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Highlights

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- Strategy of Anti-Poverty of Mankind

Discovering Thoughts, Inventing Future

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'A Warm Welcome': Formulating Life's Meaning with "The Art of Meaning"

By Dr. Yaguri Tami

Abstract- The aim of this paper is to demonstrate how to draw out a meaningful formulation of a person's life with the aid of "the Art of Meaning" semi-structured interview. A qualitative research method of a one-on-one interview, designed by a philosophical interpretation approach, is employed. The formulated meaning—the outcome of "the Art of Meaning" interview—is analyzed through a basic qualitative interpretation. A mutually satisfying formulation is created with the collaboration of the interviewee. "A Warm Welcome" was the outcome of a specific interview which I held with an American philosopher. Discussion avers that meaning appears at the overlap of self-identity and worldview. It corroborates the postulate that meaningfulness surfaces through strong connections among self, others and the world. The formulated meaning draws a line connecting fundamental life decisions and values.

Keywords: *meaning in life, the art of meaning, ronald dworkin, self-identity, worldview, wellbeing.*

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I. Introduction

Everyone needs a meaning in life, but not everyone creates it (Frankl, 1978, 1988, 2014). Everyone wishes their life to express their choices, yet too many perceive themselves as victims of their circumstances. Everyone needs to know that they did not live in vain, but many experience the bitter taste of senselessness. No one wants to live idly, without purpose, a goal, a sense of worth or aim. No one wants to miss out on their lives, to waste them, to perform on the world's stage without having played a memorable role and vanish without leaving a trace—an orderly and uneventful departure, timed so as not to detract or distract.

Many find themselves caught somewhere in-between meaning and senselessness. Few will proclaim wholeheartedly that they lead the life they wish to live, or that they live the best version of their lives. Meaningfulness emerges through strong contact with self, others and the world (Debats, Drost & Hansen, 1995). The art of formulating meaning, thus, grapples with this challenge (Yaguri, 2018, June 2019). A successful outcome is marked by straightforward assertions-this is my life; it is the most meaningful one I could create. The stronger meaning is sensed in life, the greater the well-being experienced (Stegera, Oishib & Kashdanc, 2009: 48).

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Does life have a universal meaning in which all share a purpose? In *What Does It All Mean? A Very Short Introduction to Philosophy*, Thomas Nagel concludes that "life may be not only meaningless but absurd" (1987: 100). Perhaps this should be our rational answer to the BIG wonder concerning the meaning of life. After all, this is Wittgenstein's final word in the *Tractatus* (1922: 6.41, 6.521, 7). Yet, this "solution" does not help with smaller-scale dilemmas concerning meaning in my life and in the lives of others. As Nagel puts it, "if there's any point at all to what we do, we have to find it within our own lives" (1987: 95). We cannot, and should not, abandon the quest for small-scale personal solutions:

> Even if life as a whole is meaningless, perhaps that's nothing to worry about. Perhaps we can recognize it and just go on as before. The trick is to keep your eyes on what's in front of you and allow justifications to come to an end inside your life, and inside the lives of others to whom you are connected.(ibid: 99)

To demonstrate how this trick-keeping your eyes on what's in front of you-works is the aim of my paper.

Philosophical interpretations often focus on critique, on negative critical thinking. I will begin by showing why we should switch to "creative interpretation" when tapping on the query regarding a personal meaning of life. There is an art entailed in satisfying a quest for meaning—a process aimed at distilling a formulation of meaning (Yaguri, June 2019). Meaning emerges in the overlap of self-identity and worldview, as "A Warm Welcome" in an "Art of Meaning" interview," I set forth here in order to demonstrate how meaning in a person's life can be drawn out. I conclude by showing how a satisfactory formulation of worthiness, worked out with an interviewee, provides a life-line connecting major life-decisions, preferences and values.

II. Philosophical Interpretation

Critical thinking has played a major role in the practice of philosophy-from the examination of presuppositions through the validation of arguments aimed at determining a logical, solid conclusion. Critical thinking uncovers refutations, flaws, contradictions, invalid assumptions, unsubstantiated conclusions. It tends to sidestep affording better suppositions, resolving contradictions, or reinforcing appropriate conclusions.

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In *Law's Empire* (1986), Ronald M. Dworkin promotes what he terms "creative interpretation" (ibid: 65). In a courtroom defense, a lawyer would appeal to a jury armed with a "creative interpretation" of the defendant's action, which is set against certain social practices that the jury will recognize as pertinent to the case. This "creative interpretation" resembles the argumentation of an art critic who makes a case for a controversial artwork. The critic will highlight those aspects of the work that put it in a good light. Similarly, a courtroom lawyer will present the accused's behavior in the most favorable way. The lawyer does not make up a story, but rather gives a plausible and positive interpretation that "strives to make an object the best it can be" (ibid: 53). A courtroom interpretation has to address the accused's intention and show it in the best possible light (ibid: 52-3). Although the interpretation cannot be altogether objective, it will appeal to consensual values. Such common consent is required, since "the interpretive attitude cannot survive unless members of the same interpretive community share at least roughly the same assumptions" regarding good and evil, fairness and dishonesty, and so forth (ibid: 67).

There is no "right answer" to questions about aesthetic, moral, or social value, Dworkin believes. He argues, "It is a philosophical mistake to suppose that interpretations can be right or wrong, true or false" (ibid: 78). Nonetheless, an interpretation may aim to yield the best account concerning practices of different people, and the best possible defense for the accused. Interpretations can be better or worse. In the courtroom, the degree of a lawyer's creativity is measured by her ability to render the best possible account of an accused's behavior.

A good defense attorney may be creative in the interpretation of facts, choosing from all possible interpretations the one which will be most recommendatory for the accused. He sticks to the most favorable version of the defendant's life-story-of his intentions, purposes and actions. He shows how the most important value of the story is relevant to many lives-not only for this particular person's life-story.

Dworkin's creative interpretation approach provides guidelines for an evaluation of the kind of work and talent invested in a high quality advocacy. A search for meaning in life also requires creative interpretation and advocacy. Persons seeking meaning need an interpretation of their personal story, one they can advocate for themselves and offer others. One that would attach a paradigmatic segment of personal life to a wide cultural value. A creative interpreter acts as a defense attorney for a life-story segment presented by a seeker. The interpretation will be loyal to the facts. If vibrant, the seeker will acknowledge this, and adopt it as his or her own (Yaguri, 2018: 18).

III. The Art of Meaning: Interview Structure

Finding and formulating meaning in one's life is an art. Someone seeking to formulate meaning in their lives is helped by a careful listener who becomes a good defense attorney for the seeker. The attentive interviewer artfully selects-with the help of the interviewee-out of many possible interpretations, the one that offers the greatest positive value for the seeker (Yaguri, July 2019).

Jean-Paul Sartre defines the principle of psychoanalysis-a paradigm for well-being-whereby a person is "a totality and not a collection. Consequently, he expresses himself as a whole in even his most insignificant and his most superficial behavior" (1987: 68). This principle is applied here to the *way* a person tells a story segment of his or her life. A life story segment can stand as a synecdoche for the entire life story of the narrator (Josselson, 2013; Lieblich, Tuval-Mashiach, Zilber, 1998). Dworkin's stages of interpretation (1986: 65-7) suggest an interview driven by four questions and a story segment:

1. *What is the meaning of your life*? If the interviewee hesitates or experiences difficulty, the interviewer may reformulate the question: What is important to you? Upon receiving an answer, the interviewer asks for a concrete example-a *story segment* which encapsulates those important things: is there a salient event that illustrates the meaning described?
2. *What is important in the story?* The interviewer listens for the subject or character traits that appear to be most important for the interviewee. Based on this mapping of priorities, the interviewer reflects back to the speaker different possibilities that might be chosen as the most significant aspect of the story. The interviewee is asked which feature seems most salient.
3. *Why is this important?* Meaning in life expresses personal identity and also a broader worldview shared by others. This question seeks to frame a worldview that captures the initial expression of importance. Worldviews reflect widely shared values. Activities which are valuable only to the one who is engaged in them would be considered very low on the scale of meaning, and could be seen as practically meaningless. It is not enough that someone upholds certain activities as valuable. Others have to share that sense of worthiness. Collecting corks or soap bubbles can be important to a person, but it is hardly a shared enough activity to count as a worldview. Hobbies are *too* personal to count as worldviews. Helping others, in contrast, is fraught with rich and encompassing shared importance.

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This part of the interview works to show that the importance chosen is valuable not only from the subjective point of view of the interviewee. What was initially presented as a private position is now artfully presented as bearing general importance. If the meaning was prefaced at first by the qualification, "*in my opinion* it is important," now it can carry the broader assurance, "it *is* important."

4. *What value is expressed by that meaning?* The goal is to present in a word or phrase a summary of that which has surfaced so far. Meaning is initially formulated as that which bears the deepest significance for the individual, and then as a broad culturally recognized value. Such reframing through a wider perspective lends meaning a broad social and cultural justification. This move-from an initial intuitive personal meaning to a formulation accepted by the interviewee as associated with a broad cultural value-is similar to extracting a diamond out of a lump of coal.

IV. "A Warm Welcome" - An Art of Meaning Interview

Here is a vignette that illustrates the steps formulated above in four questions and a story segment. I share a ride with Ted (aged 73) on the way back from the university in Jerusalem. He is a professor of philosophy, and one of the wisest persons I have known. Driving on Highway 1, which spirals down toward the coastal plain, I ask him what he thinks is the meaning in his life. He gives me the forgiving smile of someone who is familiar with my passion for the subject. "Many things in life are important in my eyes," he answers cautiously, "for example, understanding that good things can happen in the world inasmuch as bad things, without disrupting its wholeness. On the other hand, in private life, one always moves between the good and the bad, and tries to enhance the good."

"So that is the meaning of your life?"

"I don't know. What do you think?"

"I have a way to extract meaning in life from a life-story. Do you want to give it a try?" I gave him no opportunity to hesitate, "Anyway, you can't go anywhere as long as I'm holding the wheel and there's still an hour's drive ahead." Ted nodded.

"Tell me something about yourself, a story that describes something in your life."

Ted turned his gaze toward me. He wrinkled his brow.

"What should I tell? Something that teaches about the meaning of my life? Maybe how I came to study philosophy or why I have devoted my life to the field?"

"Tell me whatever you want. This will get us going. Choose a decade. You know, between birth and the age of ten, between ten and twenty, up to now. Choose a ten-year period. Okay? Have you made a choice?"

