisien puisque je vis en France, qu'il ne pas être la risée des gens, de ses amis, de la ville à cause de moi, que j'ignore comment ça se passe à Brazza, qu'en tout cas les gens, ils ont la dent dure sur l'image qu'on leur présente, que, si je ne veux pas qu'on montre notre famille du doigt, il faut que je remédie le plus vite possible à cette honte potentielle, que ce que je veux ou ne veux pas compte pour peu de choses, pour très peu de choses, qu'il n'a pas envie d'être critiqué dans toute la ville, qu'il est très connu, qu'il ne me dit pas ça pour me contrarier ni pour le plaisir de me faire des reproches, mais pour éviter la honte à tout le monde (I, 39-40).

Tout ce passage établit une vérité factuelle: être Parisien, représente la réussite, la noblesse, c'est comme si le simple fait d'habiter à Paris, entendons par là en Europe, faisait de vous quelqu'un d'important, d'influent, qui a un travail exceptionnel, lucratif. Les flux migratoires africains en direction de l'Occident en général sont en partie nourris par l'idée d'un eldorado où l'enrichissement et la vie merveilleuse sont à portée de main. Combien sont-ils, qui, ayant passé un séjour en Europe, en reviennent transformés, affichant à qui mieux mieux une attitude qui frise parfois le ridicule. Il y en a même qui ponctue leur langage des propos amphigouriques, des hésitations, des « euh » et des « beuh » dans l'illusion d'ennoblir leur accent pour marquer leur appartenance à une certaine classe plus proche de l'hexagone; et se démarquer au même moment des compatriotes dont l'expression leur semble tout à coup paysanne, vulgaire, populacière, « avec un accent de rustre, un accent brutal, sec et heurté » (A. Mabanckou, 1998, p. 63), loin du français de France. Le désir de se démarquer et de se rapprocher du Blanc prend des proportions qui atteignent parfois la transformation du physique. Aux dires du sujet-narrant de *Bleu Blanc Rouge*, l'image que l'Africain se fait des Parisiens est celle des « hommes vrais, joufflus, à la peau claire et à l'allure élégante » (A. Mabanckou, Idem, p. 39).

## IV. La Dénégrification ou Blanchir à Tout Prix

On doit vendre ces choses-là, je sais où on ira acheter les Ambi rouges
et les Diprosone à un tarif très réduit. C'est un commerce qui ressemble
à celui d'un croque-mort: le croque-mort ne chaumera jamais parce que
les gens ils sont condamnés à mourir. Eh bien, nous les Noirs, c'est pariel:
nous ne renoncerons pas à nous blanchir la peau tant que nous serons persuadés
que notre malédiction n'est qu'une histoire de couleur…
Alain Mabanckou (2009, p. 81)

Un autre problème se pose avec une grande acuité chez le Nègre complexé. Il a pour nom la dénégrification. Terme employé par Fanon pour désigner le phénomène de blanchissement de la peau très couru chez certains Noirs. À son époque, Fanon constate que tous les laboratoires se sont résolument tournés vers les produits d'éclaircissement de la peau dans la mesure où c'est devenu un secteur potentiellement lucratif. La clientèle ciblée étant bien sûr les Noirs:



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> Depuis quelques années, des laboratoires ont projeté de découvrir un sérum de dénégrification; des laboratoires, le plus sérieusement du monde, ont rincé leurs éprouvettes, réglé leur balance et entamé des recherches qui permettront aux malheureux nègres de se blanchir, et ainsi de ne plus supporter le poids de cette malédiction corporelle (p. 120).

La caractérisation du Noir, depuis sa rencontre avec l'Occident, est, en tout point, animalisante et diabolisante. La race noire passe pour une race maudite, plus proche du malheur, de l'opprobre, du diable : « Dans l'inconscient collectif de l'homo occidentalis, le nègre, ou si l'on préfère, la couleur noire, symbolise le mal, le pêché, la misère, la mort, la guerre, la famine. Tous les oiseaux de proie sont noirs» (F. Fanon, 1952, p. 190). De tels qualificatifs ont eu des effets psychiques se traduisant chez le Noir par une négation de son propre corps:

> Dans le monde blanc, l'homme de couleur rencontre des difficultés dans l'élaboration de son schéma corporel. La connaissance du corps est une activité uniquement négatrice. C'est une connaissance en troisième personne. Tout autour du corps règne une atmosphère d'incertitude certaine (F. Fanon, 1952: 119).

Qu'on en soit aujourd'hui encore à parler du blanchissement, de la dépigmentation volontaire ou artificielle de la peau chez les Noirs, avec le constat même d'une accentuation du phénomène et les industries spécialisées dans les cosmétiques pour peaux fortement pigmentées, prouve que le problème demeure. Pour certains, la peau noire est toujours une tâche à gommer, à faire disparaitre. Les causes seraient plus profondes que la simple recherche esthétique. Cette dernière n'étant que la partie visible de l'iceberg dont le colonialisme est l'aspect invisible mais le plus important, avec ses effets/méfaits sur le psychisme des victimes. Ainsi, le mis en cause est le traumatisme postcolonial. En effet, Pour F. Ezembe, psychologue à Paris spécialisé dans la psychologie des communautés africaines:

> Cette attitude des noires par rapport à la couleur de leur peau, procède d'un profond traumatisme post-colonial. Le blanc, symbolisé par sa carnation, reste inconsciemment un modèle supérieur. Pas étonnant dans ces conditions qu'un teint clair s'inscrive effectivement comme un puissant critère de valeur dans la majeure partie des sociétés africaines. D'ailleurs, ce sont les pays aux passés coloniaux les plus brutaux qui affichent le plus une attirance pour les peaux claires. Dans les deux actuels Congo, même les hommes s'y mettent et travaillent, comme leurs compagnes, à parfaire leur teint. Il faut même rajouter à cela, l'influence majeure du christianisme en Afrique. La représentation exclusivement blanche des grandes figures de la bible a forcément affecté les peuples noirs dans leur inconscient. Cette idée est renforcée par l'allégorie des couleurs dans l'univers chrétien, basée sur des oppositions entre le clair et l'obscur, les ténèbres et les cieux, où le noir s'oppose toujours à la pureté du blanc. Ce phénomène est si profond qu'il va même plus loin que le simple blanchiment de la peau. On remarque beaucoup de femmes africaines qui se défrisent les cheveux, qui portent des perruques pour avoir les cheveux lisses comme les occidentaux. Le complexe est là. C'est un peu facile de dire qu'un noir qui se teint les cheveux en blond n'ait agi que par une simple mode. Ce qu'il y a, c'est que les africains n'assument pas des attitudes qui sont souvent inconscientes. Toutes les sociétés noires subissent le joug d'un culte de la blancheur. Les Africains ne se sont pas affranchis d'un poids colonial qui pèse de tout son poids sur leur propre identité »[6].

C'est dire que dans l'inconscient du Noir, la couleur noire est négative. Le Noir qui veut être supérieur a tendance à se blanchir. Il faut noter que l'éclaircissement de la peau a été découvert de façon fortuite dans les années 50 aux États-Unis, avec le potentiel éclaircissant de l'hydroquinone sur des ouvriers à peau dite noire travaillant dans une usine de caoutchouc. Dès lors, la dépigmentation volontaire commence à se développer dans les années 60 et 70. Historiquement, la pratique de la dépigmentation volontaire prend son essor en Afrique du Sud. Les marchés anglophones africains constituent la destination initiale des produits (descriptions dès 1961 en Afrique du Sud et dès le début des années 70 au Sénégal). Le phénomène s'est rapidement répandu en Afrique subsaharienne à partir des années 80. Une pratique ancrée dans les mentalités depuis le XVIIe siècle avec la colonisation. En ce temps, la peau noire était perçue comme une malédiction. Dans le but de les dominer, les colons ont inculqué aux noirs le complexe de la peau claire. Cette idée reçue serait la principale cause de la dépigmentation. Tout comme Fanon y voit le désir de conjurer une malédiction corporelle et ainsi se rapprocher inconsciemment d'un idéal de beauté blanc, Daniel Bayaoula le décrit caricaturalement dans *L'impasse*.

Le roman narre des univers africain et européen où les Noirs ont tous la peau délavée, peinturlurée, pour reprendre les mots du héros-narrateur. Sa mère, ses frères, ses sœurs, ses nièces, ses cousins et cousines, des Africains vivant comme lui en Europe, ses compatriotes aussi immigrées, tout le monde pratique l'éclaircissement artificiel de la peau. Un reportage y relatif montre qu'il s'agit d'un vrai phénomène en Afrique et que les hommes et les femmes s'y donnent délibérément (I, 178-179). D'après le héros, cette dénaturation est révélatrice d'un complexe qui trouve que la peau du Blanc est mieux que la peau noire (I, 199). D'ailleurs, l'extrême noirceur du héros suscite la raillerie, l'indignation, le mépris voire le rejet auprès de sa famille et de ses semblables. Dès l'aéroport, les autres Noirs qui vont en vacances comme lui, sont sidérés par cette noirceur d'un autre genre:

[6] En ligne (voir bibliographie).



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> – vous avez vu comme il est noir !? D'où il peut venir pour être si noir? Vrai, il n'est à la page! […] – Pour celui-ci, je crois que les carottes sont cuites! il n'arrivera jamais à avoir un teint comme le nôtre ! Noir comme il est, il lui faudrait des wagons de produits pour qu'il s'éclaircisse un peu! On dirait du goudron! (I, 14-15).

Il est clair que ces protagonistes qui s'offusquent de la noirceur excessive du personnage principal sont transformés, ils ont intentionnellement modifié leur teint par l'application de substances qui éclaircissent la peau. Enthousiasmés par ce nouveau physique, ils sont impatients d'arriver en Afrique pour enfin porter en sautoir, étaler leur francité, leur européanité qu'ils vivent jusque dans/sur la peau. Leur débarquement, plus que des vacances, est une mise en lumière, en vitrine, une exhibition, une exposition de leur nouvelle identité occidentalisée, laquelle aura été obtenue à base de produits caustiques, des cosmétiques à l'hydroquinone, aux corticoïdes, aux produits qui blanchissent la « peau en « moins de quarante-huit heures chrono » (Mabanckou, 2016, p. 292).

Le héros se nomme Joseph Gakatuka. Mais durant son enfance et son adolescence, ses proches l'ont affublé du sobriquet de « Charbon », de « Kala », du fait de sa noirceur:

> Dès ma tendre enfance j'ai porté en mon dedans des tas et des tas de meurtrissures […] Quand on a vécu ce que j'ai connu, quand on n'a jamais cessé de vous appeler Kala, « Le Charbon », pour vous dire combien elle est sombre, votre peau, ça ouvre en vous un précipice infini. Vous voyez tout à travers votre noirceur. Lugubre que vous devenez. Vous n'avez plus goût à rien. Vous tissez dans votre tête des toiles de toute sorte. Vous y construisez des labyrinthes d'où vous ne parvenez plus à sortir. Où que vous allez; vous avez le sentiment de ne plus être à votre place. Vous vous sentez nul, quoi! C'est ce qui m'est arrivé. Mal aimé, plutôt, pas aimé du tout, indésirable, c'est comme ça que j'étais chez moi, dans ma famille. C'est ma mère qui m'avait surnommé « Le Charbon ». Je ne me rappelle d'ailleurs pas qu'elle m'est jamais appelé autrement. Comme on est toujours à l'affût de toute occasion pour savourer sa mauvaiseté et en jouir, mes frères, mes sœurs, la plupart des gens de ma famille l'imitaient. « Le Charbon »! Je l'ai trainé tout au long de ma scolarité, ce sobriquet. Une souffrance. Mais trois ou quatre ans plus tôt, elles se sont refermées, mes plaies. Enfin, je crois (I, 18-19).

On voit dans cette révélation un homme qui s'est longtemps mal senti dans sa peau. Son immigration prolongée est peut-être pour lui une façon de s'affranchir de l'ostracisme subi au sein de sa propre famille. Ce n'est qu'après quinze ans qu'il rend visite à cette famille au milieu de laquelle il s'est senti exclu. D'hésitations en hésitations, c'est finalement sous le conseil et même la pression de sa compagne française qu'il se décide, non de gaité de cœur, à faire une descente en Afrique. Son séjour réveillera ses vieux démons qui vont irréversiblement l'entrainé vers des obsessions et des phobies d'ordre identitaire.

## V. Ni Blanc ni Noir: La Névrose Identitaire

Très tôt, Fanon a compris la nécessité de transcender ce qu'H. K. Bhabha appelle « les mythes narcissiques de la négritude ou de la suprématie blanche » (2007, p. 85). Lorsqu'il écrit, « Le nègre n'est pas. Pas plus que le Blanc » (F. Fanon, 1952, p.187), il remet en cause les traditionnelles oppositions coloniales Noir/Blanc, Soi/Autre, desquelles découlent le plus souvent des conflits ethno-raciaux et des contre-discours improductifs. Pour avoir longtemps été (et même encore aujourd'hui d'une certaine manière) infériorisé, dévalorisé voire anéanti, le Noir s'est malheureusement laissé prendre au point de croire aux divergences établies par le Blanc. Et la réaction induite se décline en deux attitudes possibles: soit le nègre s'assimile au Blanc en imitant les modèles culturels de ce dernier, soit il se renferme dans une valorisation offensive de sa propre race. Ainsi s'explique par exemple le mouvement de la négritude qui se traduit par la remise en question des valeurs des sociétés occidentales, la protestation contre la politique d'assimilation française et occidentale, l'affirmation de la valeur des cultures noires, la volonté d'obtenir une reconnaissance officielle et véritable des civilisations noires (valeurs culturelles, historiques et spirituelles).

Or, selon Fanon, l'une ou l'autre attitude réactionnelle est à proscrire. Pas plus qu'il n'y a de Noir, il n'y a non plus de Blanc. Le but étant de cheminer vers un monde où Blancs et Noirs puissent enfin se reconnaître par la médiation d'une commune entreprise (F. Fanon, 1952, p. 233). Cette communauté mondiale sans Blancs ni Noirs, où il n'y a que des hommes portés par le désir de vivre ensemble constitue l'unique ambition de la théorie postcoloniale dont Fanon est l'un des premiers penseurs. Car l'affirmation d' A. Mbembe, à savoir, le postcolonialisme, en son noyau central, a pour objet « l'entremêlement des histoires et la concaténation des mondes » (2013, p. 93), rejoint en tout point les vœux du Martiniquais.