He nodded, shaking his head, as if trying to get rid of a nagging thought.

"It's bizarre. On one of my holidays, I went to visit my parents, who were already elderly and living in a retirement community. I was fifty. We sat and led an impersonal, forced conversation. My mother and I mainly spoke. My father sat on the couch besides her, listening with no interest, contributing nothing. After a short while I stood up to leave. He automatically rose to walk me out. At the doorstep he said: 'Of all my children, Jim is the only one who has made something of himself.' 'What are you talking about?' I blurted out, astonished, 'Your eldest daughter has a doctorate and your youngest one is very successful at her job, and I'm not in a shabby state myself.' He averted his eyes as he retorted: 'You're just a professor.'"

We were quiet for a short while.

"Ted, let's figure out what's important in the story you told about your dad's comment that 'you're *just* a professor.'"

We tossed around ideas. Many issues emerged: impersonal and hollow communication with parents, sadness about witnessing the helplessness of aging people, the things that are never discussed between parents and their children-things both sides yearn to vent but are smothered by a thick coat of silence. Ted spoke about things that had been better left unsaid, and, furthermore-should never have come to pass in the first place. He focused on his father's critique. It affected him like a paralyzing poison. This did not begin at the age of fifty. The father's indifference and lack of care; the demeaning attitude and snide comments toward his son were always there.

"Would you say that the harm caused by the critique is the most important thing in the story?" Ted nodded in agreement, and with a contemplative gaze, added, "The damage is important because you learn what *not* to do. Communication between parents and children, or among human beings in general, shouldn't look like that. Words can kill."

"But here's the beauty in the story," I jested optimistically; "from your parents' negativity we can identify something positive. You have learned to support, encourage, and empower. That's how you proceeded as a parent." I reminded Ted about a story he had told me. "When the kids stole a street sign, you didn't scold them. You planned with them how to return it to its lawful place. Positive communication with your children was important to you."

Ted smiled when he recalled his children's youthful follies.

"Do you know anyone else whose guiding principle is to be supportive and encouraging?"

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He thought for a moment, "My philosophy professor. We used to speak over the phone from time to time, and during one of those conversations I told him that I was planning to travel to Alaska and go canoeing. He said: 'that sounds like a great idea.' This threw me back thirty years. When I told my own father I was travelling to Alaska; he said: 'if you break a leg, there will be no one to help you.'"

We spoke about the great value of an encouraging approach and about the fact that some people consciously choose to support others. We agreed that in their decision to give strength, they reject persistent criticism of others.

"You are a person who is kind to students, colleagues, to people you don't know. You say 'no' to emasculating criticism and 'yes' to encouragement. This is part of you."

Ted nodded.

"You also notice when others are encouraging. You wish that as many people as possible adopt this value."

"I am grateful when others welcome me warmly, and I try to be kind to others."

"Then that is the meaning in your life: *a warm welcome*," I declared with satisfaction. He looked at me questioningly, "How? Why is that the meaning?"

"Because your self-identity is shaped by this value, and you feel at home in the world, happy to be part of it, when you receive a warm welcome. That is the place where your self-identity and your worldview meet. This preference may have begun as your need when confronting your father. But among many other needs, you have adopted this particular one, and have made it a fundamental part of your personality. It is also one of the principles through which you assess the reality around you. A warm welcome connects your identity and your worldview and becomes the value which represents meaning in your life".

Ted nodded in deep agreement. He smiled with relief, and, like an academic moderator who sums up a discussion, said, "The meaning in my life is the value of a warm welcome."

I stopped the car and turned off the engine. We had arrived.

V. Discussion and Conclusion

The coalescence of Ted's life meaning in the formulation "a warm welcome" supports research findings that trace a strong correlation between meaning in life and an interpersonal dimension: "meaningfulness is essentially connected with a state of being in contract" (Debats, Drost & Hansen, 1995: 371). His meaning is in line with findings which corroborate that intrinsic aspirations for self-acceptance, affiliation, community feeling, and physical health were associated with a sense of higher well-being and less distress (Kasser and Ryan, 1996: 280). Ted's distilled meaning is also commensurate with findings on meaning in life in older adulthood (65+), whereby meaning is associated with life satisfaction, well-being across a range of domains, and psychological resources: "Meaning in life is psychologically adaptive in older-adulthood. Searching for meaning appears less important, especially in later older-adulthood" (Hallford et al. 2016: 1270).

Ted's *life story*, like every life story, is composed of numerous, varied events and situations, details and facts collected and accumulated over a lifetime (McAdams, Josselson, Lieblich, 2006). "The Art of Meaning" entails a creative exploration that regards meaning as an essence to be uncovered and chosen. The semi-structured interview is intended to extract a core essence out of a plethora of details (Yaguri, 2018). The extracted essence is the *leitmotif* of the narrative. Through the process of the interview, Ted's stories were transformed into a concise formulation of an essence in his life.

For Ted, this interview amounted to an initial attempt to formulate the main value in his life. But for the abovementioned process, *the formulation* "a warm welcome" would only have had a pleasant ring. The coining of this phrase has enabled him to look at his life with a new focus and emphasis. The process allowed him to flaunt his value. In retrospect, he realized that this meaning had guided him all along. He seemed to have gained a new appreciation of who he is and what guides him in his life.

Ted's meaning lies in his purposes for living that provide motivation for his activity (Feldman & Snyder, 2005). It might represent an integrative drive for the '*how*' and the '*why*' of his health and well-being at his current time in life (McKnight & Kashdan, 2009). "A warm welcome" is the meaning in his life, the *attitude* that shapes his world and his daily life (Yaguri, 2014). The process of artfully exposing meaning enabled him to apprehend that his striving for a warm welcome, his insistence on endorsing it with his kid as well as with many other people in his life has turned out to be of the essence.

"I am grateful when others welcome me warmly, and I try to be kind to others," says Ted. The *wording* that emerged from the interview rendered the meaning in Ted's life more interpersonal and even more universal (Wolf, 2010). The notion that meaning in life should not be merely reduced to a private one is expressed by another American philosopher: "When meaning in our lives gets challenged in global, urgent terms, the remedy is not always a return to more local and ordinary 'subjective' concerns" (Mooney, 1996: 82). Having said that, meaning in life could be a far cry from comprehensive. "It is a deep if disturbing fact that the very beliefs we embrace, and must embrace, as the foundation of our integrity, are beliefs we can also see,

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in moments of detachment, to be objectively insecure" (Ibid: 73).

Ted realized that he shares his meaning with others. His personal meaning in life is not so personal after all. Yet it is not everybody's meaning in life. His meaning was similar to that of the disposition of people he enjoyed and befriended-kind, hearty, hospitable people. Those who follow the saying that is attributed to the Dalai Lama- "Be kind whenever possible. It is always possible," share a worldview of warm reception, cordiality or affability. In Ted's case, this worldview coalesces with his self-identity, thereby creating his life meaning. For him it is not only a question of just and important ideals, but also a "subjective passion, a constantly renewed commitment to […] activities, people, principles, and ideals that are part of [his] life, [which] can create and sustain the core of [his] integrity" (Ibid: 73).

Ted had earlier perceived his aversion to his dad's behavior as a mere homegrown and personal matter. It became crystal clear that the kind of parent *he* became stood in diametrical opposition to his father. But then the question of parenting turned out to be a key to what makes life worth living, not only for him but also for people he looked up to and respected. It became clear now that he was not just "too sensitive" or neurotically entangled with his parents. He was so much more than that, he now realized. Now he could choose to be the kind of person that he would respect and look up to in light of a meaning that had been buried hitherto.

Like Ted, many may entertain a general idea of the meaning in our lives, but few of us coin a concise and precise wording for it. Clarity of conscious meaning translates into quality of life. Once a person is able to refine the essence of her meaning, she can look through it to focus herself and her life (van Deurzen, 1997). A formulated meaning fosters self-realization. On a daily basis it becomes a north-star beckoning decision-making.

Extracting meaning in life contributes to the quality of life and to mental health; it punctuates self-understanding and helps navigate one's way. On a daily basis and even in times of difficulty, meaning in life affords a framework within which life-events receive justification. It becomes a reminder of the truly important essence of one's life.

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By Jacqueline Makolo & Ngong'ho Bujiku Sende

Abstract- The study of assessing challenges facing the community in using public transport was conducted at Nkuhungu ward in Dodoma city council. The objectives of this study was to assess challenges facing the community in using public transport, to evaluate availability of commuter buses, examine the challenges and determine possible measures. Methodology of study applied qualitative and quantitative data collected from respondents were summarized, coded, be analyzed and entered using statistic package for social science (SPSS) computer software used descriptive statistics to obtained means, frequencies, percentages and cross tabulations were used to obtain relationships between variables. The result reveals that the availability of commuter buses in Nkuhungu is good about 68.8% and 1.0% is bad. Also challenges facing passengers in using commuter buses majority 17.71% addressed that bad communication is one of big challenge that community faces and minority 4.17% injuries as a challenge. About 25% of respondent addressed education and training as a possible measure and 4.17 % suggested building bus stop near the community. The study recommended that, the ministry of home affairs and Sumatra should review their laws and policy and enforce them. Service providers must provide good customer care.

Keywords: *community, transport and public.*

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Challenges Facing the Community in using Public Transport: A Case of Nkuhungu Ward in Dodoma City Council

Jacqueline Makolo [α] & Ngong'ho Bujiku Sende [σ]

Abstract- The study of assessing challenges facing the community in using public transport was conducted at Nkuhungu ward in Dodoma city council. The objectives of this study was to assess challenges facing the community in using public transport, to evaluate availability of commuter buses, examine the challenges and determine possible measures. Methodology of study applied qualitative and quantitative data collected from respondents were summarized, coded, be analyzed and entered using statistic package for social science (SPSS) computer software used descriptive statistics to obtained means, frequencies, percentages and cross tabulations were used to obtain relationships between variables. The result reveals that the availability of commuter buses in Nkuhungu is good about 68.8% and 1.0% is bad. Also challenges facing passengers in using commuter buses majority 17.71% addressed that bad communication is one of big challenge that community faces and minority 4.17% injuries as a challenge. About 25% of respondent addressed education and training as a possible measure and 4.17 % suggested building bus stop near the community. The study recommended that, the ministry of home affairs and Sumatra should review their laws and policy and enforce them. Service providers must provide good customer care. Dodoma city councilor, Sumatra and other stakeholders should increase bus stop and construct bus stop near the community Training should be provided to the service providers and their crew by stakeholders and owners of the buses concern with how to provide service, work ethics and owners of the buses they must provide full time employment to physical, mental and health people.

Keywords: community, transport and public.

I. Background of the Problem

Globally Transportation accessibility is fundamental for individuals' need to engage with their community, for obtaining employment, goods and services, health and education, and for socializing (Cvitkovich *et al,* 2001). According to a World Bank study (2002), the challenges of public transport worldwide have been associated with globalization, urbanization, fiscal decentralization and economic transition. The growth of the population and density of the buildings in the cities only add further to the difficulties of traffic and plague to endless congestion, grave air pollution, alarming accident rates and lengthy travel time to work (Drakakis-Smith, 2003). In the developed countries such as America, German with high experience of aging population and disable people they face many challenges during the access of public transport because there is no support to help them while accessing public transport (Jill, *et al*, 2017). Due to growth of cities, demands for work and high migration from rural areas to urban areas, urban population become high and plays a very important role in evaluating the supply and demand of transport. As the cities expand geographically transportation demand increases proportionately as distances of services and workplace may become more dispersed, Thus, this increase has changed the morphology of the cities and enlarged the challenges in the public transport systems, have resulted in congestion and delays in both passenger and products from the different places to reach the market; high level of pollution, fatalities and injuries have been increased (Mrema, 2011).

Regardless of African countries had 2.06 million km of roads, resulting in a road density of 6.84 km per 100 sq. km in 2001 and network had expanded to 2.42 million km by 2005, with a proportional growth in the road density to 8.3 km per 100 sq. km (UN, 2009). But still the main problem for urban transportation in Africa is definitely the rapid urban growth scenario that is seen in basically all of Africa. (Matthias Nuessgen, 2015); since African public transportation sector is quite distinct in the different kind of settings since there is a push factor in the rural setting that makes people leave rural areas and move to cities for the access at least basic services like the market or medical assistance or water and Interregional traffic which acts more along the supply and logistics side.

In sub Saharan countries, the urbanization level is estimated at around 36% of its total population. South Africa is the most urbanized, with 60% of its population, followed by Angola at 55%, Ghana at 49%; and Nigeria at 47%. Among the nine key markets in the region, Kenya is the least urbanized at 21%.In terms of urbanization rates, however, Mozambique's urban population has been growing the fastest among the nine key markets over the 2005 to 2008 period, at an average of 2.2% per year, with Angola and Tanzania tied for second place at 1.7%. One main weakness of transport systems in Sub-Saharan Africa is the lack of transport

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infrastructures. For various reasons, roads are poorly maintained, or not maintained at all throughout the continent. Moreover, very few are paved. The different maintenance policies developed for the maintenance of built roads have been rarely implemented only around 15.1% of roads in Sub-Saharan Africa are paved; which means that there are not enough infrastructures for transport. However In the majority of the African large cities, urban transport it has been arteries to some situations where traffic is difficult if not impossible, existing roads are often old and may be geometrically incompatible with average speeds today. Some arteries have very steep downward slopes, in particular in the case of inter-urban transport. This huge increase in traffic is also partly due to the sharp rise in the importation of second-hand vehicles from Europe in recent years. (Trans- Africa 2008).

Despite the available modes of transportation, South African transport is still plagued with several challenges. These comprise of low ridership, lack of public transport accessibility in rural areas, equity imbalances and congestion (Jennings, 2015). The South African public transport industry is currently under immense enquiry as captive users of these systems face unsafe, unreliable and costly systems (Walters, 2014). In the 2013 National Household Travel Survey, findings obtained revealed that 68.8% of South African households use taxi services daily, followed by commuter bus (21.1%) and commuter rail operations (9.9%), (Statistics S.A 2014:6). Mitizi (2017) argues that bus services do not cover certain routes leaving commuters with the option to walk long distances or use another form of transport to get to their destination (Mtizi 2017). However, buses are regarded as a safer option when compared to the other modes of transport. Several mini-bus taxis operate without licenses and, in some cases; they are driven by unlicensed drivers with habit of breaking most of the rules of the road and taxi fares are not stagnant. There are high rates of sexual harassment reported from taxi drivers as well as high rates of traffic crimes committed. Train users reported were generally more than satisfied (37%) with train services" (NHTS, 2014: 8). However, the major problem is that Metrorail trains have been flawed by the constant lack of structure in terms of schedules.

In Tanzania Public transport carrying over 90% of the passengers and 75% of the freight traffic in the country. The road network in Tanzania currently comprises 86,472 km of roads, of which 12,786 km are trunk roads, 21,105 km are regional roads and the remaining 52,581 km are district, urban and feeder roads (Tanzania Invest, 2019). Regardless of having good road networks public transport sector began to experience various challenges that in one way or another undermined the quality of services offered, also lack of institutional mechanism for regulation of the sector this is highlighted by the failure of the private sector transporters to comply with laws and regulations guiding the sector (Howe et al, 2000). To reverse this situation, the government, in 2003 enacted a National Transport Policy and also put in place transport regulatory authorities and several institutions to address the transport sub-sector challenges. (SUMATRA, 2012) .The government of Tanzania tried to establish various agencies such as DART Agency to improve the quality of public transport in Dar es Salaam and address all challenges facing public transportation in the city (JICA, 2008).But still in city like Dar es Salaam witnesses reported that commuters made the decision after spending many hours waiting for buses. Commuters' expression of anger took place exactly two years since the rapid buses project took off. When the BRT project started on May 10, 2016, a lot of people thought that it would bring a taste of modernity in the chaotic Dar es Salaam's public transport system, but problems started right from the start. (The Citizen 2018).

Dodoma is among the regions in Tanzania mainland. The region is the official capital city of Tanzania. Since the region is a capital city of Tanzania, transfer of government functions to the region is still going on (Lussuga, 2008). Dodoma municipality has a total of 1524.1 of roads network which is 48.6 km paved roads, gravel roads 191.7 km and 283.8 km of earth road. (Dodoma Municipal Profile, 2012) The region acts as a center for different political and economic activities where by political leaders and investors come to Dodoma for different activities. Based on the population and housing census of 2012 Dodoma District had 410,956 whereby males are 199,487 and females are 211,469 (URT, 2012). The region population is still increasing more rapid because of the increase in different human economic activities such as trade and opening of higher learning institutions which triggered massive influx of people in the region. Current data on population projection in Dodoma shows that the population is about 414906 (CDA, 2011).The increase of population in town influences the demand of transport facilities like air transport, road transport and railway transport.

Nkuhungu is an administrative ward in the Dodoma Urban district of the Dodoma Region of Tanzania. According to the 2002 and 2012 census, the ward has a total population of 26,088 but still the number of population increases fast and high due to increase number of people who shifted from Dar-es-salaam to Dodoma due to government shirt. Due to high increase number of population exist in the ward and social economic activities such as schools, work areas the demand for the public transport has been higher which makes some people to hire Bodaboda, Bajaj and tax to rush them to their area of destination since it has been found that number of public transport become in

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relevant to the ration number of the population and hence from this research it will going to address the challenges community face in public transport.

a) Statement of the Problem

Rapid urbanization is one of the reasons for the challenges that community faces in using public transport. As population continues to increase and as the city continues to sprawl, more people live and work in the city and make more trips within the urban area, often over longer distances. The population of the City is estimated at 410,956 people (NBS, 2012) with majority of people using public transport for their movements like going to work, school and home (JICA, 2008). Consequently, the limited Capacity of existing transport infrastructure is stretched to the limit and thus, it has become a constraint to cope with the public demand for travel. Since the basic problem in the study area are there is no ratio between the number of household who depends on the public transport with the number of commuter buses but also during the travel buses are not available at time and there is high waiting time of buses in the bus stop. This is like many cities in the developing countries and within the country like Tanzania Dar-es-salaam experiences a poor public transportation system. The existing public transport system is characterized by, congestion and delays, excessive gaseous emissions from vehicles, increasing road accidents, inadequate road infrastructure, poor vehicle condition, poor infrastructure for non-motorized modes, low bus fares insufficient to cover operating costs, poor customer services, and uncomfortable travelling conditions**.** Different studies have been carried out to investigate the challenges facing the community in using public transport similarly to several empirical studies such as Mlagara (2016) on Impact of Public Transport System on The Academic Performance of Primary School Students in Dar Es Salaam, Msigwa (2013) on The Study of Challenges Facing Urban Transportation in Tanzania, Nelson (2013) on The Study of Traffic Jam and Its Social Impact, The Case Of Dar es Salaam City In Tanzania, Kanyama *et al,* 2004 on Public Transport in Dar es Salaam, Tanzania: Institutional Challenges and Opportunities For a Sustainable Transportation System. SUMATRA (2011) on User Needs and Management of Public Transport Services in Dar es Salaam, JICA (2008) on Dar es Salaam Transport Policy and System Development Master Plan. The gap of the previous study is that, there is no any study similar to the challenge facing the community in using public transport which is conducted in Nkuhungu ward in Dodoma city. Therefore, this study intended to identify what are the challenges facing public transportation in provision of service to urban passengers effectively.

b) Significance of the Study

The study expects to provides solutions to community members towards the challenges of public transport and hence the findings of this study will be provides the effects community members get while they use public transport which will be useful for the policy makers and service providers such as SUMATRA and EWURA to come up with the laws which will make a public transport as a user friend to the community members especial to those who depends on it. But also these findings will give the base of references to the other researchers who are interested in the public transport a pave way to make further research on public transport.

c) General objective

To assess the challenges facing the community in using public transport especial in Nkuhungu ward in Dodoma city council.

d) Specific objective

i. To evaluate the availability of commuter buses for the passengers during their travel.
ii. To examine the challenges facing passengers in using commuter buses.
iii. To determine possible measures to overcome the challenges that community faces in using public transport.

e) Scope of the Study

The study will be conducted at Nkuhungu ward in Dodoma city council with aim of looking of the challenges community face in public transport in the study area and hence to identify the measures to resolve challenges faced by community towards public transport.