Fanon refuse les replis identitaires et en appelle à un monde où l'humanisme régit tous les rapports. Il déplore les confrontations Blanc/Noir qui ne peuvent qu'aboutir à un cul-de-sac. Le Noir, observe-t-il, n'est pas un homme… le Noir est un homme noir ; dans de trop nombreux cas, en effet, il s'est laissé prendre au piège, il a implicitement admis la valorisation des différences de fait et l'essentielle blessure qu'il maintient au cœur de ce monde. C'est alors qu'il adopte une attitude tout entière négative, – soit qu'il mette son ambition à devenir blanc, soit qu'il s'efforce au contraire d'exalter sa « négritude » et de démontrer, dans le refus total de la civilisation blanche, la suprématie des



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valeurs noires. Ces deux voies sont également sans issu. Mais il n'est pas indifférent de distinguer pour chacune les raisons particulières qui font d'elle une impasse.

Le titre est un élément paratextuel important dans la relation du lecteur au texte ou dans le choix du livre, quand en particulier l'auteur n'est pas connu. D'où ses quatre fonctions que sont: la fonction d'identification, la fonction descriptive, la valeur connotative et la fonction séductive. La fonction descriptive donne des renseignements sur le contenu (titre thématique) et/ou sur la forme de l'ouvrage (titre rhématique). Lorsqu'un titre thématique désigne le thème de l'œuvre, ce dont on parle, il peut être de sept sortes parmi lesquelles « les titres littéraux qui renvoient au sujet central » (V. Jouve, 1997 p. 14). Fanon parle d'une impasse pour ce qui est du Noir qui imite le Blanc ou du Noir qui exalte la négritude comme mode existentiel en réaction au monde blanc. *L'Impasse*, ainsi est aussi intitulé le roman de Daniel Biyaoula. On voit que ce titre thématique semble topicaliser les observations de Franz Fanon sur les deux attitudes possibles du Noir face au Blanc. La structure thématico-narrative du roman reprend en échos le constat du psychiatre. La poétique du texte de Biyaoula paraît fort inspirée, de manière littérale, des travaux de Fanon.

Si les autres protagonistes noirs de l'œuvre croient imiter le Blanc en arborant des tenues voyantes, scintillantes ou en se dépigmentant la peau, le héros par contre est un obsédé des valeurs noires. Tandis qu'il s'affirme noir et fier de l'être, les autres Africains, ses compatriotes usent d'artifices comportementaux, vestimentaires et cosmétiques pour devenir blanc. Ce comportement mimétique et burlesque des semblables du narrateur contrarie ce dernier au point de l'amener à développer une névrose traumatique, obsessionnelle et hystérique de l'identité. Il se jette dans une quête malheureuse, désespérée du sens de l'identité noire. Sa recherche est d'autant plus perdue qu'il bute contre l'incompréhension de ses congénères aux yeux de qui il n'est qu'un « enflammé du cerveau », un « Fou de l'âme noire » (I, 198).

Le qualificatif d'« enflammé du cerveau» prend tout son sens au regard de l'irritation qui est la sienne à chaque fois qu'il rencontre un Africain qui s'aliène selon lui ou un Blanc dont le regard lui semble raciste. Le roman est parsemé d'expressions coléreuses employées par le narrateur pour traduire la rage qui bouillonne en lui dès lors qu'il fait face à un semblable altéré ou à un Blanc raciste ou non. Hargne, haine, maux de tête, céphalées, haut-le-cœur, effroi, folie, explosion, mépris, vertige, etc., telles sont les émotions ressenties par ce héros dans un environnement où il perçoit dans tout geste soit de l'assimilation pour ce qui est de ses frères africains, soit du rejet pour ce qui est des Blancs. Il parle de « négation de la couleur », (I, 197), du « néant de la race noire » (I, 197) et affirme que chaque Africain « doit porter le poids d'être noir » (I, 198). C'est un esprit torturé par l'identité et la race noires. Incompris, il finit par se distancer des autres:

> Que de discours théorique sur l'Afrique ! que des visions fantasques, extravagantes qu'ils ont sur notre réalité, mes compatriotes ou mes amis africains ! Je m'en suis convaincu. Et j'en souffre vraiment. Si bien que j'évite de plus en plus leur compagnie (I, 206).

Même la pauvre et innocente Sabine, son amoureuse devient l'exutoire de sa colère, « Une représentante, un spécimen de la race blanche » et de sa prétendue supériorité. Leur amour va s'étioler à cause des obsessions de Joseph sur la réalité, l'identité et la souffrance historique des noires. Des banalités, des histoires du quotidien deviennent à ses yeux la preuve de la haine des Blancs contre les Noirs. Au final, il se renferme sur lui-même, passe un séjour dans un hôpital psychiatrique, consulte un psychologue. Et malheureusement, en dépit de son changement apparent, il reste habité par ses démons intérieurs. Le comportement du personnage de Biyaoula est typique des constatations de F. Fanon:

> Le Noir évolué, esclave du mythe nègre, spontané, cosmique, sent à un moment donné que sa race ne le comprend plus. Ou qu'il ne la comprend plus. Alors il s'en félicite et, développant cette différence, cette incompréhension, cette désharmonie, il y trouve le sens de sa véritable humanité. Ou plus rarement il veut être à son peuple. Et c'est la rage aux lèvres, le cœur au vertige, qu'il s'enfonce dans le grand trou noir. […] cette attitude si absolument belle rejette l'actualité et l'avenir au nom d'un passé mystique (1952, p. 35).

Joseph Gakatuka est un personnage atrabilaire, gagné par une profonde colère à l'égard des Blancs pour leur racisme et les Noirs pour leur auto-aliénation, leur mimétisme de l'homme blanc, leur imitation de la manière d'être des Blancs. Ses propos relèvent de la rhétorique des appartenances ou de « l'identité racine » – que critiquait Glissant, dans sa *Poétique de la relation* (1990), et qui puise, dans une nation ou un pays, sa définition d'une identité somme toute assez monolithique –, destinée à fonder la construction des sociétés postcoloniales sur le mythe de la pureté identitaire. Obnubilé par l'idée d'un authentique passé africain et d'une identité noire spécifique, le personnage de Biyaoula perd de vue l'idéal d'une relation interculturelle entre les peuples, au-delà des particularismes culturels.

## VI. Conclusion

Il est clair, au terme de cette réflexion, que le roman de Daniel Biyaoula fait échos aux idées de Franz Fanon. Dans *Peau noire, masques blancs*, ce psychiatre martiniquais, précurseur, entre autres précurseurs, du postcolonialisme, procède à la déconstruction du préjugé racial autant chez le colonisateur que chez le colonisé. Ce faisant, il dégage des attitudes telles que le



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parisianisme, la dépigmentation, l'exaltation de la négritude qui sont révélatrices, selon lui, des complexes développés par le Noir en face du Blanc. Le colonialisme a réussi à bâtir, dans la psyché de l'homme noir, un édifice complexuel qui fait que ce dernier s'évertue à devenir blanc pour sortir de la malédiction à laquelle le colon l'a confiné. Le Congolais Daniel Biyaoula reprend les mêmes attitudes dans son roman. Elles y sont abordées sous forme de thèmes permettant à la narration de se faire. L'auteur met en scène des Africains qui se comportent tel que Fanon l'a diagnostiqué dans son ouvrage. Si le héros est un idéologue fumeux, un croyant invétéré du mythe de l'âme noire sous fond de louanges à la négritude, les autres protagonistes sont de parfaits imitateurs superficiels de l'homme blanc, des parisianistes crâneurs, des fidèles de la dépigmentation. L'une et l'autre attitude, fétichisme des origines ou imitation du Blanc, conduisent inévitablement à une impasse sur laquelle Fanon et Biyaoula s'accordent. Car aucune de ses voies n'est favorable à l'afropolitanisme, c'est-à-dire « La conscience de l'imbrication de l'ici et de l'ailleurs, la présence de l'ailleurs dans l'ici et vice versa » (A. Mbembe, 2013, p. 229).

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# Model for Determining Happiness among Women Employees in Textile Manufacturing Industry

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*Abstract-* The Indian Textile manufacturing sector has contributed to a very significant percentage of the GDP and exports of the country. This sector has been employing the maximum number of women workforce in the country. This paper discusses the personal and economic condition of women working in Textile manufacturing sector in the southern state of Tamilnadu. The involvement of women in work place and at a family level where explored and the resultant impact on their overall happiness in life has been studied. A conceptual model was proposed and tested to find out the factor which drive happiness levels among the women employees in these textile manufacturing industry. Structural equation model was used to prove the construct relationships.

*Keywords: job satisfaction, happiness, work life, stress, lifestyle, personality, structural equation model.*

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*Abstract-* The Indian Textile manufacturing sector has contributed to a very significant percentage of the GDP and exports of the country. This sector has been employing the maximum number of women workforce in the country. This paper discusses the personal and economic condition of women working in Textile manufacturing sector in the southern state of Tamilnadu. The involvement of women in work place and at a family level where explored and the resultant impact on their overall happiness in life has been studied. A conceptual model was proposed and tested to find out the factor which drive happiness levels among the women employees in these textile manufacturing industry. Structural equation model was used to prove the construct relationships.

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## I. Introduction

Textile industry in India is vital to the economy of the country. Textile and apparel sector contributes 14% to industrial production, 4% to India's Gross Domestic Product (GDP) and constitutes 15% of the country's export earnings (Solanki, 2017). Textile industry in Tamilnadu state has been a forerunner and is contributing to massive employment opportunities. Coimbatore region of Tamilnadu State has around 148 textile spinning mills and has earned a name as the "Manchester of South India" because of extensive textile industry, fed by surrounding cotton fields. Textile industry is the only industry to have employed women since a very long time.

In present day India women have become a significant force in the labour market. Women are breaking away from the traditional stereotype roles as wives, mothers, cooks and so forth. Women have gone into male dominated jobs and their participation in the work force is on the rise. A report published by 'The Hindu' says that women employees constitute to nearly 30% of the workforce in the textile mills. They are capable to operate machineries including cutting machine and lathe. (The Hindu, dated June, 2019). In the state of Tamilnadu textile industry is female dominated. There are certain skilled and semi-skilled jobs in the textile sector which are specifically marked for women. Women are exposed to rigorous work, discipline, fixed working hours, specific production norms etc. Today due to the shortage of labour in textile spinning mills, operations are run with a considerable number of women work force through multiple shifts. Women are ready to work for low wages and for longer working hours in inhospitable conditions. Women have grabbed the opportunity and have boldly accepted the challenges in this textile sector. Though it is said that both men and women must equally participate in the economic development of the nation, it is absolutely essential for Women to participate in economic activity for their own personal advancement and improvement of their status in their society.

The economic conditions of women not only have profound effect on their own personal health and well being but also on that of their children and families and on subsequent generations. The challenges faced by women working in textile spinning mill is that, they have the obligation to successfully handle and deal with their professional and domestic lives (Agapiou, 2002). In a male dominated country like India, men offer little or no assistance in the domestic chores in most of the instances. Ahmed and Aminah (2007) who studied the work-family interruption for 239 married female employees reveal that women experienced more impedance in family due to their work. Gunavathy and Suganya (2007), have coined the term" work-life lop-sidedness" for the professional and domestic life imbalance. Based on their study, more than two third of the women respondents expressed that they are facing work-life disturbances as their work is obstructing their individual life. This constant pressure to succeed in work and to maintain a smooth family relationship have been reasons for and depression and has serious implications on their physical and mental health. Therefore overall happiness of an individual is of at most importance in order to succeed at home and in professional life. This study addresses various factors and drivers which contribute to the overall happiness of women employed in the Textile industry sector.

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## II. Literature Review

Happiness is a reflux phenomenon leading to pleasant emotion and satisfaction. It can be also referred to as "Positive emotion" (Seligman, 2002). Positive emotion from the past includes the emotions such as satisfaction, pride, and contentment: emotion about future includes hope, optimism, and faith: emotions from present are pleasures, and gratifications. Pleasures are a resultant of feeling happy and it is entirely subjective. Subjectively, pleasure could be from the senses (bodily) or due to the feelings such as bliss, fun, comfort and amusement (higher pleasure). Seligman (2002) has classified the higher pleasures into three classes based on the intensity as high intensity, moderate intensity, and low intensity. Regardless of the class all the levels of pleasure cam be enhanced through various indulgences subjectively.

Martin Seligman (2002), says that happiness as a term can be inter-changeably used with well-being. Happiness, life-satisfaction, and well-being are interrelated concepts about the quality of life (Phillips, 2006). Satisfaction at work too significantly impacts the motivation of worker's productivity and performance (Frey 2008, and Diener and Biswas Diener 2008). Happiness Index is a measure of level of happiness in one's life and also the factors contributing to it. As already stated, happiness is a subjective emotion, and the factors affecting it are gender, specific based on a demonstration done for a study (Ecbermann 2000).

## III. Objective

The present study aims at — identifying the major issues related to socio economic profile of women employees in textile spinning mills, by analyzing the factors and drivers that contribute to their overall happiness. The following are the objectives of the study:

1. To understand the personal background of women workers in the study area
2. To estimate the job profile of women workers in the study area
3. To study the economic status of women workers in the study area
4. To examine the drivers of employee happiness
5. To propose, validate and test a suitable model for employee happiness

## IV. Theoretical Framework

Studies conducted by (Brayfield, Wells, and Strate, 1957; Campbell, Converse, and Rodgers, 1976: Iris and Barrett, 1972) show correlation between job satisfaction and happiness. Most of the studies of the job satisfaction-happiness relationship have reported that the correlation is positive, studies on various sub sections of employees have suggested that the nature of the relationship may not be uniform across the entire labor force.

Demographics and job characteristics influence self-management of job-happiness (Soan 2012). Happiness within an organization or group can play the role of signaling, which means the transmission of how members of the group feel about their interpersonal relations with others (Hess and Kirouac, 2000). Zelenski et al. (2008) concluded that happy people indeed are productive at the trait perspective and that people are more productive when in happy mood at the state view.

Quality of work life seem to have a positive influence on other organizational outcomes such as voluntary and citizenship behaviors (e.g., Warr 1999), customer satisfaction (e.g., Lau and May 1998), and low turnover and reduced absenteeism (e.g., Farrell and Stamm 1988; Hom et al. 1992; Huang et al. 2007). Quality of work life is also positively related to job satisfaction, organizational commitment, and esprit de corps (e.g., Koonmee et al. 2010; Lee et al. 2007).

Employees' positive experiences in work life should have a positive impact on their overall life satisfaction and happiness. This relationship can be explained using the bottom-up spillover theory of life satisfaction (Andrews and Withey 1976; Campbell et al. 1976; Diener 1984; Sirgy 2002). Quality of work life is high when employees are engaged in their work (Stairs and Gaplin 2010), have ample opportunity to utilize their skills (Campion and McClelland 1993), and are intrinsically motivated to do their work (Deci and Ryan 1985).