II. Literature Review

a) Theoretical Review

The Iceberg Theory and static theory (Samuelson 1952) bases the cost of shipping on a relative price rather than relative quantity. In the words of David Hummels traditional "iceberg" formulation, transport is treated as an exogenous friction (r) that is fixed and proportional to the value shipped, with the value-added of transportation services treated as pure waste, or "melt". Krugman (1991a, 1991b) formulation of the iceberg transport of costs is: This theory treats shipping markets as a static mechanism where a system of variables must link together supply and demand into balance. According to Hofstra University this model represent a well-functioning transport markets where supply meets transport demand. Most theories, which were dedicated in market's equilibrium, come from this static notion about shipping economy. A "stochastic process" is a random process changing with time. Directly, in probability theory, a stochastic process is a time-sequence representing the progression of some system characterized by a variable that varies as a subject of a random difference.

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b) Empirical Review

Nelson (2013) on the study of traffic jam and its social impact, the case of Dar es Salaam city in Tanzania, The study employed a case study research design with the data series range from 2013 up to 1989 The result reveals that 100% of his respondents agreed that they were aware of traffic jam since 76.1% of respondents use public buses (Daladala) as their primary mode of transport while only 23.9% use other means of transport such as train and private cars as their primary mode of transport and also the result implies that 58.7% respondents spend two to three hours on traffic jam daily while 19.6% respondents spend more than three hours on traffic jam .The study concluded that traffic jam has a greater impact on special groups of people such as pregnant women, especially when they are on the way to give birth. The study suggested that, there should be a modern railway transport systems across the city to provide more transport options to the residents and also construction of flyovers and restricted policy at all main road junctions that face the problem of crossing from one side to another side.

Msigwa (2013) studies on Challenges Facing Urban Transportation in Tanzania, the study used time series data from 1973 to 2011 and use adopted literature review documents methodology. The findings reveals that, urban transport faces Parking difficulties, Vehicular growth, High frequency of Accidents in Tanzania urban centers, Environmental ,noise pollution and a new policy in Tanzania currently being under the assistant of the Department for International Development (DFID). Hence the study recommended that there should be a provision of traffic light at major junction of the cities and provision of off-street parking facilities according to the design of the city. Also government through ministry of work should maintain Regular maintenance of roads in cities and adopting restricted car use in some city areas.

Jill, *et al* (2017) assessed the public transportation an investigation of barriers for people with disabilities study with the time series data from 2015 to 2002.The study used a web survey, and use participatory approach methods through email invitation. The results indicate three out of the top six barriers to public transportation experienced by people with disabilities were related to characteristics of the driver, inappropriate driver attitude, and driver's lack of knowledge. Alerting passengers about upcoming stops is a basic necessity for travel, and was reported as a barrier by more than 30% of respondents. The study concluded that physical and attitudinal barriers to public transportation are the major critical problem which affected people with a variety of disabilities. The study recommended that public transport vehicles they should equipped with stop signals and text that assist auditory disable people, a cell phone applications with GPS capabilities should be developed to provide feedback directly to the individual.

Mlagara (2016) using time series data from 1987 to 2013on impact of public transport system on the academic performance of primary school students in Dar es salaam, Tanzania. The study used a case study research design. And interview was used as a method of data collection. The finding reveals that students who use public buses said that they experience many challenges when travelling to and from school. The challenges include delays to reach their destinations because they have to wait for the buses that are not scheduled. The study suggested that the government should make a close follow up to regulate the services provided by private bus owners especially on handling students who use these buses. Furthermore, Parents should register their children to nearby school from home so that they don't have to travel long distances going to school and returning home after school.

David (2014) studies on Challenges of Public Transport Service Provision in Rwanda with time data series from 2014 up to 1951. The study adopted a case study research design and use questionnaires and interviews data collection methods. The findings reveals that there is various factors which public transport in Rwanda face such as challenges of public transport service provision to employees where 25% of respondents demand there is High taxes, 48.3% says there is Lack of clear rules and regulations in the industry, 12.5% says there is Political interference and 10% says there is High cost of investing and challenges of public transport service provision to commuters where 9.4% of respondents says The vehicle, usually break on the journey, 6.7% says there is Political interference, 11.6% says Reckless driving, 66.8% says Lack of clear rules and regulations by operators and government. The study recommended that there should be a clear employment regulation from the government aims to tame the high labor turnover in the sector and to review the lending policies of financial institutions so as to enable bus operators 'use their vehicles as collateral security to take loans.

III. Methodology of the Study

a) Study Area

The study was carried out at Nkuhungu ward in Dodoma City. The city of Dodoma is located at the South Eastern end of the Tanzania Central Plateau at an elevation of 1,200 meters above sea level. The city is located at the geographical center of the country on the vital central Railway line. The city lies between 4 to 7 degrees' latitude south of the Equator, and 35 to 37 degrees' longitude East of Greenwich. The city covers a total area of 2,576 km^2. The topography of the city is mainly flat with some small, gently sloping hills (Brinkhoff, 2017). Nkuhungu is an administrative ward in

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the Dodoma Urban district of the Dodoma Region of Tanzania found in the southern part of Dodoma region with high number of recreations and offices and large number of household, according to the Majimbo (2016) Nkuhungu ward it has about 26,088 peoples that is highest number of population than any wards founds in Dodoma city council and hence due to high population the studied area become more preferable for conducting the research since it experience high public transport challenges regardless of having many public transport service providers.

b) Research Design

The study adopted cross sectional research design. Research design is the set of methods and procedures used in collecting and analyzing measures of variables specified in the research problem (Kothari, 2004).Cross sectional research design were used in the study to collect data from one point at a time from a selected permanent community members found at Nkuhungu ward. This design was applied due to limited resources like time and finance.

c) Data Types and Source

The study involved qualitative data and quantitative data. Source of data was primary data source only. Qualitative data were expressed in terms of words and quantitative data were expressed in terms of numbers. A primary source was obtained direct from human populations which were the respondent.

d) Data Collection Method and Tools

Method used was structured interview. While the tool used to gather data from this study was questionnaire. Questionnaires were used to community members found at Nkuhungu ward. Selections of these method was considered since were able to provide reliable information's but also was time and cost effective compared to other methods.

e) Sampling of Respondents

i. *Sampling frameand sampling unit*

The sampling frame of this study was the list of households lives at Nkuhungu ward while sampling unit of this study was individual household at Nkuhungu ward. The individuals' households were reliable and able to provide information's concerned the challenges that community faced in using of public transport but also effects and measured taken to overcome them.

ii. *Sampling size*

Sample size was specific number of items selected in the population (sampling frame) or, total population which was used. This included 96 respondents as computed below. The sample size was obtained by simple random sampling. The study was taken in five streets allocated at Nkuhungu. Selected respondents were under simple randomization and willing participated in the research. Kothari (2004).

Formula is:

$$n = \frac{Z^2_{\frac{\alpha}{2}pq}}{e^2}$$

Where:

- e is the desired level of precision (i.e. the Margin error),
- p is the (estimated) proportion of the population which has the attribute in question,
- q is 1 – p.
- $((1.96)^2 (0.5) (0.5)) / (0.1)^2 = 96$

Then a sample size was 96 respondents.

iii. *Sampling procedures*

Respondents were selected by simple random procedure from a list of all households at Nkuhungu ward. The list founded from ward, involved both levels of education primary, secondary, college and those who did not attended school. Also all genders considered.

f) Data processing and analysis

The collected data was edited; classified, coded and summarized by using Statistical Package for Social Science (SPSS). Qualitative and quantitative data collected from respondents were summarized, coded, be analyzed and entered using statistic package for social science (SPSS) computer software used descriptive statistics to obtained means, frequencies, percentages and cross tabulations were used to obtain relationships between variables.

g) Limitation of the Study

There was a problem of language barrier, given that the respondents were not familiar and users of English language a researcher had to translate words from English language to Kiswahili so that respondent could attend to questions as a result it consume a lot of time in collecting data from one respondent to another. Most of the respondents were not willing to give information. This was attributed to their insufficient knowledge and perception towards community affairs. Unless assured the information will be confidential. The researcher used people who played as links to give the respondent confidence that it was confidential and will use for the purpose of this research only as indicated in my inquiry letter and permit. Getting the permission to be allowed to carry out the study was another challenge.

IV. Results and Discussion

a) Demographic Information

The respondent who participated in the study was asked to provide information concerns with their gender, marital status, level of education and age. It was important to have this information so as to know a profile of a respondent.

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Table 1: Age and Gender

Variable	Frequency (n %)
Age of respondent	
16 – 30	63(65.6)
31 – 45	26(27.1)
46 – 60	4(4.2)
61 – 75	3(3.1)
Gender of respondent	
Male	33(34.4)
Female	63(65.6)
Total	96(100.0)

Source: Author's Compilation from SPSS Version 22.

The findings from Table 1 show that, the age of respondents classified into four groups. 63(65.6%) respondents were between 16-30 ages, 26(27.1%) respondents were between 31-45 ages, 4(4.2%) respondent were between 46-60 ages and 3(3.1%) respondent were between 61-75 ages. Half of respondents were female 63(65.6%) and 33(34.4%) were male respondents. This confirm that majority of respondent age is between 16-30.Also female respondent were many compared to male that shows female were more corporative about 63(65.6%) female respondent participated.

Table 2: Marital Status and Education Level

Variable	Frequency (n %)
Marital status of respondent	
Single	45(46.9)
Married	47(49)
Separated	2(2.1)
Widowed	2(2.1)
Education level of respondent	
Primary	44(45.8)
Secondary	35(36.5)
College	12(12.5)
Not attended to school	5(5.2)
Total	96(100.0)

Source: Author's Compilation from SPSS Version 22.

The findings in Table 2 show that, 45(46.9%) respondents were single, 47(49%) respondents were married, 2(2.1%) were separated and 2(2.1%) were widow. Education level of respondents are as follows 44(45.8%) were primary level, 35(36.5 %) were secondary level, 12(12.5%) respondent were college level and 5(5.2%) were not attended school. This revealed that many women respondent are married 49%, followed by single respondents 46.9%. Separated and widow respondent who participated 6%. In education many of respondents ended up at primary level 45.8% and 5.2% had not attended any school.

Table 3: Availability of Commuter Buses in Nkuhungu Ward

Variable	Frequency (n %)
Good	66(68.8)
Moderate	27(28.1)
Bad	2(2.1)
Very bad	1(1.0)
Total	96(100.0)

Source: Author's Compilation from SPSS Version 22.

From Table 3 reveals that, about 66(68.8%) respondents said that availability of commuter buses is good, 2(2.1%) respondent bad availability of commuter buses,1 (1.0%) very bad availability of commuter buses while 27(28.1%) respondent said moderate availability of commuter buses. So this implies that in Nkuhungu ward there are many commuter buses despite of the population to be so high as information given shows 68.8% agreed there are many buses in the ward and 1.0% disagreed that there are many buses in the ward.