The health and wellness services operation can be successful because it initiates a transformation process which includes segmentation analysis to better understand individual motivations toward attitude and behavior change. This then leverages a combination of tools and resources to guide and support employees to live healthier lifestyles (Jacob, 2002; Loeppke et al, 2003; Pronk, 2005; Boehm et al, 2008b, c; Hewitt Associates LLC, 2008).

Promoting health in the workplace improves employee health and wellbeing, enhances productivity and therefore the success of organisations (Harden et al., 1999; Benedict and Arterburn, 2008; Black, 2008). Graham et al. (2011) examine the health conditions that cause the most unhappiness. They show that the unpredictability of certain health conditions, such as anxiety and pain, have stronger negative effects on happiness than more certain physical conditions such as mobility and self-care. Kapteyn et al. (2007) find that happiness is more affected by anxiety about financial or health difficulties than it is by the difficulties themselves. Similarly, Nelson et al. (1995) and Ferrie et al. (1995) show that the privatization of public organizations increases job insecurity for employees and causes a significant reduction in happiness.

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The negative feelings in terms of depressions, sadness, anger and worry have negative relations with happiness. As demonstrated by Ng et al. (2009) the relation between stress and happiness is different and more complicated. Stress at individual level is in a negative way related to happiness, but at national level in a positive way.

Dedicated employees are less likely to leave their organizations because they are likely to feel responsible and obliged to stay in their organizations (Maertz and Griffeth, 2004). Agreeable employees tend to remain at their organizations by fostering positive relationships with coworkers (McCrae and Costa, 1991) and adapting well to any given environment (Maertz and Griffeth, 2004). Personality traits are among the most consistent predictors of such subjective experiences as work happiness and Subjective well being s (Barrick and Mount, 1991). Resilience can lead to positive results in times of adversity because resilient people adapt flexibly to unexpected problems or setbacks and bounce back more readily (Masten and Reed, 2002). In uncertain situations, realistically optimistic expectations and interpretations help employees increase or maintain their level of motivation, efforts, and performance (Jensen et al., 2007; Seligman, 1998).

Unemployment reduces life satisfaction, while having an insignificant effect on happiness. Personally experiencing unemployment reduces life satisfaction, but unemployment and happiness are not related (Böckerman; Ilmakunnas, 2005). It seems clear that happiness in one's working life does "spill over" into one's non-work life. Tait, Padget and Baldwin's (1989). research has demonstrated a link between satisfaction with life and career satisfaction (Smith et al., 2012; Spurk et al., 2011), life satisfaction and calling (Duffy et al., 2013), and career satisfaction and happiness (Pan & Zhou, 2013). However, Duffy et al. (2013) revealed that career success is mediated by personal trait characteristics of pessimism and optimism. While optimism leads to greater career advancement (Smith et al., 2012).

The above arguments lead us to the following hypotheses:-

*Hypothesis 1:* The personality of a person influences lifestyle

*Hypothesis 2:* Improved lifestyle changes brings employee happiness

*Hypothesis 3:* Improved quality of work life leads to improved occupational health

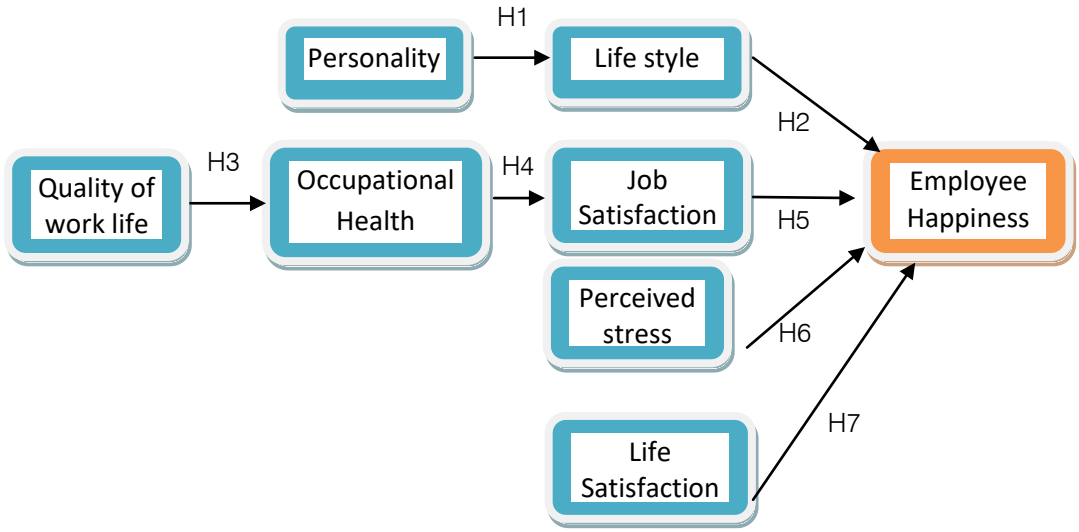
*Hypothesis 4:* Better occupational health will lead to greater job satisfaction

*Hypothesis 5:* Higher levels of job satisfaction will contribute to overall employee happiness

*Hypothesis 6:* As perceived stress on the job increases the happiness of the employee decreases

*Hypothesis 7:* Overall satisfaction in life has a positive influence on employee happiness.

## Conceptual Model




## V. Methodology of the Study

The present study was undertaken to conduct a micro level study on the status of women employees in the textile industry. Government of India has shown increasing concern for women's issues through a variety of legislation promoting the education and political participation of women (Collier, 1998). This study aims to explore the economic activities of women for their individual as well as family growth' as a consequence of a state of overall happiness.



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*a) Research Design*

The research design adapted in the present study is a Descriptive Research Design. This design is found suitable because the study deals with an area, in which only a small number of researches have been conducted. Yet there is a vast scope for further research. The proposed research is descriptive in nature rather than experimental.

*b) Universe*

The study was conducted in Coimbatore district in Tamil Nadu. Women working in textile mills residing in Coimbatore district in Tamil Nadu constitute the universe for the study.

*c) Sample*

The researcher selected 125 respondents on the basis of simple random sampling from the universe.

*d) Tools of the study*

The study involves primary data collection. A pre-designed questionnaire is employed to gather the data required for the study.

*e) Analysis of data*

Collected data was analyzed using the SPSS package. The relevant frequencies and tables for the major variables will be studied and interpreted in terms of the objectives of the study. Descriptive statistics and other suitable techniques of statistics was used to interpret the data gathered by the researcher.

## VI. Results and Discussion

The study shows that near 40% of the women employees have the experience of working in the Textile industry for 5 years or more. About 96 % of the employees are working for about 40 hours per week. 70% of the employees preferred the day shift from 7 AM to 3 PM in the evening. This has helped them to balance both work and family. And nearly 76% of the women workers are in their prime of their youth and fall in the age bracket of 18 to 25 years. A majority of 86% of the women work as line employees in textile manufacturing and a mere 5 to 6% work as lead and supervisory levels in the organization. As far as their marital status is concerned nearly 80% are single and 20 % are married women with children. There seems to a large workforce comprising of young unmarried girls in this industry. Their families economic conditions seem to have drawn them into this industry. And 83% of the women have an education background only up to the school level and hence only are employed as line workers. About 45% are from and from a very humble family background and another 47% are from moderate family background. Nearly 76% of the women come for work from the villages and suburbs around Coimbatore city. About 28% of the women when confronted with questions wanted to pursue education where as 20% are in employment only to get married and settle in life. A large majority of the women about 68% responded by saying that they had family problems and are stressed due to the environment at home and employment was the way out from this condition.

When confronted with the question on job satisfaction the women felt that their work satisfaction is key to the success of the company and that their satisfaction depends on the benefits they receive from the job. The quality of work life according to the women depends on the support they receive from the supervisors and management on their job. Majority of the women working these Textile mills seem to have a family oriented life style. Majority of the Women employees felt that proper safety instructions and training are given on their job and the company organizes frequent wellness programs. The women employees felt that the financial burden was the greatest cause of the stress and felt that they were unable to plan family activities due to organization commitments. When the personality of these employees were analyzed, it was found that they are highly disciplined and helpful. The women employees felt that the major cause of their happiness was that the society recognizes them as they are employed. Therefore social recognition seems to be their major cause of their happiness. The employees optimism about their future career was a major cause for their overall reason for their life satisfaction.

The proposed hypotheses and conceptual modal was tested using structural equation modeling on Visual PLS. Based on the conceptual model, the independent constructs were tested for their overall influence on the dependent construct which is happiness of the employee. Before running the model for its best fit, the reliability and validity of the constructs was checked.

*Table 1:* Reliability of Constructs

| Reliability and AVE | | | |
|---|---|---|---|
| Construct | Composite Reliability | AVE | Cronbach Alpha |
| Job_Sati | 0.749402 | 0.542047 | 0.789087 |
| Qual_WL | 0.850233 | 0.488433 | 0.783931 |
| Life_sty | 0.748925 | 0.533938 | 0.743556 |
| Occ_Heal | 0.850987 | 0.488827 | 0.789061 |
| Per_stre | 0.865986 | 0.512476 | 0.770077 |
| Plty | 0.869820 | 0.427933 | 0.820109 |
| Life_sat | 0.866055 | 0.483560 | 0.821786 |
| Emp_Happ | 0.823168 | 0.496421 | 0.725493 |

(Job_sat = Job satisfaction, Qual_WL=Quality of work life, Life_sty = Life style, Occ_Heal = occupational health, Per_stre = perceived stress, Plty = personality, Life_sat = life satisfaction, Emp_Happ = Employee happiness)

From the above table it can be inferred that the constructs are sufficiently reliable to carry out the testing of the hypotheses.

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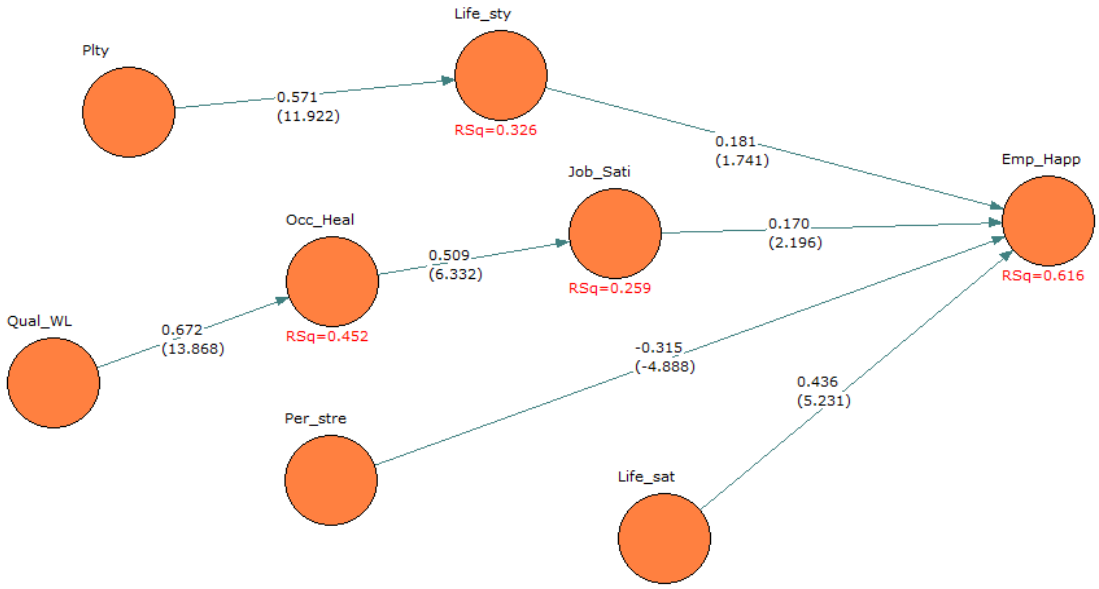



*Fig. 1:* Structural Equation model for employee Happiness

*Table 2:* Bootstrap summary

| Structural Model--BootStrap | | | | |
|---|---|---|---|---|
| | Entire Sample estimate | Mean of Subsamples | Standard error | T-Statistic |
| Job_Sati->Emp_Happ | 0.1700 | 0.1600 | 0.0774 | 2.1959 |
| Life_sty->Emp_Happ | 0.1810 | 0.1860 | 0.1039 | 1.7414 |
| Per_stre->Emp_Happ | -0.3150 | -0.3238 | 0.0644 | -4.8876 |
| Life_sat->Emp_Happ | 0.4360 | 0.4316 | 0.0833 | 5.2310 |
| Qual_WL->Occ_Heal | 0.6720 | 0.6815 | 0.0485 | 13.8681 |
| Plty->Life_sty | 0.5710 | 0.6120 | 0.0479 | 11.9218 |
| Occ_Heal->Job_Sati | 0.5090 | 0.5238 | 0.0804 | 6.3319 |

The above table gives the bootstrap summary for the hypotheses testing. By testing the relationship of constructs in Hypothesis 1 it can be seen that the 'T = 11.9218' and the β = 0.571, which proves that there exists significant positive relationship between personality and life style of the employees. The Regression coefficient, $R^2$ = 0.326 which chows that the personality of the employee has a 30% influence on their lifestyle. On the other hand in hypothesis 2 the 'T = 1.7414< 2' and the β= 0.181, which shows that there is no significant relationship between lifestyle and employee happiness. While testing hypothesis 3, the 'T= 13.868 > 2' and the β= 0.672 with a $R^2$ value of 0.452 proving that quality of work life has a significant influence on occupational health. After looking at the relationship of constructs in hypothesis 4, it was found that 'T = 6.332 >2' and β = 0.509 with an $R^2$ value of 0.259, proving that occupational health has a positive influence on job satisfaction. By examining hypothesis 5 it was found the 'T= 2.196 > 2 and β = 0.170 showing that there exists significant positive relationship between job satisfaction and employee happiness. While examining hypothesis 6, it was found though there exist significant relationship with ' T = -4.888' and β = -0.315, the relationship appears to be negatively correlated. This proves that as perceived stress increases the level of employee happiness decreases. On examining the final hypothesis 7, it was found that ' T= 5.231 > 2' and β = 0.436 showing that as employee life satisfaction improves the overall happiness also increases. The bootstrap re-sampling function was carried out to create a stable model and the overall effect of the independent constructs on the dependent construct is about 61% which can be seen with a $R^2$ value of 0.61.

## VII. Conclusion

There has been considerable change in government policy to empower and attract women into the work force in order to bring about a balanced economic growth. The need of labour and competition has also led employers to introduce schemes that focuses on attracting women at a young age. The economic condition and growing family commitments are seen to be the driving factors for such a large influx of women into the organization work force. The women employees have adapted themselves to reality of the harsh working conditions in these textile manufacturing



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industries and have proved to be equally competent with the male work force. This study encapsulated both the internal and external factors affecting the women employees both in the professional life in the organization and in their personal family life. The study concludes that satisfaction in both the professional life and personal life contributes to their overall happiness. This happiness resonates into the family and also into the organization in terms of greater productivity and pleasant work environment.