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Table 4: Challenges Facing Passengers in Using Commuter Buses

Variable	Frequency (n %)
Far bus stop	7(7.29)
Long waiting time	10(10.42)
Bad communication	17(17.71)
Over carrying capacity	16(16.67)
Poor customer care	12(12.5)
Injuries	4(4.17)
Unnecessary bus stop	7(7.29)
Violence	10(10.42)
Few buses during evening	7(7.29)
Changing route	6(6.25)
Total	96(100.0)

Source: Author's Compilation from SPSS Version 22.

From Table 4 reveals that, the challenges that passengers faces in using commuter buses. Far bus 7(7.29%) respondents, long waiting time 10 (10.42%) respondents, bad communication 17 (17.71%) respondent, over carrying capacity 16 (16.67%) respondents, poor customer care 12 (12.5%) respondents, injuries 4(4.17%) respondents, unnecessary bus stop 7(7.29%) respondents, violence 10(10.42%) respondents, few buses during evening 7(7.29%) respondents while changing route 6(6.25%) respondents. This implies that many commuter bus service provider they do not communicate good with their customers use of abusive language and jargon words, also the buses use long time waiting for passengers to come and fill in the sits .The problem of over carrying passengers looks like a big challenge to passengers as caused congestion and air bone diseases instead of carrying level sit. From Table 4 findings difference with David (2014) on challenges of public transport service provision in Rwanda were by 25% respondent demand there is high taxes, 48.3% lack of clear rules and regulation, 12.5% political interference were the challenges that Rwanda faces in using public transport.

Table 5: Measures to toward Challenges facing Community in using Commuter Buses.

Variables	Frequency (n %)
Education and training	24(25)
Building bus stop near community	4(4.17)
Laws and policy enforcement	10(10.42)
Good communication	12(12.5)
Standards carrying capacity	10(10.42)
Increase public transport	6(6.25)
Increasing night routes	9(9.38)
Giving out ticket	8(8.33)
Good customer care	13(13.54)
Total	96(100.0)

Source: Author's Compilation from SPSS Version 22.

The information presented on Table 5 indicates the suggested possible measures that respondent thought would reduce the challenges that community faces in using commuter buses Education and training 24(25%)respondents suggested, Building bus stop near community 4(4.17%) respondent, Laws and policy enforcement 10(10.42%), Good communication 12(12.5%) respondents, Standards carrying capacity 10(10.42%) respondents, Increase public transport 6(6.25%) respondents , Increasing night routes 9(9.38%) respondents. Giving out ticket 8(8.33%) respondents, Good customer care 13(13.54%) respondents. This implies that the trainings and education are the most important things to do 25%respondent suggested and good customer care 13.54% of respondents. The building of bus stop only 4.17% respondent addressed it while there is big need of building bus stop because are few and far from community. Table 5 revealed difference measures how to overcome challenges that community faces during using public transport while David (2014) on challenges of public transport service in Rwanda suggested that 50% respondents formulate transport policy, 5% provision of loans to investors, 4.2% creation of public employment association, 5.8% training employee and 35% government should allow fair completion.

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Table 6: The Effects Community Faces in Using Public Transport

Variables	Frequency (n %)
Stolen of properties and crimes	16(16.67)
Late to work and school	5(5.21)
Time wastage	25(26.04)
Accident	5(5.21)
Loss of money	9(9.38)
Disease	8(8.33)
Conflicts	10(10.42)
Congestion	18(18.75)
Total	96(100.0)

Source: Author's Compilation from SPSS Version 22.

Information provided by the Table 11 shows that, the effects that community faces in using public transport. Stolen of properties 16(16.67%) respondents, Late to work and school 5(5.21%) respondents, Time wastage 25(26.04%) respondents, Accident 5(5.21%) respondents, Loss of money 9(9.38%) respondents, Diseases 8(8.33%) respondents, Conflicts 10(10.42%) respondents and Congestion 18(18.75%) respondents. This revealed wastage of time is one among big effect that many passengers faces about 25(26.04%) respondent address it as many commuter buses use long time to arrive at the destination. Student and workers are being late to school and work 5(5.21) respondent addressed that. This result contrast with Mlagara (2016) on impact of public system on academic performance of primary school student in Dar es Salaam only showed one effect that student face late to school but failed to look into other field while Table 11 revealed that all people involved not only student and other effects were analyzed so that the difference.

V. Conclusion and Recommendations

a) Conclusions

The study was to assess challenges that community faces in using public transport specifically commuter buses. The study reveals that they were challenges facing the community in using public transport especial in Nkuhungu ward in Dodoma city council, since there is a big number of population in the wards that not all of the population have equal access to public transport as many of bus stop being far from community and other challenges such as bad communication 17 (17.71%) respondent, over carrying capacity 16 (16.67%) respondents, poor customer care 12 (12.5%) respondents. Also faces several effects while using this public transport of commuter buses such as Time wastage 12(12.5%), stolen and crimes 16(16.67%) and congestion 18(18.75%) Also there were number of possible measures that respondents addressed such as education and training 24 (25%), law and policy enforcement 10 (10.42%) and good customer care 13(13.54%).

b) Recommendations

i. The service providers and their crew should wear uniforms to avoid confusions and misunderstandings. Also they should give out tickets to their customers so as to safety of the luggage and clear amount of bus fee, routes and bus plate number. This will reduce unnecessary loss of properties and ensures good customer care.
ii. The ministry of home affairs and Sumatra should review their laws and policy and enforce them. Presence of laws and policy would govern the service providers to be efficient and effective with their works. This will assure safety of the commuter buses users.
iii. Dodoma city councilor, Sumatra and other stakeholders should increase bus stop and construct bus stop near the community which bus stop are so far from the households at list 100 m after each bus stop this will reduce some of criminal issues that community members faces and reduce some costs like taking public motorcycle up to the bus stop for one thousands.
iv. Training should be provided to the service providers and their crew by stakeholders and owners of the buses concern with how to provide service, work ethics and owners of the buses they must provide full time employment to physical, mental and health people.

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Perceptions of Communications Mix as a Bank Marketing Strategy- The Case of Rural and Community Banks in Ghana

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Findings from the study revealed that there is a positive perception of marketing communication importance among the selected Rural Banks in Ghana.The overall perception index of 0.50 further suggests that clients of RCBs across the country have a positive perception about the operation of the RCBs in Ghana and their choice of the marketing communication mix. Additionally, clients and staff of the RCBs had a relatively good perception of communications mix employed by the RCBs and agreed to the extent that marketing communications arecritical to the survival of RCBs.

Keywords: *marketing communication, perception, strategy, ghana.*

GJHSS-A Classification: *FOR Code: 100599*



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The study recommends that the management of the RCBs should facilitate training programs for capacity building of staff to augment the successfulimplementation of marketing communications mix strategies.

Keywords: marketing communication, perception, strategy, ghana.

I. Introduction

Firms do communicate with their customers to achieve a certain purpose. Stafford (2012), posits that there are three main goals of marketing communications. He says the firms must first communicate to attain brand awareness. He explained further that the second objective is to communicate to make customers express the need for the product and what particular solution the product provides. The third he says is to direct the customer'sbehavior towards your company's goals and desires. Efforts must be made in the communication process to incite a behavioral change favorable to the company who is communicating.

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Suffice it to say, marketing communications objectives are for the long term, where different kinds of marketing strategies and tactics are aimed at increasing the worth of a company with time. Thus, communication objectives become meaningful and profitable to an institution only when customers are motivated with deliberate and calculated messages that tell them that the company and their offerings are well-positioned to solve the problems they are seeking solutions for. (Stafford 2012). In another dimension, Egan (2007) argues that with technology and modernity, marketing communications is being now driven with a desire to constantly find new and outstanding ways of effectively communicating with their customers and positioning their brands and offerings on the front pages of their minds. He emphasized that customers have become sophisticated and thereby becoming more demanding in their request for results in the communication being given them and hence the objective of the communication is to meet their demands. (Egan 2007)

II. Theoretical Review

a) The Concept and Perceptions of Marketing Communications

With the current competitive environment inthe business world, the demands of marketing are much more complex and complicated than it used to be twenty years ago. Now marketing is not just about developing better and advanced products with competitive pricing. (Tandoh, 2015). Should organizations still rely on trust and experience to sell their services and products? Organizations must communicate their promises on offer to consumers as it is a crucial part of a company's marketing strategy aimed at achieving sustainable competitive advantage. Information about offerings, brand prices,where their products and services can be found has become the major headache of businesses in today's marketing of their offerings and brand activations and positioning. (Jain 2009). In Ghana,with the development in the financial sector, a lot of pressure is on the managers to adopt effective marketing management strategies for survival. One of the strategies currently being utilized is effective in marketing communications strategies. (Meidan1996, Aliata *et al.*, 2012).

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Marketing communications can be looked at as the voice of the organization. Kotler & Keller (2012,) characterizes marketing communications as the strategy and a procedure by which institutions tell their stories, impact and remind customers - specifically or by implication about the brands they showcase.They further reiterated that a study of the marketing mix points to the fact that marketing communications probably is the very last course of action in the institutions' marketing mix when it comes to systems used to make, impart and convey quality to the client (Kotler and Keller 2012).

Egan (2007) also stretches the debate a bit further and argues that marketing communications are a means by which a supplier of goods, services, values and/or ideas showcasethemselves and communicate to their target market audience to stimulate dialogue leading and creating profitable mutually beneficial relationships.

On his part, Sivesan (2013), marketing communication is simply an information set of connections programmed to meet market needs. He added that marketing communication mix elements aim to inform, persuade and impress customers in a market place, to raise brand values among others.

Based on these definitions, this author also sees marketing communicationas a combination of voice, imaging, pictures, ways of thinking, impressions, and relationships consciously built by a firm over time to create a bond with customers and gain good public image.

In this regard, marketing communications play an important role in creating brand awareness and a positive image for the company and her offerings in customers' minds. Marketing communications will not be effective without the efficient usage of marketing communication tools. The most commonly used tools or elements in the marketing communication mix comprisean advertisement, public relations, personal selling, and sales promotion, sponsorship, direct marketing, and recently social media and digital marketing.