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# Audience Perception and Preference of Motivational Determinants between Online and Television Advertisements

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*Abstract-* What motivates humans is a question that psychologists have deliberated upon for a long time now. In consumer advertising, motivation is describe as a process that leads to choices of products and services. The primary psychological variables that propel human motivation are needs, drives, and goals. While these variables are significant in understanding the topic under investigation, the researcher is prompted to examine ''why consumers are motivated to consume online advertisement or television commercials and what influences their preference''? The researcher relied on the following research questions to guide the proper execution of this study: i. what are the motivational factors that influence consumers' consumption of online advertisement and or television commercials? ii which of these is the most preferred? iii do media influence advertisement choices? The study adopts an online survey method using Google Form, software which allows online administration of data instrument, sample size determination, inquiry, and representation of tools from the URL through email and social media platforms which make it easier to get responses and allows viewing analysis in real-time.

*Keywords: audience perception, preference, motivational determinants, online and television advertisements.*

*GJHSS-A Classification: FOR Code: 130201*



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# Audience Perception and Preference of Motivational Determinants between Online and Television Advertisements

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*Abstract-* What motivates humans is a question that psychologists have deliberated upon for a long time now. In consumer advertising, motivation is describe as a process that leads to choices of products and services. The primary psychological variables that propel human motivation are needs, drives, and goals. While these variables are significant in understanding the topic under investigation, the researcher is prompted to examine ''why consumers are motivated to consume online advertisement or television commercials and what influences their preference''? The researcher relied on the following research questions to guide the proper execution of this study: i. what are the motivational factors that influence consumers' consumption of online advertisement and or television commercials? ii which of these is the most preferred? iii do media influence advertisement choices? The study adopts an online survey method using Google Form, software which allows online administration of data instrument, sample size determination, inquiry, and representation of tools from the URL through email and social media platforms which make it easier to get responses and allows viewing analysis in real-time. The population of the study stood at 432 and a sample size of 65, which was the actual return rate based on the filled questionnaire. The findings of the research showed that medium influences the choice of advertisement through several variables such as conciseness of message, accessibility, fantasy, attractiveness/ creative nature of the advertisement. These variables stood as the motivational determinants for preference by consumers and they are in favour of online advertisement. Hence, online advertisement is preferred for a television advertisement. The study also concluded that young people (students) prefer online ad to television commercials. Based on these findings, the researcher recommends that advertisers should put more creativity into producing their advertisements. Online advertisers should target youths and also advertisement that is directed at working-class adults should use the television as its medium. The study is anchored on the arousal theory of motivation.

*Keywords:* *audience perception, preference, motivational determinants, online and television advertisements.*

## I. Introduction

Advertising is target-audience oriented kind of message that is paid for by a known sponsor through the mass media of communication. This definition according to Giles cited in Okoro (2013, p.11) as a ''non-personal communication directed at audience through various media to present and promote products, services, and ideas. The cost of media space, time and, advertisement production are borne by the sponsor or sponsors''. Bovee and Arens, cited in Ozoh (1998, p.1), share the same view with Okoro and defines it as the ''non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by an identified sponsor through the various media''. Advertising is therefore, seen as a kind of persuasive communication that manipulates the psychology of the consumer. Under this perspective of communication and persuasion, advertising ''creates incongruent messages in order to challenge consumers' expectations, foster their interest and motivation to process the messages and revive their interests in the brand'' (Terlutter, Diehl and Okazaki, 2010, p.5). But Bovee and Arens (1986) assert that:

> Advertising adversely affects our value system because it suggests that the means to happier life is the acquisition of more things instead of spiritual or intellectual enlightenment. Advertising encourages people to buy more automobiles, more clothing, and more appliances than they need, all with the promise of greater status, greater social acceptance, and greater sex appeal (p.41).

Advertising can adopt several techniques to meet the consumer needs, drives and, goals which, are the underlying features of motivation. According to Jansson-Boyd (2010), needs are the triggering factor; a drive is what makes a person put a certain amount of effort in and goals are what are trying to be achieved. These factors influence advertisements of products and services since every advertisement fits into the category of utilitarian or hedonic need. Regardless of the consumer's needs, there could be some discrepancy between a person's current state and what the people believe to be ideal state; this may lead to some kind of discomfort which in turn develops some levels of arousal which, is otherwise known as drives. However, advertising influence is also conceived as operating through a series of psychological processes such as attention, to the advertisement, awareness, and knowledge of the product, liking for the product, preferring the advertised product over others, desire to possess the product, and finally the action of purchasing the product. McGuire (1968) identified

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several decision-making processes between initial exposure to a commercial message and eventual product purchase. These stages included: exposure, attention, comprehension, yielding, retention, and decision to buy, as cited in (Gunter, Oates and Blades,2005).These psychological factors are always carefully considered before the Unique Selling Proposition (USP) is chosen, advertisements message crafted, visual and audio elements selected and other arts illustrations with a dramatic effect to lure the target audience. This has become more profound with the advent of the Internet. According to Belch and Belch (2003):

> For decades the advertising business was dominated by large, full-service Madison Avenue–type agencies. The advertising strategy for a national brand involved creating one or two commercials that could be run on network television, a few print ads that would run in general interest magazines, and some sales promotion support such as coupons or premium offers. However, in today's world there are a myriad of media outlets—print, radio, cable and satellite TV, and the Internet—competing for consumers' attention. Marketers are looking beyond the traditional media to find new and better ways to communicate with their customers. They no longer accept on faith the value of conventional advertising placed in traditional media. The large agencies are recognizing that they must change if they hope to survive in the 21st century.

The world is witnessing a dramatic change in marketing communication, every serious marketer thinking creativity, excellence and the best method that makes advertising appealing. The interactive medium that is having the greatest impact on marketing is the Internet, especially through the component known as the World Wide Web. While the Internet shows a strong influence on advertising, TV is also influencing ads business globally. The two competing media combine different strategies and advertising elements to reach the target audience and arouse their interest in the advertised products and services. The interest of the researcher in this study therefore, is to find out what element(s) in advertisement elicits the audience response and which particular advertisement; Internet or television receives the highest responses.

## II. Statement of the Problem

The major aim of advertising is to influence consumer's choices of advertised products and services several of psychological elements. According to Gunter etal (2005, p.103) op. Cit ''advertising effects can occur at several distinct psychological levels among consumers. Advertisements can affect knowledge about products, brand-related beliefs and attitudes, the desirability of the product, and motives to consume. Finally, actual purchase behavior is influenced. Consumers are influenced in terms of knowledge, attitudes, and values, and these can be about brands, products, or wider consumer socialization''. The behavioral understanding of the consumer therefore, provides the basis for the fantastic design of advertisement which, may include creative use of images, art illustrations, sounds, colors, and texts. In the ever-competitive world of advertising orchestrated by digital technology, the Internet and TV ads explore these techniques as motivational gimmicks to elicit consumer's responses. But it is not definite the medium that explore more of these techniques and receive the highest responses hence become the most preferred. This is the underlying factor that triggers the desire of the researcher to investigate audience perception and preference of motivational determinants between online and television advertisements.

### *a) Objectives of the Study*

The broad objective of this study is to find out the motivational determinates between online advertisement and television commercial preference amongst Nigerian ads consumers. These are to:

1. Find out the motivational factors that influence consumers' consumption of online and TV advertisements.
2. Find out the most preferred advertisement.
3. Ascertain if medium influences consumer's advertisement choices.

### *b) Research Questions*

1. What are the motivational factors that influence consumers' consumption of online and TV advertisements?
2. Which advertisement is the most preferred?
3. Does medium influences advertisement choices?

### *c) Scope of the Study*

This study centered on audience perception and preference of motivational determinants between online and television advertisements. The study is limited to Nigerian respondents who know TV commercial and online advertising. The respondents are tracked online.

## III. Review of Related Literature

### *a) Internet Advertising*

Technology has broadened the scope of every business; it has also taken commercial activities to the doorstep of the consumer by breaking every geographical barrier associated with the traditional business environment. Technology has also sharpened business acumen of professionals, marketers, and consumers. It has revolutionized the entire business landscape, including advertising. According to Ogaraku & Archibong (2017):

> Fundamentally, most communication technologies are intended to improve human communications. People primarily use Internet, chat rooms, e-mails, social media,

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> blogs, etc for personal expressions, profiling and information, but their functions overlap to provide for marketers, opportunities to creatively and gainfully communicate with costumers too. These technologies facilitate one-on-one interaction, advertising with their accompanying graphics, audio, video etc. Promotions, inquiring, ordering, billing/charging for products, and services etc.

Today, because of technological revolution, the advertising business has entered into a dynamic stage in terms of creativity, reach, medium, and cost. According to Belch and Belch (2003,p.105),'' perhaps the most prevalent perspective on the Internet is that it is an advertising medium, as many marketers advertise their products and services on the websites of other companies and organizations. In addition to advertising on the Web, marketers offer sales promotion incentives online, and they *also* use the Internet to conduct direct marketing, personal selling, and public relations activities more effectively and efficiently''. Okoro & Dakoru (2017) also asserts that ''online advertising, which is advertising on the Internet or Web, has disrupted the traditional global advertising industry since 1994''. Okoro & Dakoruciting the works of Kaye & Med off, 2001, Evans, 2008, Minton, 2007 and Efrati, 2012, state that Internet in 2005 ranked sixth in global advertising media, behind television, newspapers, magazines, radio and outdoor media with Facebook and Google being the two major platforms but in 2013 according to Johnson, Internet overtook newspapers, and radio to become the second-largest advertising medium, only behind television. ''The Internet has greatly expanded the ability to sell products by providing virtually unlimited information to the prospective buyer. It has blurred the line between advertising as pure salesmanship and advertising as a provider of product information'' Sissorsand Baron (2010).Okoro, Umukoro & Olley (2012, p.200) also state that ''the key result of Internet advertising is information and content that is not limited by geography or time. With a large number of subscribers on the Internet, online or Internet advertising has continued to grow daily, influencing marketers' decisions on how to market their products and services and also influence consumers' desire to search for products and services. Belch and Belch (2003) averred that:

> The rapid growth of the Internet, which is changing the very nature of how companies do business and the ways they communicate and interact with consumers. The Internet revolution is well under way, and the Internet audience is growing rapidly. The Internet is an interactive medium that is becoming an integral part of communication strategy, and even business strategy, for many companies (p.20).

According to Jansson-Boyd (2010), researching products online is a common everyday activity. He also cited Yankelovich Partners, & Harris Interactive (2001) as detailed that93 percent of consumers researched products online. She also cited Schlosser (2003) who stated that consumers tend to think more extensively about the products they find on the web and request more information than they would if they are exposed to the same products in printed advertisements. Itek & Ogaraku (2013, p.51) observe that ''Internet enables and facilitates trading in millions of volumes of information, expediently, instantly and at little or no cost''. Ani & Orekyeh (2015, p.138) also state that ''access to Internet has become imperative for the advancement of online shopping and by extension e-commerce in Nigeria''.

*b) Television Commercials*

Television commercial is one of the best forms of ads that consumers sort after. As a medium of communication, television carries with it glamour that makes it a unique advertising channel. Iwuchukwu (2016) describes television as a selling machine that establishes itself as the most effective selling medium for commercials that brings to its advertisers a larger share of the market. A Television commercial is quite older than Internet advertising. Television commercial took the center stage in advertising with the advent of color television, computer animations such as the 3D and 4D animations, the use of cartoon, satellite, cable TV and interactive TV discovery, this innovation is captured by Belch and Belch (2003) thus:

> Major changes have occurred among consumers *concerning* demographics, lifestyles, media use, and buying and shopping patterns. For example, cable TV and more recently digital satellite systems have vastly expanded the number of channels available to households. Some of these channels offer 24-hour shopping networks; others contain 30- or 60-minute direct-response appeals known as *infomercials,* which look more like TV shows than ads (p.19).

Sissorsand Baron (2010) also examined the impact of TV technology on advertising and states that, interactive television is an advertising message in conventional television that allows the viewer, with the click of a button on the remote, to order a product, request additional information, or initiate other communication with the advertiser. Interactive advertising appears in the form of a small graphic, or tag, that appears on the screen during commercials in specially prepared programming or during long-form infomercials for such products as automobiles, vacation destinations, financial services, and so on. These developments have taken TV commercial to another level and causing more advertisers to choose television for their advertisements. According to Okoro (2013, p.213) ''television commercials have become one of the best things to look at on television''. He also describes television commercials as highly dramatic, entertaining, humorous and generally captivating. Similarly,



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Nwachukwu (2011) describes the strength of television in advertising as a medium with creativity and impact with dramatic and life-like representations of inanimate objects as well as embellishment and manipulation of life.

Television commercial is usually targeted all ages; adult and children. Due to its dramatic effects, advertisers see television as one of the major communication channel to reach a large audience. Television commercial is facing serious criticism; many critics argue that television commercial is manipulative in nature.

*c) Theoretical Framework*

This study is anchored on the Appraisal-Tendency Framework (ATF) a theoretical framework developed by Lerner and Keltner (2000) and cited in Jasson-Boyd (2010). This theory is premised on the assumption that emotions generate specific cognitive and motivational processes, which in turn also influence consumer's evaluations of objects and events that they come across when experiencing the emotion. Lerner and Keltner, the proponents of this theory further argue that people appraise situations and objects based on their feelings at a particular time. This process impacts on their decision-making process of individual such as choice of products and services to consume. This theory is relevant to this study in the sense that psychological factors under examination in this work influence individual's choice of products and services.

*d) Methodology*

The study adopted an online survey method using Google Form; software which allows online administration of instrument, data analysis, sample selection and data representation of tools from the URL through email and other social platforms to make it easier to get responses and allows viewing analysis in real time. The population of the study stood at 432 from five social media platforms whose members were made up of students and working class adult. The sample size was 65 which was the actual return rate. The results were analyzed with statistical package for social sciences (SPSS). This study adopted Regression t-test ANOVA coefficient to test the hypothesis at 5% level of significance.

## IV. Data Presentations and Discussion of Findings

*Table 1:* Age Distribution of Respondents

| Age | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 15-20 | 44 | 57.9 | 67.7 | 67.7 |
| | 21-25 | 10 | 13.2 | 15.4 | 83.1 |
| | 26-30 | 10 | 13.2 | 15.4 | 98.5 |
| | 31-above | 1 | 1.3 | 1.5 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |

From table 1 above and figure 1 below the data showed that young people between the age of 15-20 were 44(57.9%); age 21-25 were 10(13.3%); respondents within the age bracket of 26-30 were 10(13.2%) while 31 and above was just 1(1.3%).

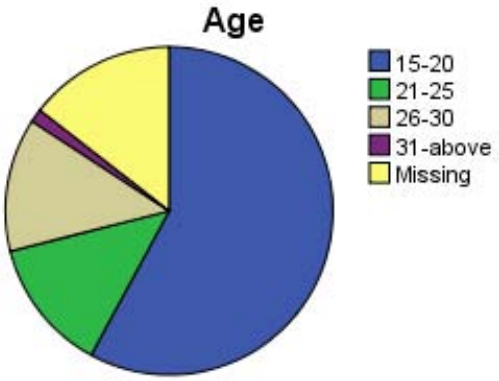



*Figure 1*



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*Table 2:* Occupation Distribution of Respondents

| Occupation | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Student | 54 | 71.1 | 83.1 | 83.1 |
| | Employed | 11 | 14.5 | 16.9 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |

Table 2 above and figure 2 below showed the occupation distribution of respondents. The data presented on this table showed that 54(71.1%) respondents were students and 11(14.5%) respondents were employed.

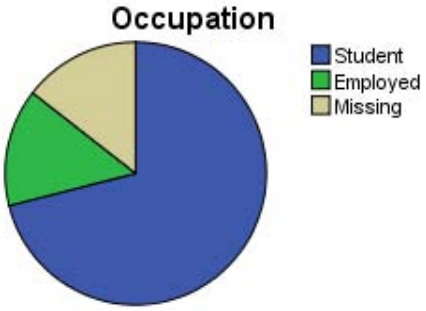



*Figure 2*

*Table 3:* Respondents' Views on the Conciseness of Message

| Conciseness | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Online Advertisement | 37 | 48.7 | 56.9 | 56.9 |
| | TV Commercial | 28 | 36.8 | 43.1 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |

Table 3 above and figure 3 below showed the respondents' views on the factors that influence their choice of advertisements. The data showed that 37(48.7%) respondents prefer online advertisement for its conciseness of message while 28 respondents (36.8%) TV commercial.

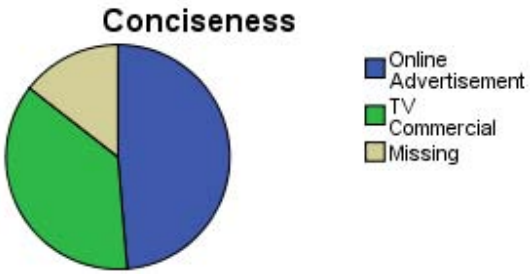



*Figure 3*

*Table 4:* Respondents' Views of Accessibility of Advertisement on Mobile Device

| Accessibility | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Online Advertisement | 57 | 75.0 | 87.7 | 87.7 |
| | TV Commercial | 8 | 10.5 | 12.3 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |



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Table 4 above and figure 4 below showed the respondents' views on the factors that influence their choice of advertisements. The data showed that 57(75.0%) respondents prefer online advertisement because of its accessibility on mobile device while 8 respondents (10.5%) TV commercial.

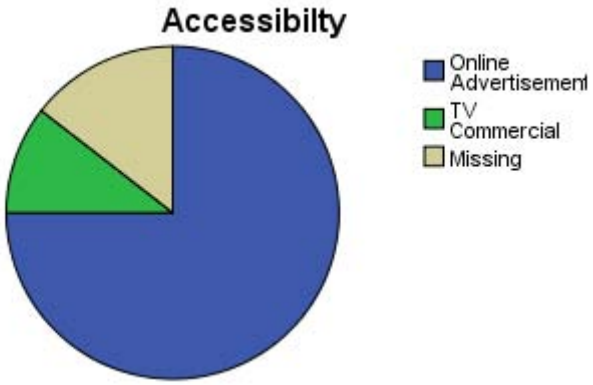



*Figure 4*

*Table 5:* Respondents' Views the Effects of Sound on Advertisement

| Sound | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Online Advertisement | 18 | 23.7 | 27.7 | 27.7 |
| | TV Commercial | 47 | 61.8 | 72.3 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |

Table 5 above and figure 5 below showed the respondents' views on the factors that influence their choice of advertisements. The data showed that 18(23.7%) respondents prefer online advertisement because of sound output while 47 respondents (61.8%) prefer TV commercial because of sound.

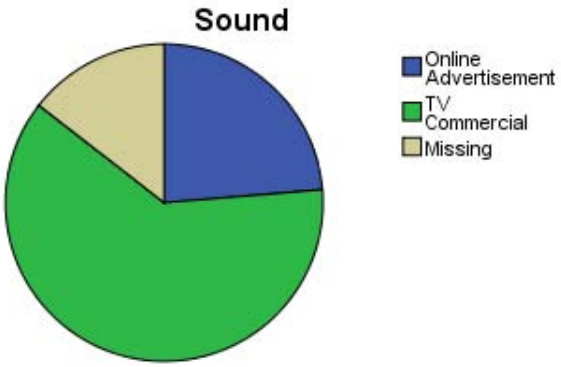



*Figure 5*

*Table 6:* Measuring Respondents' Emotion of Advertisement

| Fantastic | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Online Advertisement | 39 | 51.3 | 60.0 | 60.0 |
| | TV Commercial | 26 | 34.2 | 40.0 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |

Table 6 above and figure 6 below showed the respondents' emotional attachment to advertisement as one of the factors that influence their choice of advertisements. The data showed that 39(15.3%) respondents emotionally prefer online advertisement due to its fantastic nature while 26 respondents (34.2%) prefer TV commercial.



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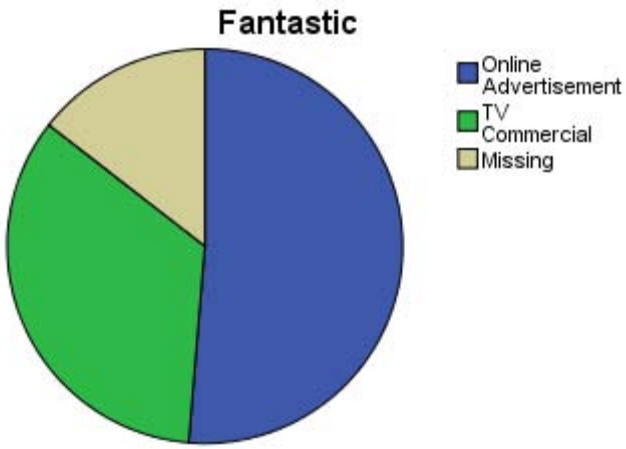



*Figure 6*

*Table 7:* Measuring Respondents' Emotion of Advertisement

| Attractiveness | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Online Advertisement | 46 | 60.5 | 70.8 | 70.8 |
| | TV Commercial | 19 | 25.0 | 29.2 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |

Table 7 above and figure7below showed the respondents' views on factors that influence their choice of advertisements. The data showed that 46(60.5%) respondents prefer online advertisement due to its attractiveness while 19 respondents (25.0%) prefer TV commercial.

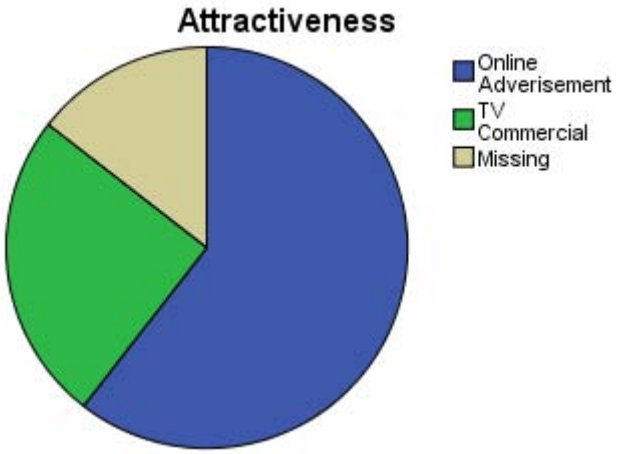



*Figure 7*

*Table 8:* Respondents' Views of Creativity in Advertisement

| Creativity | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Online Advertisement | 40 | 52.6 | 61.5 | 61.5 |
| | TV Commercial | 25 | 32.9 | 38.5 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |



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Table 8above and figure 8 below showed the respondents' views on factors that influence their choice of advertisements. The data showed that 40(52.6%) respondents prefer online advertisement because of its creative nature while 25 respondents (32.9%) prefer TV commercial.

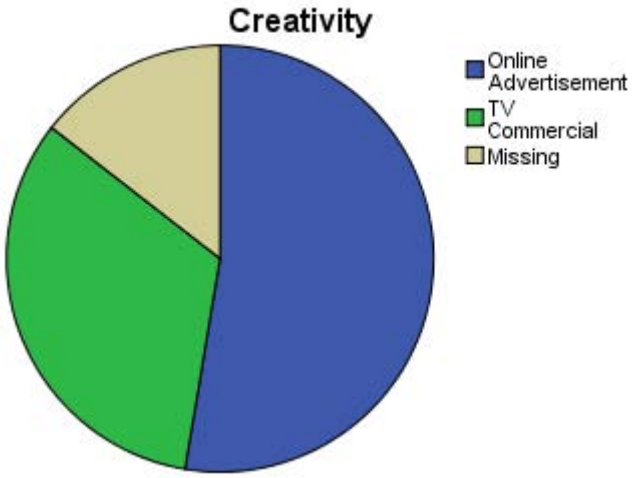



*Figure 8*

*Table 9:* Respondents' Views on Preference of Advertisement

| Preference | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Online Advertisement | 37 | 48.7 | 56.9 | 56.9 |
| | TV Commercial | 28 | 36.8 | 43.1 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |

Table 9 above and figure 9 below showed the respondents' views on their preference of advertisements. The data showed that 37(48.7%) respondents prefer online advertisement while 28 respondents (36.8%) prefer TV commercial.

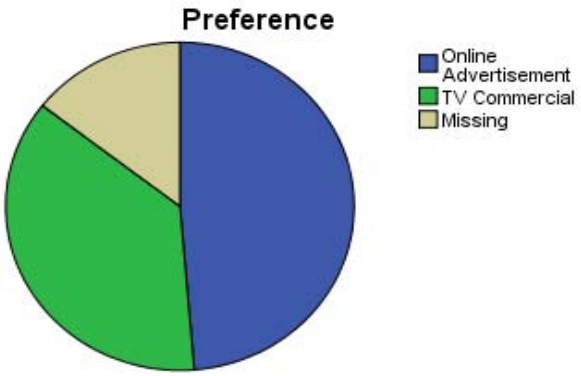



*Figure 9*

*Table 10:* Respondents' Views on whether Medium Influences their Ad Consumption

| Medium | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 53 | 69.7 | 81.5 | 81.5 |
| | No | 12 | 15.8 | 18.5 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |



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Table 10above and figure 10 below showed the respondents' views on whether the medium influences their preference of advertisements. The data showed that 53(69.7%) agreed that the medium influences their choice of advertisement while 12 respondents (15.8%) said that medium does not influence their choice of advertisement.

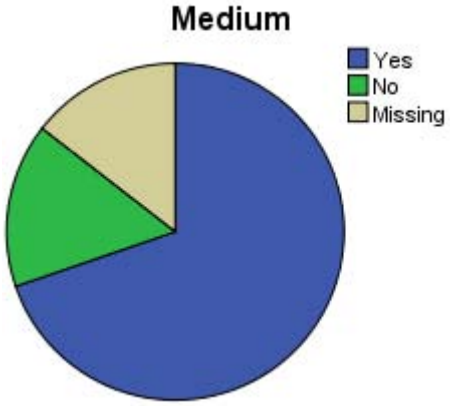



*Figure 10*

*Table 11:* Respondents' Views on Preference of Advertisement due to absence of barrier associated with the Medium in Ad Consumption

| Limitless | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Internet | 49 | 64.5 | 75.4 | 75.4 |
| | TV | 16 | 21.1 | 24.6 | 100.0 |
| | Total | 65 | 85.5 | 100.0 | |
| Missing | System | 11 | 14.5 | | |
| Total | | 76 | 100.0 | | |

Table 11above and figure 11 below showed the respondents' views on factors that influence their choice of preference of advertisements. The data showed that 49(64.5%) respondents choice of advertisement is influence by absence of barrier to having access to the medium, which Internet provides while 16 respondents (21.1%) respondents prefer TV.

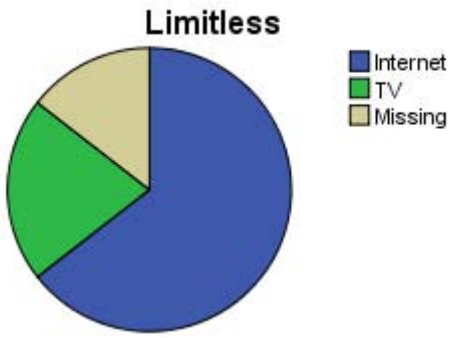



*Figure 11*

*Test of Hypothesis*

$H0_1$: There is a significant relationship between occupations of consumers andadvertisement consumption preference

*Table 12:* Relationship between occupations of consumers and advertisement consumption preference

| Table 12a: Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .519[a] | .269 | .258 | .32559 |
| a. Predictors: (Constant), Preference | | | | |



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| Table 12b: ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 2.460 | 1 | 2.460 | 23.205 | .000[b] |
| | Residual | 6.679 | 63 | .106 | | |
| | Total | 9.138 | 64 | | | |
| a. Dependent Variable: Occupation | | | | | | |
| b. Predictors: (Constant), Preference | | | | | | |

| Table 12c: Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .607 | .123 | | 4.917 | .000 |
| | Preference | .393 | .082 | .519 | 4.817 | .000 |
| a. Dependent Variable: Occupation | | | | | | |

The model summary in tables 12a-c show that the correlation coefficient(R=519) indicates a positive strong linear relationship between consumers occupations and their preference of advertisement. This indicates that consumers with higher levels of occupation or the higher the level of occupation of a consumer the more their preference for advertisement. The coefficient of determination($R^2$= .269) indicates that less than half the variation in the consumption preference of advertisement is explained by occupation of the consumer hence there are some other variables that majorly account for the consumer advertisement preference. The ANOVA table confirms an overall significance of the test. Since the significant value of the t-statistics in the coefficient table is less than 0.05 level of significance, the null hypothesis is hereby rejected and the alternative accepted. Therefore, there is a significant relationship between consumers' occupations and their choice of advertisement.

## V. Discussion of Findings

*Research Question 1:* What are the motivational factors that influence consumers' consumption of online and TV advertisements?