Largely, many observers and writers in the past have attributed marketing communication to advertising because it is the most visible of all the other elements (Erdoğan 2014). However, this author thinks this assertion is flawed as the market place is becoming more digitized and consumers are shifting their communications preference to a more interactive one. Social media and online marketing seem to be a new buzz word in marketing communications. In the social media space, customers inform one another about their organization and brands and thus inform each other (Mangold & Faulds 2009). According to Petek et.al,. (2015) in the determination of the promotion mix, the product life cycle plays a huge role. He contends that when it comes to informing customers thereby promoting and creating awareness for brands with new products, advertisement and public relations efforts are emphasized. Comparing to the other elements in the mix, he says while personal selling is very impactful on distributing channels and supply chain, promotions, however, boast customer's desire to trying the product. At the development stage, continuing advertisement and public relations efforts aim to sustain brand loyalty. Based on the product life cycle, while personal selling continues its major impact on the distribution channel and supply chain. Promotion activities diminish, during the maturing period, advertisements go on to call attention to the product in customers' memory and promotions are applied enthusiastically to attract new customers to the brand. Personal selling will, however, sustain its dominance on the distribution channel and supply chain.

During the maturing period, advertisements go on to emphasize the product in customers' memory and promotions are applied vigorously to attract new customers to the brand. Personal selling sustains its dominance on the distribution channel and supply chain. During the decline period, the business decreases its advertisement and public relations efforts rapidly while personal selling and promotions are decreased to such a level that it will be sufficient to support the product (Ferrell and Artline 2011). The understanding of marketing communications methods and its usage has not properly been understood in the practical word. It seems only academia has done some explanations on the methods and concepts but as to whether the methods and procedures are thoroughly understood leaves much to be desired. This is why this study seeks to deepen the understanding of marketing communications and its impact on competitive advantage.

b) Marketing Communications Objectives

Firms do communicate with their customers to achieve a certain purpose. Stafford (2012), posits that there are three main goals of marketing communications. He says the firms must first communicate to attain brand awareness. He explained further that the second objective is to communicate to make customers express the need for the product and what particular solution the product provides. The third he says, is to direct the customer's behavior towards your company's goals and desire. Efforts must be made in the communication process to incite a behavioral change favorable to the company who is communicating.

Suffice it to say, marketing communications objectives are for the long term, where different kind of marketing strategies and tactics are aimed at increasing the worth of a company with time. Thus, communication objectives become meaningful and profitable to an institution only when customers are motivated with

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deliberate and calculated messages that tell them that the company and their offerings are well positioned to solve the problems they are seeking solutions for. (Stafford 2012.) In another dimension, Egan(2007) argues that with technology and modernity, marketing communications is being now driven with a desire to constantly find new and outstanding ways of effectively communicating with their customers and positioning their brands and offerings on the front pages of their minds. He emphasized that customers have become sophisticated and thereby becoming more demanding in their request for results in the communication being given them and hence the objective of the communication is to meet their demands. (Egan 2007).

i. *Communication Process*

In simple terms, communication can be defined as the transmission of information froma source known as the sender to another source also known as the receiver in a succinct and comprehensible way and the anticipation or presence of feedback. In a direct marketing context Egan (2007) defines communication as an activity, a process and a means where by marketers inform their consumers/targets about their product and services. He explained that unlike the past where communication was seen as a one-way process, marketers of today should rather view the process as a two-way affair where the sender anticipates feedback and involvement of the receiver (Egan 2007).

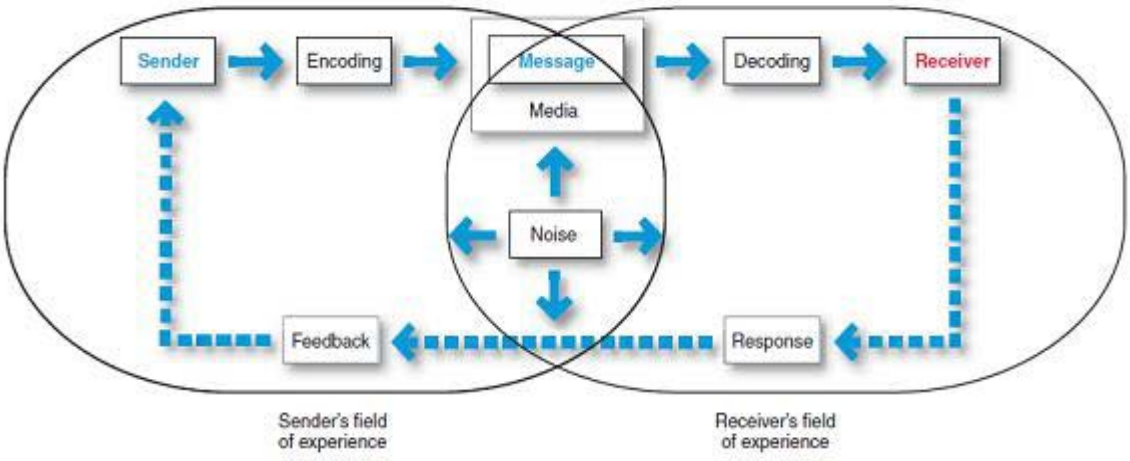

Figure 1: Communication Model

The figures depicts the major components of the communication process. The essential ones are the message and the media. The other major components of the communication process are: encoding, decoding, response and feedback and also noise must also be acknowledged as an important element which is always present. For any communication or advertising programmes to achieve its objective, the communication process pal a key role and must not be looked down. Elements of the communication when properly designed will ensure that the right messages would be heard by the audiences or targeted customers. (Clow & Baack 2007).

ii. *Marketing Communication Strategies*

According to Graham (2008) organizational strategy can be described as a distinct position that a company aims in the market space to achieve an advantage over competitors. Ramesh (2013), further alluded that it is the responsibility of managers especially those in charge of marketing to evaluate plans and ploys that will sit well with the objective of the company and also give them a sustainable competitive advantage. The marketing communication strategies/methods considered for this study are discussed below.

a. *Promotion and Advertising Strategy*

The promotion and advertising strategy aimat ways by whichfirmssend information, messages about their brands and their offerings toniche markets through a channel. According to Doole & Lowe, (2004), inadequate information on current conditions and benefits of a product or service is a characteristic weakness. This according to him comes about largely from poor communication systems, low levels of education and increases in the number of small firms. The author argues that half information or wrong messages sent by RCBs to their customers will result in customers switching from their brands.

When formulating a promotional and advertising campaigns, the main purpose of the campaign should be echoed in addition to what the advertising strategy seeks to attain. The communication should appeal to the sensibilities and emotions of the customers and also messages should be evaluated to see if it meets the expectations of its targets, Govini (2004).

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Ottesen (2001) reiterated that it does not come with ease when selecting or choosing between the categories of a mediaoutlet to use for an advertising campaign. Advertising like television, magazines, newspapers and direct mails with its huge advantages and demerits always comes with greatdifficulty in selecting which is which. At best, knowing the nature of the media, its reach, frequency and the target audience are critical to deciding between which one to select. Secondly, the type and nature of the product and what the marketer seeks to achieve with the advertising will determine the use of a particular media.

Keller (2008), posited that to assess whether an advertising campaign has been effective, firms should set benchmarks such as the objective of the advertising campaign, and the managers effective in deploying messages to be used for the advert. These benchmarks mayalso include such measures as the size of the audience, programme ratings, the number of inquiries received, all of which pertain almost exclusively to campaign objectives alone. There is a growing argument by many writers that advertising must be tailored performance. If advertisementaims at generating a positivebrand image and reputation for a company, the success of the campaign should be measured by a top of mind awareness survey from the targeted audience.

b. *Product Strategy*

Doole & Lowe (2004) points out that, the product is a feature or value which is presented to a market place for attention and patronage. (Doole & Lowe 2004,). Product strategy is considered to be the mother of all the marketing communication strategies since is the value or feature that is offered to the market for sale. Institutions like banks should get the product strategy right. Keller (2008), in agreement of this view stated that an organizations entire planning efforts start with the selection of product to offer its intended market. He argues that the product planning or strategy must work to make the others elements like pricing structures, selection of marketing channels, promotional plans which are all dependent on the product strategy works successfully to gain a competitive edge for a company.

RCBs are to be very certain on the products feature and the demands of the market to be able to strategically come out with a good product strategy that will take the product to the target market. Consumers of a target market always have certain needs and want that a product is expected to satisfy, and a marketer in formulating a marketing communication strategy should identify these needs and wants in order to meet these expectations. According to Kotler, *et al.,* (2008,), says the product strategy becomes a function and adequate when the need and expectations of consumers are identified and met.

By this, Keller (2008) observed that a conceptual framework will be made available and that this structure is potentially helpful in evaluating rival offerings, identifying the needs and wants that are not met but it is required of a target market; and craftily developing or designing new products or services. To buttress his point, Doole & Lowe says the product strategy should be a standalone plan but rather it should accommodate and feature prominently with other elements like promotion, price and place.

A product like the Savings account or Current accounts should be developed with the kind of promotion needed to send it across the board and where targets can be looked in mind. (Doole & Lowe 2008).

c. *Pricing Strategy*

Pricing is one of the most curtail decision functions of a marketer. To a large extent, pricing decisions determine the types of customers and organization and for that matter a Financial Institutions will attract. Likewise, a single error in pricing can effectively damage all other marketing mix activities aims to achieve.

According to Ejombonteh *et al.,* (2012). pricing is a very crucial theme for the company as a whole and also very essential to the success of the entire marketing initiatives and activities. Financial institutions will thrive and remain competitive largely based on their effectiveness of pricing its products and services in developing countries like Ghana. Hence, ineffective pricing policies could have very serious commercial consequences and capable of resulting in bankruptcy or liquidation.

Kotler *et al.*, (2008) contend that the type of market in which an organization works encroach on its strategy to pricing. He accentuated that in monopolistic circumstances, the firm has the high ground in value determination. In Oligopolistic markets, a firm may have some yet not extreme freedom in outlining pricing procedure. (Kotler, *et al.,* 2008).

Admittedly, the selected Rural Banks in Ghana do not have a consistent strategy of setting their pricing but rather rely largely on the regulator, the Bank of Ghana (BOG) get their prime rates for RCBs to determining how to price their products and services. Prices are largely dependent on what the other competitors are doing and charging for their products rather than the image the institution has.

d. *Channel Strategy*

How customers of these banks could be reached is very essential to the success of the marketing communication efforts. The aim of the channel strategy is to reach the customers easily and freely and this calls for the development of an effective channel strategy. The channel strategy which is very

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essential in the marketing communication strategy should at all cost be planned with the customer in the picture. All focus must be on the customer, his availability and location and ultimately his satisfaction. It is there and then that the institutions can say they have been able to develop an effective channel strategy. (Govini 2004).

According to Ejombonteh, *et al.,* (2012), a distribution channel dependably incorporates the producer, consumer and agents; such as: wholesalers, retailers, operators and vendors. He recognized the imperative parts played by the middle people or agents in encouraging the exchange function.

It is important to motivate the intermediaries and in this regard the sales force is known in banking as mobile bankers or field tellers and relationship officers to perform the services required of them, thus convincing the client to patronize the products and services on offer by the bank.

Govin (2004) revealed that marketing managers of intuitions like banks and others should psyche themselves and come to terms that there is no one best channel for all products. Such things as the best communication channel exist only in illusion. What managers of these banks should focus on is looking for the best ways to reach customers of each product separately according to the need and expectations of the customers. He stressed the best procedure is an analysis of the market in which the firm operates in, the kind and type of customers targeted, the features of the product and the business itself should be of prime concerned in order to deduce the ultimate and prime marketing channel strategy that will bring results and achieve competitive advantage.Keller (2008) and Kotler *et al.,* (2008,) concur determinedly that there is in no way like the best marketing communications channel for all items.

c) *An empirical study of perceptions of marketing communications*

Many observers hold different viewpoints about marketing communications and its importance. Some have said some organizations can do without marketing communications while many studies have also proved the efficacy of marketing communications on a firm's performance.

In a study done by Abubakar in 2014, in Nigeria, using regression analysis and T-test, in assessing the impact of marketing communications on performance of banks, using data from both primary and secondary sources, and selecting two of the components of marketing communications tool for the investigations found that, marketing communications was crucial for banks since it has a positive relationship with bank performance.The study again recorded that bank customersperceive marketing communications as very helpful in sending communications about their brands.

On their part, Ghouri and Khan(2010) in their study that assessed the determinants of customer switching behavior in private banking sector of Pakistan, collecting data from 302 respondents,found thateffective marketing communications methods like promotions and advertising contributes enormously in achieving excellence in business activities and enhances the competitiveness of their marketing share.

Nwankwo (2013) using a proxy of return on profits in assessing the effects of advertising on Nigerian banks found that the usage of marketing communications (mc) and for his case advertising is of great importance. The study revealed that banks have acknowledged that, the level of competition among the banks has increased as a result of advertising.

Acheampong (2014) explored the effects of marketing communications on church growth in Ghana using the mixed method approach and solicited responses from 400 respondents. SPSS was used to analyze the data collected. She found that there was no significant relationship between public relations and advertising on church growth. However, the study revealed that there was a much significant impact of MC tools like personal selling, direct marketing, sales promotions on church growth.

It can be argued from available studies that the central role of the marketing mix variables that offers an effective use of personnel can act as the linchpin, effectively forging together the elements of product, price, place, and promotion. More efficient and effective usage of the various marketing mix elements can help the business develop a competitive advantage. Kotler *et al.,* (2005) suggest marketing mix comprises the product, price, place, and promotion. However they also suggest a very important addition or element, 'people', serves to connect the other elements of product, price, place, and promotion.

III. Methodology

a) *Philosophical position of this research*

Admittedly, as explained by Benbasat *et al* (1987) and Kaplan and Duchon (1988) as cited by Mensah (2015) no single research methodology or philosophy can be said to be intrinsically better than the other. A combination of research methods will go a long way to improve the quality of the research. To this end, the study is positioned between the two strands, the truth of marketing communications methods, as practiced by the RCBs in Ghana and the realities associated with the RCBs marketing strategy in Ghana. The implementation of marketing communications methods has been contextualized to reflect the picture in the Ghanaian rural banking industry. As a result, this study is set to approach the reality of marketing communications methods and its impact on creating a sustainable competition, as much as an advantage for

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the RCBs in Ghana, as much as possible, with a combination of the methods of natural science and the tools for interpretive approach. In this regard, the researcher isolated himself from any personal or social biases which would affect the substantive reality. This position flows from the consistent ontological position taken in the preceding section.

b) Study Population

The population for the study was all registered Rural and Community Banks in Ghana which according to the Bank of Ghana (2016) stood at 140 as of April 2016. Within the selected RCBs, Managers in charge of marketing communication and other stakeholders including employees and customers was the unit of analysis.

A multi-stage sampling technique was used in selecting the final 561 samples for the study. The quota sampling technique was used in the first stage to select a representative sample of RCB based on the number of registered RCBs in each region. The simple random sampling technique was used in the second stage to select the representative RCBs from each of the ten regions.

Lastly, the purposive sampling and the simple random sampling techniques were used to select the managers of marketing communications as well as employees and clients from each of selected RCBs from the ten regions respectively in the third stage.

c) Design adopted for this research

Based on the philosophical orientation of this study, coupled with the nature of questions that the study intended to find answers to, a mixture of exploratory, survey and cross-sectional designs were deemed most appropriate for the study. This actually flows from and is in line with the mixed method approach of concurrent transformative design.

IV. Results and Discussions

a) Perception of RCBs on Marketing Communication Mix in Ghana

An individual or firm will only expend resources on an activity if and only if he/she or the firm has a positive perception of the relevance and expected returns on that activity. Thus, RCBs in Ghana will only engage in marketing communication based on the perceived or experienced benefits that can be derived from it. The study, therefore, sought to ascertain the perception of staff of RCBs across Ghana on marketing communication mix using twelve perception statements ranked on a five-point Likert scale ranging from 1 to -1 (where 1=strongly agree and -1=strongly disagree). The staff of RCBs sampled for the study across the country strongly agree that the diversity in and the growing population has made communication of products and services a necessity, competition in the banking industry has made marketing communication imperative in the policy framework of the bank, relationship with customers is of great importance to the bank, marketing communication increases the quality and quantity of products and services offered by the bank, marketing communication can promote the public image of the bank within its operational areas, marketing communication is very important to the bank in sustaining competitive advantage and it forms an integral part of the policies of the bank.

These assertions go to affirm an earlier work done by Aliata *et al.* (2002) which also concluded that one of the main strategies currently used to face competition in the marketing of products and services is effective marketing communications. On the other hand, they disagree that unlike other universal banks, RCBs do not need to spend on marketing communications to be competitive with a mean score of -0.48, meaning the return to the investment made in marketing communication does not pay-off, RCBs can continue its business without communicating its products and services to customers and the public and the bank can still retain its customers and attract other potential customers with or without marketing communication. However, they agree that marketing communication is very costly to implement by RCBs with a mean score of 0.15 although the agreement was weak. It can, therefore, be implied that RCBs in Ghana generally have a positive perception of the relevance and need for embarking on marketing communications programs. The overall perception index of 0.37 is also a true reflection of the findings. Although the level of agreement is quite low among the staff sampled for the study, it can be inferred that they have a positive perception as per the overall perception index.

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Table 1: Perception of RCBs on Marketing Communications

Statements	1	0.5	0	-0.5	-1	Mean Score
The diversity in and the growing population has made communication of products and services a necessity.	191	104	9	1	1	0.95
Competition in the banking industry has made marketing communication imperative in the policy framework of the bank.	170	109	4	20	3	0.83
Relationship with customers is of great importance to the bank	212	90	4	0	0	1.01
Marketing communication increases the quality and quantity of products and services offered by the bank	171	109	19	7	0	0.87
Unlike other universal banks, RCBs do not need to spend on marketing communication to be competitive.	31	46	11	84	134	-0.48
Marketing communication is very costly to implement by RCBs	49	93	71	69	24	0.15
The return to the investment made in marketing communication does not pay-off	34	35	15	123	99	-0.43
Marketing communication can promote the public image of the bank within its operational areas	156	123	16	11	0	0.83
With or without marketing communication, the bank can still retain its customers and attract other potential customers	33	60	33	79	101	-0.30
Marketing communication is very important to the bank in sustaining competitive advantage	163	122	13	5	3	0.86
Marketing communication is forming an integral part of the policies of the bank	101	151	48	5	1	0.68
The bank can continue its business without communicating its products and services to customers and the public	19	56	23	79	129	-0.48
Perception Index						0.37

1 = Strongly agree 0.5 = Agree 0 = Indifferent -0.5= Disagree and -1= Strongly Disagree

Source: Field survey, 2016

b) Perception of Clients on Marketing Communication Mix used by RCBs in Ghana

According to Fill (2013), a particular mix of marketing communication adopted by a firm, in general, is intended to communicate certain information to a targeted audience. This intended purpose is said to have been achieved or not when the targeted people respond to it positively or negatively. This is no different from RCBs trying to communicate their products and services to existing clients and potential ones. This was measured in many ways based on the intended purposes. Some key indicators may be the number of clients, number of portfolio patronized, amount of profit gained as well as amount of loans and deposits. Nonetheless, all of theseare dependent upon the clientele based. What clients perceive on the marketing communication mix can be measured by what the client makes of the message being put across by an RCB. As such, the perception of clients on the various marketing communication mix adopted by RCBs in communicating to its clients become very imperative as it influences on whether or not a particular client would continue to conduct business or not with the RCB. The study, therefore, sought the perception of clients of RCBs sampled across the country using twenty perception statements ranked on a five-point Likert scale ranging from 1 to -1 (where 1=strongly agree and -1=strongly disagree). The clients strongly agree and have a positive perception of the bank has good and neat banking halls and edifices with a measurement of 0.61 and have trust and confidence in their RCBs with a mean score of 0.66. Again, they agree and have a positive perception that they see themselves conducting business with their respective RCBs in the next five years to come with a mean score of 0.56, the RCB having effective and efficient human resource and will recommend their RCBs to other family members and friends with a mean score of 0.55. Also, the clients agree and have a positive perception that their RCB has a good reputation, the bank advertises their products and services, quality customer service and good corporate image in their communities. Other statements such as the procedures for loan application and loan processing is encouraging, RCBs has good customer relation, choosing this bank over others because the ways it communicates to customers, the loan product design (variety of loan facility, repayment schedule, and interest rate structure) is excellent, the bank has attractive promotional element such as rewarding clients, special gifts, premiums, etc, banks advertising medium is effective and appropriate, bank engages the public, interacts and listens to public opinions about them, RCBs has an effective communication with its clients among others were agreed by the clients as per their positive mean scores recorded. It is worth noting that although the clients agreed that the bank involves clients in their marketing research activities, the level of agreement was very low (0.27) as indicated by their mean score. The overall

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perception index of 0.50 further suggests that clients of RCBs across the country have a positive perception about the operation of the RCBs in Ghana and their choice of marketing communication mix (Table 5.11). It is thus, recommended that RCBs involve their clients in their marketing research as indication shows it is a worry to them based on a mean score of 0.27 which is low. The overall results support the innovation diffusion and cognitive dissonance theories.