To answer this research question, data on table 3, 4, 5, 6, 7, 8, 11 and figures 3, 4, 5, 6, 7,8,11 were used. Table 3 presented data on the motivational factor that influence consumers' choice of advertisement. The table shows conciseness of message as factor that influence consumers' choice of advertisement. The data showed that 37(48.7%) respondents out of 65 respondents preferred online advertisement because of the concise nature of its message. Table 4 shows the respondents' view of accessibility to advertisement. Data on this table showed that 57(75.0%) respondents out of 65 respondents are motivated to consume online advertisement instead of TV commercial. Table 4 showed respondents' views on whether sound in advertisement serves as a motivating factor in their choice of advertisement. The data showed that 47(61.8%) respondents out of 65 respondents prefer TV commercial because of sound. Table 6 presents data on respondents' views on fantasy as a motivational factor that influences the consumers' choice of advertisement. The data further showed that 39(51.3%) respondents out of 65 respondents prefer online advertisement to TV commercial due to its fantasy. This is measured in terms of consumers' emotional attachment to advertisement. Table 7 shows data on respondents' views on the attractiveness of advertisement. Data on this table showed that 46(60.5%) respondents out of 65 respondents are attracted online advertisement because of its attractiveness. Table 8 shows the respondents' views on creativity. 40 respondents agreed that online advertisement is more creative that TV commercials hence they preferred online advertisement. Table 11 shows respondents' views on their preference of advertisement on the absence of barrier about a particular advertising medium. Data on this table showed that 48(64.5%) respondents out of 65 respondents felt that Internet has no barrier with regards to access to advertisement.

*Research Question 2:* Which advertisement is the most preferred?

To answer this research question, data on table 9, 11 and figures 9 and 11 were used. Table 9 presents data on the respondents' preference of advertisement and the data showed that 37(48.7%) preferred online advertisement while 28(36.8%) preferred TV commercials. Table 11 also showed that 49 (65.5%) respondents preferred Internet for advertisement while 16(21.1%) respondents preferred television as advertising medium.

*Research Question 3:* Does medium influences advertisement choices?

To answer this research question, data on table10 and figure 10 were used. The data on this table showed that medium influences consumers' preference of advertisements. The data showed that 53(69.7%) agreed that the medium influences their choice of advertisement while 12 respondents (15.8%) said that medium does not influence their choice of advertisement.



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## VI. Summary

This study was conducted to find out audience perception and preference of motivational determinants between online and television advertisements. The study adopted an online survey method using Google Form; software which allows online administration of instrument, data analysis, sample selection and data representation of tools from the URL through email and other social platforms. The population of the study stood at 432andsample size was 65 being the returned rate within a month of administration of the instrument. The results were analyzed with statistical package for social sciences (SPSS). This study adopted ANOVA correlation coefficient to test the hypothesis at 5% level of significance. The empirical data from the study showed that there are several variable (motivational determinants) that influence consumers' choices of advertisements which majorly favour online advertisement. These determinants include: the conciseness of message, accessibility of advertisement on mobile device, fantasy, attractiveness, and creative concepts. From the research findings, Internet is seen as offering advertisement without barrier. But in the contrary, the results showed that sound is a motivating determinant that attracts consumers to television commercial. The study also found out that there is a significant relationship between occupations of consumers and their consumption choice. This conclusion was drawn from the result of the tested hypothesis as presented on table 12 and the results on table 1 and 2. On table 1, the result showed that majority of the respondents are age 15-30(84.1%). Table 2 showed that 54(71.1%) respondents were students which agreed with the age bracket of 15-30 years. These results are the baselines for the conclusion that youth (students) surf the Internet more than the adult who are employed. Hence, youth (students) prefer online advertisement than adult (employed).

## VII. Conclusion

From the findings of this study, the researcher concluded that medium influences choice of advertisement through a number of variables such as conciseness of message, accessibility of advertisement, fantasy associated with the advertisement, attractiveness/ creative nature the of the advertisement. These variables are the motivational determinants for choice of advertisement by consumers and they are in favour of online advertisement hence, online advertisement is preferred to television advertisement. The study also concluded that young people (students) prefer online advertisement to television commercials while adult (employed) prefer television commercials. Table 1 and figure 1 showed that young people between the age of 15-20 were 44 (57.9%); age 21-25 were 10(13.3%); respondents within the age bracket of 26-30 were 10(13.2%) while 31 and above was just 1(1.3%). Table 2 above and figure 2 below show the occupation distribution of respondents. The data presented on this table showed that 54(71.1%) respondents were students and 11(14.5%) respondents were employed. The results on table 1 and 2 therefore affirmed the result of the hypothesis which states that, there is a significant relationship between the occupation of respondents and advertisement preference.

## VIII. Recommendations

The study adopted online survey method; Google Form to understand respondents' perception and preference of motivational determinants between online and television advertisements. This research method comes with a big problem of getting good responses. In this study the response rate was quite low, therefore, the researcher recommends that an offline survey method should be conducted with a larger sample size.

The researcher also recommends that advertisers should also put more creativity into producing their advertisements. As much as possible, they should produce advertisements that are attractive. Online advertisers should target youths in their advertisement while advertisement that is targeted at working class adult should use the television as its medium.

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# Doctrine of Necessity (In Islamic Jurispridence)

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*Introduction-* Islamic law is derived through Islamic jurisprudence, which is basically and principally pillared/sourced on Qur'an, the divine revelation (the words of the Almighty ALLAH) and the Sunnha (Prophetic Traditions) the words and the practice of the Prophet (Peace Be Upon Him) and it is called the basic source of law in Islamic Law. And thereafter the sources seconding to the basic pillars are as Ijma (Consensus) and Qiyas (Qiyas, the application of rule by analogy). There after the Ijti had (Juristic consensus of opinion of the imam's mujtahid,) Istihsan (juristic preference), Maslahah Mursalah (Public Interest), Urf (Custom), Istishab (presumption of existence or non-existence of facts Presumption of Continuity), Sadd al-Dhara'I (Blocking the Means), Ijtihad (exercise of independent reasoning by Imam/ Mujtahid).

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# Doctrine of Necessity (In Islamic Jurispridence)

Mr. Jafar Samdani

## Introduction

Islamic law is derived through Islamic jurisprudence, which is basically and principally pillared/sourced on Qur'an, the divine revelation (the words of the Almighty ALLAH) and the Sunnha (Prophetic Traditions) the words and the practice of the Prophet (Peace Be Upon Him) and it is called the basic source of law in Islamic Law. And thereafter the sources seconding to the basic pillars are as Ijma (Consensus) and Qiyas (Qiyas, the application of rule by analogy). There after the Ijti had (Juristic consensus of opinion of the imam's mujtahid,) Istihsan (juristic preference), Maslahah Mursalah (Public Interest), Urf (Custom), Istishab (presumption of existence or non-existence of facts Presumption of Continuity), Sadd al-Dhara'I (Blocking the Means), Ijtihad (exercise of independent reasoning by Imam/ Mujtahid).[1]

It is habit of the jurists to draw the juristic classification of the sources of the law in Islamic Jurisprudence saying as

*Chief Sources:*

A. The Quran.
B. The Sunnah (authentic tradition of the Prophet Muhammed (Peace be upon him)).
C. The Ijma (consensus of opinion)
D. The Qiayas (judgment upon juristic analogy)

*Supplementary Sources:*

A. Istihsan (deviation, on a certain issue, from the rule of a precedent to another rule for a more relevant legal reason that requires such deviation)
B. Istislah (unprecendented judgment motivated by public interest to which neither the Quran nor the Sunnah explicitly refer)
C. Uraf (the custom and the usage of a particular society, both in speech and in action)[2]

In Other words, two kinds may be articulated as GOD made laws and manmade laws as the first two sources are the GOD made laws and the rest are the Manmade laws, though the in Islamic Law the understanding of the manmade laws are based on GOD made laws but extracted by the jurists and he experts. The GOD made laws are absolute and authoritative one and is the principally provide the bases for all kinds of legal understandings. The GOD made laws are based on the revealed and derived there from and from the authoritativeness of the Beloved Prophet (Peace Be Upon Him) being law giver and interpreter of the laws.

The man made laws are derived from the authority of the ruler (Khalafat) (keen in accordance to the principal articulated in Qur'an and Sunnah). Here it is pertinent to mention that the authority of the Almighty ALLAH is ultimate sovereign and the authority of the Prophet (Peace Be Upon Him) is manifesto sovereign and the authority of the Ruler/Khalafat is vicegerency.[3]

Under the Islamic Jurisprudence, the Legal Order/ Hukam Sharii means the demand of the legislator for an action to be done or not to be done. It has been made with different kinds as

I- Obligation/Farad/Wajab means an action to be undertaken as compulsory
II- Forbidden/prohibited/refrained means an action not to be undertaken as Compulsory
III- Mustahab/Masnoon/Nafila means an action is appreciable, if it is being undertaken and not doing so is not to be blamed/punished.
IV- Mubah/Permissible means an action by the choice to be undertaken
V- Improper means an action is depreciable to be done.[4]

The Legal value/order under the Islamic jurisprudence is divided in two kinds as

I- Primary Law
II- Declaratory Law

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[1]
I. https://en.wikipedia.org/wiki/Sources_of_sharia#targetText=Among%20Shia%2C%20Usuli%20sc hool%20of,Sunnah%2C%20consensus%20and%20the%20intellect.
II. http://www.legal-tools.org/doc/0528c5/pdf/
III. http://www.legalserviceindia.com/article/l302-Sources-of-Islamic-Law.html
IV. https://free-islamic-course.org/stageone/stageone-module-4/sources-islamic-law.html
V. https://www.ukessays.com/essays/religion/the-four-main-sources-of-islamic-law-religion-essay.php
VI. https://www.jstor.org/stable/25658109?seq=1#page_scan_tab_contents
VII. https://pdfs.semanticscholar.org/c815/1410682021aae4368d4c3c8ed9074b0e7f26.pdf
VIII. http://takafuleexam.com/e-content/TBE- A/content/29175407 IBFIM_Part_A/chapter_A1/A1_page_02.html

[2] http://www.issuesandideasradio.com/downloads/khizr_khan_quran.pdf
[3] (Al-hukam u Shairee by Dr. Tahir ul Qadri).
[4] https://www.islamic-banking.com/knowledge/islamic-jurisprudence-fiqh



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And it has been defined in four (4) different divisions as understood by the jurists including the jurist of the time known as Dr Tahir ul Qadri, the last extracted classification of the Legal Order/ Al-Hukam u Shari[5] after meeting the evaluation from the day one to this date as designed by the jurists and Now the Legal value under the Islamic Jurisprudence after taking its gradual evaluation of understanding is in juxtaposition for due understanding is as

| | | | |
|---|---|---|---|
| I- | Obligatory | I- | Forbidden |
| II- | Imperative | II- | Condemned |
| III- | Mandatory Recommendation | III- | Disapproved |
| IV- | Directory Recommendation | IV- | Improper |
| V- | Commendable | V- | Uncommendable |

The aim/purposes of the Islamic Law is under the principal of Maslaha (the welfare/public interest)[6] Imam Ghazali defined as, "Maslaha is general purposes in the Divine Law for the preservation of five (5) essentials of human beings as Din (religion) life, intellect, offspring and property.[6] Furtherance herein the Imam Ghazali said that Health is a necessary condition to the preservation of life. Indeed, it is an essential requirement for the establishment of God's law in human life, for it is only healthy human beings that can properly implement this law in human society, "A proper understanding and implementation of religion, from the standpoint of both knowledge and worship, can only be arrived at through physical health and life preservation". Hence, Islam places health as second in importance to faith. The Prophet says: "Second to faith, no one has ever been given a greater blessing than health".[7] In another hadith, the Prophet defines the relative importance of health and wealth: "Wealth is of no harm to a God-fearing person, but to the God-fearing, health is better than wealth". Another hadith gives us the proper perspective of the essential things in life: "Whoever of you gets up in the morning feeling physically healthy, enjoying security and having his food for the day is like one who has the world at his fingertips". By contrast, health places on us a great responsibility, for which we are accountable to God. The Prophet says: "The first thing every servant of God will have to account for on the Day of Judgement is that God will ask him: 'Have I not given you a healthy constitution?'" The Prophet is also quoted as saying: "No one will be allowed to move from his position on the Day of Judgement until he has been asked how he spent his life, how he used his knowledge, how he earned and spent his money, and in what pursuits he used his health".[8] The Classical jurists said that the Maslah is the important legal principal.[9] And some jurists declared it as independent source of law.[10] The Islamic Jurisprudence under the teaching of the Islam gave great importance to human health and life and its systems from different angles covers the health of the human life.[11] As the health and its guidance has been persuaded.[12] The Quranic concept is very much clear signifying the importance to the human health time and again.[13] The Islamic Law and Islamic Jurisprudence gave the great importance to the human health, its safety and security above of all obligations.[14]

That's why the health principal articulated in Islamic System is more curable and heathy towards human health.[15]

Herein under, I would to draw the kind attention towards the Doctrine of necessity under Islamic Jurisprudence as even obligatory demand from a follower is ordered to be suspended in serious need for the human health and Security till the normalization. Tantamount that wherever, whenever is need to suspend even the obligation for the safety of the human health & security, the obligation would be suspended

[5] Al Hukam u Shari By Dr. Tahir ul Qadri

[6] Opwis, Felicitas (2007). Abbas Amanat; Frank Griffel (eds.). Islamic Law and Legal Change: The Concept of Maslaha in Classical and Contemporary Legal Theory. Shari'a: Islamic Law in the Contemporary Context (Kindle ed.). Stanford University Press

[7] http://www.thepenmagazine.net/the-value-of-health/
https://www.slideshare.net/drzargari/health-as-a-human-right-in-islam part-2
https://islamqa.info/ar/answers/137035/%D8%B4%D8%B1%D9%88%D8%B7-%D8%A7%D8%A8%D8%A7%D8%AD%D8%A9-%D8%A7%D9%84%D9%85%D8%AD%D8%B1%D9%85-%D8%B9%D9%86%D8%AF-%D8%A7%D9%84%D8%B6%D8%B1%D9%88%D8%B1%D8%A9

[8] http://applications.emro.who.int/dsaf/dsa217.pdf

[9] Duderija, Adis (2014). Adis Duderija (ed.). Contemporary Muslim Reformist Thought and Maqāṣid cum Maṣlaḥa Approaches to Islamic Law: An Introduction. Maqasid al-Shari'a and Contemporary Reformist Muslim Thought: An Examination. Springer.
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[11] https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3702073/
https://www.researchgate.net/publication/247158039_Health_and_Islam

[12] https://www.soundvision.com/article/health-guidelines-from-quran-and -sunnah

[13] http://www.quranreading.com/blog/islam-and-health/

[14] http://www.thedeenshow.com/health-in-islam-1-3/

[15] https://tribune.com.pk/story/865353/20-health-tips-from-islamic-teachings/
http://www.islamicinsights.com/religion/clergy-corner/health-and-wellness-in-islam.html

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and the human health & security would be preferred as a principal. Let's the legal refreezes to be considered within the prospective of the doctrine of the necessity in this regard under the Islamic Jurisprudence as in Qur'an at difference places, it has been declared that

**ثم عليه إن الله غفور رحيم (14) [ النحل (115) ]**

**عليكم الميتة والدم ولحم الخنزير وما أهل لغير الله فمن اضطر غير باغ ولا عاد فلا ا إنما حرم**

He has only forbidden you carrion, blood, the flesh of swine and (the animal) on which the name of other than Allah is invoked at the time of slaughter. But he who is faced with a survival condition (forced by necessity), neither defying (Allah's injunctions seeking taste of lust), nor transgressing (the limit of necessity), then Allah is surely Most Forgiving, Ever-Merciful. (Quraan an-Nahl, 16 : 115)[16]

**ن اضطر غير باغ فلا اثم عليه (2) [ البقرة (173)]**

**إنما حرم عليكم الميتة والدم ولحم الخنزير وما اهل لغير الله فم**

He has made unlawful for you only the dead animals and blood and the flesh of swine and the animal over which, whilst sacrificing, the name of someone other than Allah has been invoked. But he who is forced by necessity and is neither disobedient nor transgressing will not incur any sin on himself (if he eats that much which is required to survive). Allah is, indeed, Most Forgiving, Ever-Merciful. (Qur'an al-Baqarah, 2 : 173)[17]

**قد فصل لكم ما حرم عليكم إلا ما اضطررتم إليه (12)[ الأنعام 119 ]**

Whilst He has spelled out to you in detail (all) those things which He has forbidden to you except when (under the unavoidable circumstances) you are forced (to eat the bare necessity just as a life-saving measure. (Quraan al-An'ām, 6 : 119)[18] فمن [(3) المائدة] (13)

اضطر في مخمصة غير متجانف لاثم فإن الله غفور رحيم

Then if someone gets into a survival situation (and is forced by) ravenous hunger (and intense thirst i.e., driven by dire necessity, provided) he is not prone to sinning (i.e., eats what is forbidden without being wilfully inclined to sin), then Allah is indeed Most Forgiving, Ever-Merciful. ( Quraan al-Mā'idah, 5 : 3)[19]

It has been made clear like crystal that the Human health and safety is needed by the law mandatorily and all the applicable laws may be suspended to save and safe the human health and security.[20 & 21]

It is very much significant to keep always in consideration that the principally the obligations and the Forbidden under the Islamic Legal Order (Value) shall be suspended/repeal its compliance and practice in case of serious need and necessity. And the need and necessity has been defined by the jurists and it has been elaborated already above, wherein Imam Ghazali defined it very well and once again herein the Need/necessity mean, "To obtain the benefit and restrain the loss" and "An action, which deserve the human health and Security of life while protecting the Aims of Islamic value/order". And the Aims have been identified therein as: -

A- Din
B- Life
C- Sound mind
D- Offspring
E- Property

An action, which requires for the protection of the above five (5) shall be considered as Need/Necessity under the Legal value/order, which is appreciable in Islamic jurisprudence and Islamic Law and losing them is not depreciable in Islamic Jurisprudence and Islamic law, herein it is very much clear that what need means in Islamic value/order. AS it has been derived as a main Principal by the jurists under the Islamic Jurisprudence to be followed and complied fully in accordance is as said by Almighty ALLAH

**فمن اضطر غير باغ ولا عاد فلا اثم عليه إن الله غفور رحيم**

But he who is faced with a survival condition (forced by necessity), neither defying (Allah's injunctions seeking taste of lust), nor transgressing (the limit of necessity), then Allah is surely Most Forgiving, Ever-Merciful.[22]

And after the need is over in protecting the aims, the obligation and forbidden shall be complied and practiced as it was limited in its scope for suspension in case of need. Again it has been principled by the jurists as فإضطره بصيغة المجهول أي

means serious & material pressure to do with two kinds, eternal fear and external threat. The principal in Islamic jurisprudence and Islamic Law is with the change of the time and space, the legal value/order shall be varied in principal. Which is flexibility in Islamic Jurisprudence towards the humanity and humanism and herein-from the Doctrine of Necessity is invoked and derived.

Under the versus of the holey Qiraan as mentioned above are permitting the deserving measure

[16] http://www.irfan-ul-quran.com/english/An-Nahl/
[17] http://www.irfan-ul-quran.com/english/Al-Baqarah/
[18] http://www.irfan-ul-quran.com/english/Al-Anam/119/
[19] http://www.irfan-ul-quran.com/english/Al-Maidah/3/
[20] Brown, Jonathan A. C. (2009). "Maṣlaḥah". In John L. Esposito (ed.). The Oxford Encyclopedia of the Islamic World. Oxford: Oxford University Press.
[21] Gleave, R.M. (2012). "Maḳāṣid al-Sharī'a". In P. Bearman; Th. Bianquis; C.E. Bosworth; E. van Donzel; W.P. Heinrichs (eds.). Encyclopaedia of Islam (2nd ed.). Brill. doi:10.1163/1573-3912_islam_SIM_8809
[22] http://www.irfan-ul-quran.com/english/Al-Maidah/3/
[23] https://www.almaany.com/en/dict/ar-en/%EF%82%A7-%D9%81%D8%A5%D8%B6%D8%B7%D8%B1%D9%87-%D8%A8%D8%B5%D9%8A%D8%BA%D8%A9-%D8%A7%D9%84%D9%85%D8%AC%D9%87%D9%88%D9%84-%D8%A3%D9%8A-%D8%A7%D9%84%D8%AC%D9%8A/



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as in case of absence of water the legal value/order of ablution or bath shall be repealed/suspended with Tayamam (تيمم) and during the journey there is favour/reduction in Salat (صلاة) and Fasting (صيام), Haaj (حج) and Zakaat (زكوة) shall not be applicable over incompetent.

Furtherance there from shall be considered under the same principal of Doctrine of Necessity as opening the secrets of the human body for a medical practitioner for due procurement to be undertaken, Defence shall be a right even at the cost to injure the attacker, postpartum in case of investigation, synthetically reproduction, Transplantation, birth control, test-tube baby and likewise others needs and sometimes.[24][25][26][27][28][29]

2 فإذا أكل الميتة فليس له أن يأكل حتى يشبع، بل يأكل بقدر ما يحصل به قيام بدنه من غير شبع

والباغي هو الذي يريد أكل الميتة مع أنه يمكنه أن يستغني عنها بغيرها، والعادي هو الذي يأكل ما يزيد على دفع

3ضرورته

إني يغلب على ظني أني لا أجد شيئاً أمامي وأنا أريد أن أمشي في الصحراء، فله أن يأكل حتى الشبع، أو أن يحمل

4منها، وذلك لأنه إذا منع فقد لا يجد في طريقه شيئاً فيهلك

أنا لا أدري هل أجد شيئاً أم لا، أما إذا كان يغلب على ظنه أنه يجد أو يتيقن أنه يجد الطعام عند حاجته بعد ذلك فليس

5له أن يأكل فوق حاجته

6 فالطبيب إذا أراد أن يكشف موضعاً من بدن المرأة يحتاج إلى علاج فإنه يقدر هذا بقدره ولا يزيد، فإذا كان الداء

بوجهها فليس له أن يكشف شعرها بل يكتفي بكشف الوجه، وكذلك الشاهد ينظر من المرأة ما يحتاج إليه فقط ولا يزيد.

The crux of the abovementioned explanations means that in saving the life and security in coercive and forced time, the forbidden is permitted to utilize till the need is over, which is called the Doctrine of necessity in Islamic jurisprudence.

مُطْمَئِنٌّ بِالْإِيمَانِ وَلَكِنْ مَنْ شَرَحَ بِالْكُفْرِ صَدْرًا فَعَلَيْهِمْ غَضَبٌ

مَنْ كَفَرَ بِاللَّهِ مِنْ بَعْدِ إِيمَانِهِ إِلَّا مَنْ أُكْرِهَ وَقَلْبُهُ

مِنَ اللَّهِ وَلَهُمْ عَذَابٌ عَظِيمٌ

The one who disbelieves after having believed, except someone who is coercively forced to do so, and at heart remains contented with belief (as before), but (of course) he who (adopts) disbelief (afresh) wholeheartedly with an open mind, on them is a wrath from Allah and for them is a fierce torment. (Quraan an-Nahl, 16: 106)[30]

No flexibility would be there as Almighty ALLAH gave through Qur'an to humanity in the name of the health and security of human life as the believe on the ultimate oneness on ALMIGHTY ALLAH is the core and main demand from the believer/follower and it may be suspended in dare need of the security of human life remaining intact by heart.

When the principal from the main source of the Islamic jurisprudence, the Qur'an says that the prudent/ need/ necessity in coercive and forced time in saving life, shall prevail over the obligation or forbidden as highlighted and envisaged therein, which enlightened the subject like crystal with the words as: غير باغ ولا عاد فلا إثم عليه فمن اضطر [31] But he who is forced by coercively being neither disobedient nor transgressing will not incur any sin on himself (if he eats that much which is required to survive). Allah is, indeed, Most Forgiving, Ever-Merciful, and it projects the human health, life and security is most honourable. That in coercive and forced need/necessity (coercive and forced one), the need/necessity shall prevail, it has been defined by the jurists under the Islamic jurisprudence as: تبيح المحظورات الضرورات means coercive necessity permits the forbidden [32]and another principal is لا محظور مع الاضطرار no forbidden for coercive need facer [33] ما أبيح للضرورة يقدر بقدرها permission is to beat the coercive need (not thereafter)[34].

[24] https://www.islamweb.net/ar/fatwa/27833/تبيح-المحظورات-معنى-الضرورات
[25] https://al-maktaba.org/book/32440/25#p5
[26] http://islamport.com/w/usl/Web/4874/59.htm
[27] https://halakat.taimiah.org/index.aspx?function=Printable&id=5626&node=17786
[28] http://afaqattaiseer.net/vb/showthread.php?t=361
[29] https://khaledalsabt.com/explanations
[30] http://www.irfan-ul-quran.com/english/An-Nahl/ http://www.quran7m.com/searchResults/016106.html
[31] http://www.irfan-ul-quran.com/english/Al-Baqarah/
[32] https://www.alukah.net/sharia/0/85960/
[33] https://halakat.taimiah.org/index.aspx?function=Printable&id=5626&node=17786
[34] https://www.alukah.net/sharia/0/85960/



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The base of the mentioned explanatory principals is on the saying of the Beloved Prophet Muhammad (Peace Be Upon Him)لا ضرر ولا ضرار"as Neither harm nor reciprocation, which has been narrated in the book of Iba-e-Majha 2nd vellum page 784 Hadeeth No: - 2341 [35] and another place the beloved Prophet (Peace be Upon Him) responded as narrated therein book of Musnad of Imam Ahmad Hadeeth No:- 22246 over the question facing the coercive and forced need option-less but to eat dead as,تحتفئوا بقلاً فشأنكم بها إذا لم تصطبحوا ولم تغتبقوا ولم"[36] that if don't turn up, and don't betake and don't observe anything more than you can do it mean just beating the coercive need is allowed not more than that in any manner whatsoever. Furtherance hereto it has been explained and said, "A need/necessity mean someone has been pushed coercively and forcibly option-less to do a dislike or self-injuring and it may be by external effects or internal".[37] And Abdul Majid Deryia Abadi said that, "need/necessity mean in a dare need/prudent, one may use the forbidden, while feeling failure to die or unable to take obligation and in that case denying to use of forbidden shall be considered as sin".[38] and same has been said while adding the words to use till the fear of dying is over [39] and added the same [40] and in it has been added in case of refusal to obey the principal of need/prudent/necessity shall be sinner (as the suicide is forbidden in Islam) and in case death shall be a forbidden death [41] and It has been added that the limit of need/prudent/necessity shall not be crossed[42]. The coercive and forced need/prudent/necessity has been divided in five kinds and defined when this principal shall be applicable[43]. and Imam Ahmad Raza Khan said that in case of failure to undertake the compliance it and dies, shall be forbidden death [44]. The principal of forbidden or obligation shall be held in absence and shall be uplifted till the need/prudent/necessity is over or fear to death is over. Hereunder is the principal derived by the jurists are as رمع الضرورة بقدر ما تحتاجه الضرورة كل محظو[45]. Meant that every forbidden is permissible to the need. The jurists permitted in this regard "to use the bone for transplantation for human health with the bones of the animals even" [46] and "sometimes under special and recommended circumstances even to use the alcohol, blood and urine" [47] and imam shabaani "permitted for medication horse meat and camel urine" [48] and Imama Abu hanifa said that تمامه في الحبر حتى لو تعين م الحرا مدفعاً للهلاك يحل كالمية والخمر عند الضرور[49]"in case of safety from death in using the dead meat or alcohol, then it shall be permissible to that extend" and it has been extracted therefrom the principals as said by Imam Shaami إنما مات هذه المحر لأن تناول م فيما وراءها يبا ح عند الضرور ة كما في الـ مخمصة لقيام المحر يبا ح عند الضر [50] "if certainty to use the forbidden to cure, while unavailability of admissible" and the same is derived as, if someone is away from the availability of permissible drink/food and he has fear of death in case not drinking the forbidden, which is available, the forbidden/haraam shall be permitted to drink till saving the life" as في التداو ي بالمحرم (إلى) قيل يرخص إذا علم يعلم دواء آخر كما رخص الخصر للعطشان وعليه الفتوى اختلف اء آخر شامي ففي النهاية من الذخيرة and [51] فيه الشفاء ولم يجوز أن علم فيه شفاء ولم يعلم دواء آخر شامي [52] "Certainty of presumption for procurement from haram/forbidden is permissible when others are not reachable"

The beloved Holy Prophet (Pace be Upon Him) answered when he was questioned about treatment as, " تَدَاوَوْا عِبَادَ اللَّهِ فَإِنَّ اللَّهَ سُبْحَانَهُ لَمْ يَضَعْ دَاءً إِلاَّ وَضَعَ مَعَهُ شِفَاءً إِلاَّ الْهَرَمَ "[53]

'Yes, O worshipers of Allah! Use remedies. For indeed Allah did not make a disease but He made a cure for it'- or - 'a remedy, except for old age.' The jurists seriously consider the new developments in medications towards the procurement and safety of human health as enriched by the experts of the relevant subjects even through the inadmissible/forbidden/haram for the greater interest.

[35] http://www.islamtoday.net/fatawa/quesshow-60-177540.htm
[36] http://www.islamtoday.net/fatawa/quesshow-60-177540.htm
[37] https://www.almaany.com/ar/dict/ar-ar/
[38] تفسير ماجدى البقره 173
[39] خذائن العرفان البقره 173
[40] تفسير نمونه البقره 173
[41] نورالعرفان البقره 173
[42] فى ظلال القران البقره 173
[43] شرح الاشباه والنظائر حواله فتح القدير
[44] صفحه 300 امام احمد رضا خان بريلوى III ملفوظات
[45] https://al-maktaba.org/book/32440/25
http://islamport.com/w/usl/Web/4874/59.htm
[46] الفتاوى الهنديه جلد 4 صفحه 3
[47] الفتاوى الهنديه جلد 4 صفحه 316
[48] الشعبانى 150
[49] الدر المختار جلد 4 صفحه 398
[50] الدر المختار جلد 1 صفحه 194
[51] الهدايه
[52] بداية شامي مجلد 1 صفحة 194
[53] Jami` at-Tirmidhi, Vol. 4, Book of Medicine, Hadith 2038, https://muflihun.com/tirmidhi/28



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Based on the doctrine of necessity under the Islamic Jurisprudence, the jurists permitted the forbidden in the greater interest of the human being honouring the alive as ب شق بطنها من الأيسر ويخرج ولدها حَامل ماتت ولدها حي يضطر[54] if the pregnant died having the alive fetus, the minimum surgery shall be undertaken to have fetus out. And there are vide number of the examples and the precedents permitted the prohibited or forbidden or haram to use in saving the human life by the jurists under the Islamic Jurisprudence.[55]

Those are some examples reflecting that the Islamic jurisprudence projects the Legal value/order for the safety of human health and security of life above all the obligations. The legal system provided by the Islamic Law over the Doctrine of Necessity particularly and significantly is very much clear that how 1400 years before codified, which is still covering the shield and providing the safety, care, honor and dignity. Surprising that it has the flexibility in the name of the humanity under the Doctrine of Necessity in Islamic Jurisprudence.[56]



[54] http://www.marqoom.org/kotob/view/adorAlmokhtarWaHasyatEbnAbdeen/894 4257/894 صفحه 3ج مع تقريرات الرافعي 1-14
حاشية ابن عابدين (رد المحتار على الدر المختار)

[55] http://www.maktabatalfeker.com/book.php?id=6756
https://ar.wikisource.org/wiki/%D8%A7%D9%84%D8%B7%D8%A8_%D8%A7%D9%84%D9%86%D8%A8%D9%88%D9%8A

[56] https://www.almeshkat.net/fatwa/1151

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# Global Journals Guidelines Handbook 2019

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# FELLOWS

## FELLOW OF ASSOCIATION OF RESEARCH SOCIETY IN HUMAN SCIENCE (FARSHS)

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- The "FARSHS" is a dignified title which is accorded to a person's name viz. Dr. John E. Hall, Ph.D., FARSS or William Walldroff, M.S., FARSHS.

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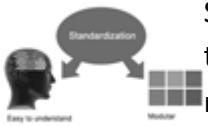
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*The following benefitscan be availed by you only for next three years from the date of certification.*




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The MARSHS member can apply for approval, grading and certification of standards of their educational and Institutional Degrees to Open Association of Research, Society U.S.A.






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# AUXILIARY MEMBERSHIPS

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The IFOARS institution is entitled to form a Board comprised of one Chairperson and three to five board members preferably from different streams. The Board will be recognized as "Institutional Board of Open Association of Research Society"-(IBOARS).

*The Institute will be entitled to following benefits:*

The IBOARS can initially review research papers of their institute and recommend them to publish with respective journal of Global Journals. It can also review the papers of other institutions after obtaining our consent. The second review will be done by peer reviewer of Global Journals Incorporation (USA) The Board is at liberty to appoint a peer reviewer with the approval of chairperson after consulting us.

The author fees of such paper may be waived off up to 40%.

The Global Journals Incorporation (USA) at its discretion can also refer double blind peer reviewed paper at their end to the board for the verification and to get recommendation for final stage of acceptance of publication.





The IBOARS can organize symposium/seminar/conference in their country on behalf of Global Journals Incorporation (USA)-OARS (USA). The terms and conditions can be discussed separately.

The Board can also play vital role by exploring and giving valuable suggestions regarding the Standards of "Open Association of Research Society, U.S.A (OARS)" so that proper amendment can take place for the benefit of entire research community. We shall provide details of particular standard only on receipt of request from the Board.




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After nomination of your institution as "Institutional Fellow" and constantly functioning successfully for one year, we can consider giving recognition to your institute to function as Regional/Zonal office on our behalf.
The board can also take up the additional allied activities for betterment after our consultation.

**The following entitlements are applicable to individual Fellows:**




Open Association of Research Society, U.S.A (OARS) By-laws states that an individual Fellow may use the designations as applicable, or the corresponding initials. The Credentials of individual Fellow and Associate designations signify that the individual has gained knowledge of the fundamental concepts. One is magnanimous and proficient in an expertise course covering the professional code of conduct, and follows recognized standards of practice.

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We shall provide print version of 12 issues of any three journals [as per your requirement] out of our 38 journals worth $ 2376 USD.

**Other:**

**The individual Fellow and Associate designations accredited by Open Association of Research Society (US) credentials signify guarantees following achievements:**

- The professional accredited with Fellow honor, is entitled to various benefits viz. name, fame, honor, regular flow of income, secured bright future, social status etc.

- In addition to above, if one is single author, then entitled to 40% discount on publishing research paper and can get 10%discount if one is co-author or main author among group of authors.
- The Fellow can organize symposium/seminar/conference on behalf of Global Journals Incorporation (USA) and he/she can also attend the same organized by other institutes on behalf of Global Journals.
- The Fellow can become member of Editorial Board Member after completing 3yrs.
- The Fellow can earn 60% of sales proceeds from the sale of reference/review books/literature/publishing of research paper.
- Fellow can also join as paid peer reviewer and earn 15% remuneration of author charges and can also get an opportunity to join as member of the Editorial Board of Global Journals Incorporation (USA)
- • This individual has learned the basic methods of applying those concepts and techniques to common challenging situations. This individual has further demonstrated an in–depth understanding of the application of suitable techniques to a particular area of research practice.

**Note :**

"

- In future, if the board feels the necessity to change any board member, the same can be done with the consent of the chairperson along with anyone board member without our approval.
- In case, the chairperson needs to be replaced then consent of 2/3rd board members are required and they are also required to jointly pass the resolution copy of which should be sent to us. In such case, it will be compulsory to obtain our approval before replacement.
- In case of "Difference of Opinion [if any]" among the Board members, our decision will be final and binding to everyone.

"

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- Graphs
- Illustrations
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- Electronic material
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**Acknowledgments**

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The following is the official style and template developed for publication of a research paper. Authors are not required to follow this style during the submission of the paper. It is just for reference purposes.

***Manuscript Style Instruction (Optional)***

- Microsoft Word Document Setting Instructions.
- Font type of all text should be Swis721 Lt BT.
- Page size: 8.27" x 11'", left margin: 0.65, right margin: 0.65, bottom margin: 0.75.
- Paper title should be in one column of font size 24.
- Author name in font size of 11 in one column.
- Abstract: font size 9 with the word "Abstract" in bold italics.
- Main text: font size 10 with two justified columns.
- Two columns with equal column width of 3.38 and spacing of 0.2.
- First character must be three lines drop-capped.
- The paragraph before spacing of 1 pt and after of 0 pt.
- Line spacing of 1 pt.
- Large images must be in one column.
- The names of first main headings (Heading 1) must be in Roman font, capital letters, and font size of 10.
- The names of second main headings (Heading 2) must not include numbers and must be in italics with a font size of 10.

***Structure and Format of Manuscript***

The recommended size of an original research paper is under 15,000 words and review papers under 7,000 words. Research articles should be less than 10,000 words. Research papers are usually longer than review papers. Review papers are reports of significant research (typically less than 7,000 words, including tables, figures, and references)

A research paper must include:

a) A title which should be relevant to the theme of the paper.
b) A summary, known as an abstract (less than 150 words), containing the major results and conclusions.
c) Up to 10 keywords that precisely identify the paper's subject, purpose, and focus.
d) An introduction, giving fundamental background objectives.
e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition, sources of information must be given, and numerical methods must be specified by reference.
f) Results which should be presented concisely by well-designed tables and figures.
g) Suitable statistical data should also be given.
h) All data must have been gathered with attention to numerical detail in the planning stage.

Design has been recognized to be essential to experiments for a considerable time, and the editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned unrefereed.

i) Discussion should cover implications and consequences and not just recapitulate the results; conclusions should also be summarized.
j) There should be brief acknowledgments.
k) There ought to be references in the conventional format. Global Journals recommends APA format.

Authors should carefully consider the preparation of papers to ensure that they communicate effectively. Papers are much more likely to be accepted if they are carefully designed and laid out, contain few or no errors, are summarizing, and follow instructions. They will also be published with much fewer delays than those that require much technical and editorial correction.

The Editorial Board reserves the right to make literary corrections and suggestions to improve brevity.



## Format Structure

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**Author details**

The full postal address of any related author(s) must be specified.

**Abstract**

The abstract is the foundation of the research paper. It should be clear and concise and must contain the objective of the paper and inferences drawn. It is advised to not include big mathematical equations or complicated jargon.

Many researchers searching for information online will use search engines such as Google, Yahoo or others. By optimizing your paper for search engines, you will amplify the chance of someone finding it. In turn, this will make it more likely to be viewed and cited in further works. Global Journals has compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

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A major lynchpin of research work for the writing of research papers is the keyword search, which one will employ to find both library and internet resources. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining, and indexing.

One must be persistent and creative in using keywords. An effective keyword search requires a strategy: planning of a list of possible keywords and phrases to try.

Choice of the main keywords is the first tool of writing a research paper. Research paper writing is an art. Keyword search should be as strategic as possible.

One should start brainstorming lists of potential keywords before even beginning searching. Think about the most important concepts related to research work. Ask, “What words would a source have to include to be truly valuable in a research paper?” Then consider synonyms for the important words.

It may take the discovery of only one important paper to steer in the right keyword direction because, in most databases, the keywords under which a research paper is abstracted are listed with the paper.

**Numerical Methods**

Numerical methods used should be transparent and, where appropriate, supported by references.

**Abbreviations**

Authors must list all the abbreviations used in the paper at the end of the paper or in a separate table before using them.

**Formulas and equations**

Authors are advised to submit any mathematical equation using either MathJax, KaTeX, or LaTeX, or in a very high-quality image.

**Tables, Figures, and Figure Legends**

Tables: Tables should be cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g., Table 4, a self-explanatory caption, and be on a separate sheet. Authors must submit tables in an editable format and not as images. References to these tables (if any) must be mentioned accurately.

**Figures**

Figures are supposed to be submitted as separate files. Always include a citation in the text for each figure using Arabic numbers, e.g., Fig. 4. Artwork must be submitted online in vector electronic form or by emailing it.

## Preparation of Eletronic Figures for Publication

Although low-quality images are sufficient for review purposes, print publication requires high-quality images to prevent the final product being blurred or fuzzy. Submit (possibly by e-mail) EPS (line art) or TIFF (halftone/ photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Avoid using pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings). Please give the data for figures in black and white or submit a Color Work Agreement form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

For scanned images, the scanning resolution at final image size ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs): >350 dpi; figures containing both halftone and line images: >650 dpi.

Color charges: Authors are advised to pay the full cost for the reproduction of their color artwork. Hence, please note that if there is color artwork in your manuscript when it is accepted for publication, we would require you to complete and return a Color Work Agreement form before your paper can be published. Also, you can email your editor to remove the color fee after acceptance of the paper.

## Tips for writing a good quality Social Science Research Paper

Techniques for writing a good quality homan social science research paper:

***1. Choosing the topic***: In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

***2. Think like evaluators:*** If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

***3. Ask your guides:*** If you are having any difficulty with your research, then do not hesitate to share your difficulty with your guide (if you have one). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work, then ask your supervisor to help you with an alternative. He or she might also provide you with a list of essential readings.

***4. Use of computer is recommended:*** As you are doing research in the field of homan social science then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

***5. Use the internet for help:*** An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.



***6. Bookmarks are useful:*** When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

***7. Revise what you wrote:*** When you write anything, always read it, summarize it, and then finalize it.

***8. Make every effort:*** Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

***9. Produce good diagrams of your own:*** Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

***10. Use proper verb tense:*** Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

***11. Pick a good study spot:*** Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

***12. Know what you know:*** Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

***13. Use good grammar:*** Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.

Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

***14. Arrangement of information:*** Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

***15. Never start at the last minute:*** Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

***16. Multitasking in research is not good:*** Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

***17. Never copy others' work:*** Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

***18. Go to seminars:*** Attend seminars if the topic is relevant to your research area. Utilize all your resources.
Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

***19. Think technically:*** Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

***20. Adding unnecessary information:*** Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

***21. Report concluded results:*** Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

***22. Upon 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 for 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 of 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 criteria peer reviewers will use for grading the final paper.

**Final points:**

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

*The introduction:* This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

**The discussion section:**

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to 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 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.



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*Mistakes to avoid:*

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.
- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

**Title page:**

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

**Abstract:** This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite 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 approaches 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. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a 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 limit the initial two items to no more than one line each.

*Reason for writing the article—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 for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

**Approach:**

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity 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 of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

*The following approach can create a valuable beginning:*

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets 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 for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory 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 soundly written procedures segment allows a capable scientist to replicate 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 to give the least amount of information that would permit another capable scientist to replicate 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 section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show 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:**

*Materials may be reported in part of a section or else they may be recognized along with your measures.*

**Methods:**

- Report the method and not the 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—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

**Approach:**

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and 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.



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**Results:**

The principle of a results segment is to present and demonstrate your conclusion. Create this part as 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. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.

**Content:**

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give 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 manuscript.

**What to stay away from:**

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

**Approach:**

As always, use past tense when you submit 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 section.

**Figures and tables:**

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

**Discussion:**

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an 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 implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully 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 the prospect, and let it drop at that. Make a decision as to whether each premise is supported or 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 an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of 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 other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

## The Administration Rules

Administration Rules to Be Strictly Followed before Submitting Your Research Paper to Global Journals Inc.

*Please read the following rules and regulations carefully before submitting your research paper to Global Journals Inc. to avoid rejection*.

*Segment draft and final research paper:* You have to strictly follow the template of a research paper, failing which your paper may get rejected. You are expected to write each part of the paper wholly on your own. The peer reviewers need to identify your own perspective of the concepts in your own terms. Please do not extract straight from any other source, and do not rephrase someone else's analysis. Do not allow anyone else to proofread your manuscript.

*Written material:* You may discuss this with your guides and key sources. Do not copy anyone else's paper, even if this is only imitation, otherwise it will be rejected on the grounds of plagiarism, which is illegal. Various methods to avoid plagiarism are strictly applied by us to every paper, and, if found guilty, you may be blacklisted, which could affect your career adversely. To guard yourself and others from possible illegal use, please do not permit anyone to use or even read your paper and file.

## Criterion for Grading a Research Paper (Compilation) by Global Journals

**Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals**

| Topics | 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<br><br>Above 200 words | No specific data with ambiguous information<br><br>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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