Table 2: Perception of clients on Marketing Communication Mix adopted by RCBs

Statements	1	0.5	0	-0.5	-1	Mean Score
The loan product design (variety of loan facility, repayment schedule and interest rate structure) is excellent.	102	79	44	7	23	0.45
The procedures for loan application and loan processing is encouraging	77	108	56	12	1	0.49
The bank involve clients in their marketing research activities	58	86	63	31	17	0.27
The bank has attractive promotional element such as rewarding clients, special gifts, premiums etc.	82	91	41	31	10	0.40
The bank advertises their products and services	91	106	44	10	4	0.53
The banks advertising medium is effective and appropriate	91	80	44	35	5	0.43
The bank engages the public, interacts and are listens to public opinions about them	90	84	38	33	10	0.41
The bank has good and neat banking halls and edifices	118	92	33	7	5	0.61
This RCB has good corporate image in this community	105	97	30	7	16	0.53
I have trust in this RCB	134	80	33	7	1	0.66
This RCB has good customer relation	86	112	46	4	7	0.52
I have confidence in this RCB	106	102	40	7	0	0.60
This RCB has quality customer services	81	121	46	6	1	0.54
This RCB has attractive products and services	77	109	45	13	11	0.45
This RCB has effective and efficient human resource	92	109	44	9	1	0.55
I see myself still conducting business with this RCB in the 5 years	105	97	41	2	10	0.56
I will recommend this RCB to other family members and friends	94	109	40	8	4	0.55
I will choose this bank over others because the ways it communicates to customers	80	111	44	14	6	0.48
This RCB has a good reputation in this community	112	92	25	9	17	0.54
This RCB has an effective communication with its clients	69	110	51	11	14	0.41
Perception Index						0.50

1 = Strongly agree 0.5 = Agree 0 = Indifferent -0.5= Disagree and -1= Strongly Disagree

Source: Field survey, 2016

More specifically, the perception of clients on the performance of their RCBs determines whether they will continue to conduct business with them or not. Thus the study further sought the idea of clients on the performance their various RCBs on a five-point scale ranging from poor to very good. Most (about 42%) rated the performance of their RCBs to be well followed by about 27% rating the performance of their RCBs to be very good. About 22% rated the performance of their RCBs to be fairly poor. Only about 7% and 2% rated the performance of their RCBs to be fairly good and poor respectively (Table 5.4). It can thus be argued by this author that in the minds of the customers of the RCBs, RCBs are generally doing their level best based on the perceived rating by their clients although there is more room for improvement if you compare with the overall banking trend and ratings in Ghana.

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Table 3.0: Perceived performance rating of RCBs by clients

Rating	Frequency	Percentage
Poor	4	1.6
Fairly poor	57	22.4
Fair-good	17	6.7
Good	108	42.4
Very Good	69	27.1
Total	255	100

Source: Field survey, 2016

V. Conclusion and Recommendations

a) Orientations and Perceptions of the marketing communications mix

The objective of this study was to dig into the orientations and perceptions of the marketing communications mix of the selected RCBs in Ghana. From the findings, it was implied that RCBs in Ghana generally have a positive perception on the relevance and need for embarking on marketing communications programmes. The overall perception index of 0.37 is also a true reflection of the findings. Although the level of agreement is quite low among the staff sampled for the study, it can be inferred that they have a positive perception as per the overall perception index.

On the perception of marketing communications among RCBs, although the level of agreement was quite low among the staff sampled for the study, it can be inferred that they have a positive perception as per the overall perception index.It is therefore recommended that the RCBs periodically conducts a customer satisfaction survey to ascertain what their clients require of them to be able to achieve a sustainable relationship with them.

The reusult from this study has urgement the posoition of manay scholars who have arugued that for a firm to be competitve a robust promotional strategy was always needed. No firm can get its product and service out there by osmosis. The reuslt has afirmed the innovation diffusion theory.

b) Contributions to the Body of Knowledge

This study has carefully highlighted several findings and recommendations that should address the gaps in the literature as correctly pinpointed in the literature review and also captured in the research objectives of this current study. The findings will also help the practice of marketing communications in the banking industry of Ghana and smaller firms and this empirical results could be adopted by servral banking insitution in Africa and globally.

c) Limitations

Admittedly by this author, with the large scope that rural banking covers in Ghana and for this author also wanting to cover the entire country, resources allocation in the form of energy, and funds become a challenge. However, the author managed to bring this challenge to the barest minimum by talking to a number of stakeholders.

The major limitation of this study was that, it only focused on RCBs in Ghana but did not cover the entire banking sector of Ghana making the findings more focused on Marketing communications among RCBs in Ghana.

Additionally, the author would have loved to include focused group discussions and other designs in this study but was unable to do that because of the tight schedules of staff and clients alike.

d) Recommendations

Future research should also try and assess MCs strength against other marketing strategies like marketing mix in small firms and find out the exact contributions of each of the MC mix to profitability.

Future research should also fine out marketing communications planning procedures and test the knowledge levels of marketers in this area.

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"Searching for the Self: A Study of the Character of Irie Jones in *White Teeth*"

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Abstract- The novel *White Teeth* is a contribution to the debates on immigration, race, identity, and gender. This paper tries to attempt a study of the character of Irie Jones with a focus on how her feelings of displacement are negotiated in post-war Britain. She lacks that sense of belongingness because of the cultural and political climate in England. The paper will try to focus on the struggle of Irie in terms of gender and also because of her identity of second-generation immigrants. The paper also attempts a study of the present identity formation o f Irie through her past, where memory plays a significant role.

Keywords: identity, self, multicultural, immigrants, women.

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"Searching for the Self: A Study of the Character of Irie Jones in *White Teeth*"

Hemanta Nath

Abstract- The novel *White Teeth* is a contribution to the debates on immigration, race, identity, and gender. This paper tries to attempt a study of the character of Irie Jones with a focus on how her feelings of displacement are negotiated in post-war Britain. She lacks that sense of belongingness because of the cultural and political climate in England. The paper will try to focus on the struggle of Irie in terms of gender and also because of her identity of second-generation immigrants. The paper also attempts a study of the present identity formation of Irie through her past, where memory plays a significant role.

Keywords: identity, self, multicultural, immigrants, women.

I. Introduction

Zadie Smith is one of the most celebrated young authors of Great Britain. Her novel *White Teeth* deals with the lives of immigrants in the multicultural society of London. All the characters are very much aware of their postcolonial identities, and the novel is all about the consequences of colonialism. The character of Irie represents the struggle of the second-generation immigrants. In a way, Irie represents the struggle of a woman searching for her authentic self. The paper attempts a study on how Irie identifies herself in a multicultural world and the nature of her struggle. Irie tried to assimilate into the London society, but when she failed, she starts searching her parent's root. She seems like if she can discover her parent's root, she will be able to know her self as well. Autobiographical elements are also reflected in this novel. Being the daughter of a Black woman and a White man, Smith's mixed ethnic identity and the multicultural environment in which she lives also plays a significant role in her works. In the novel, the first generation characters confront difficulties in assimilating into British society at the same time to preserve their cultural values. They continuously feel a sense of "rootlessness" as they are not able to replant themselves in the society of London. On the other hand, the second generation characters are not able to connect themselves strongly to London society though they were born there. This is how these characters are also affected by their parent's uprootedness. The novel reflects how the characters are in constant search of their identity.

Irie is the daughter of Clara and Archie Jones. Throughout the text, the character of Irie Jones suffers because of her cultural rootlessness. Irie do not at all look like Western and so she spends a lot of time over her appearance. She feels herself odd among her friends in London, and somehow, she feels insecure because of her mixed-race in the White-dominated London city. She tried to look more exotic, more white, and western. Irie moves on to find out the history and past of her parent's identity because she thinks that if she can find out their identity, she will get to know her self. After struggling with her racial identity, Irie finds an answer in her grandmother. Irie grew up spending her childhood with Magid and Millat, the twins of Samad Iqbal, who, in fact, is the friend of Archie Jones. Irie, instead of getting her mother's figure, she got her grandmother's Jamaican frame. In Chapter 11, Irie is described as a fifteen-year girl who saw an ad "Lose weight to earn money." She is attracted to Millat, and she desires to lose weight.

Throughout the novel, British society plays a very significant role in Irie's understanding of her self. Hortense unsuccessfully tries converting her into a Jehovah's witness. She also got so many historical inaccuracies during her secondary school. Finally, living with her grandmother, she unsuccessfully attempts to educate herself on the history of her family. Her lack of cultural knowledge and her understanding of her family background leads to her self guided education. She is conscious of her mixed-race, and this leads to her inability to identify and interact with her classmates. Irie is not able to see herself in the London society in a similar way as that of her friends because of her sense of alienation and her ignorance of her cultural heritage. Irie always struggles to find her authentic self. In the novel, this struggle begins with Hortense Bowden, Irie's grandmother, who continues with Clara Bowden, mother of Irie, and it even traces through Irie's own life. The novel begins with Clara ends with Hortense and Irie in between.

Hortense of 1972 moved to England from Jamaica with her daughter after her husband has been already there in the country for fourteen years. Hortense does not approve of her daughter's love for Ryan Topps, and she is a woman who stands firmly on her own beliefs. Hortense is only described in terms of physical appearance. Despite of the gender stereotypes, Hortense sticks to her faith, and she plays only her role in the society. By explaining how English education has never been able to subjugate Bowden women, she offers some hope to Irie Jones. At this point in time, Irie

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gets some strength to believe that she will be able to maintain her authentic identity in a society of diversity.

Clara, on the other hand, is depicted as a character who is in contrast to her mother, Hortense Bowden. At the age of nineteen, she marries Archie Jones, an English man and at their weeding, she wears a long woolen dress with a set of false teeth. She abandons her roots and her mother's belief as well. Clara is such a character who embraces English education and who wants to be perfectly beautiful with straight white teeth. Archie, her husband, also sees her as perfectly independent this way. She, in a way, fails to find out her authentic self like that of her mother and daughter.

When Clara becomes pregnant, Archie convinces himself that his child will be born with blue eyes. This is the beginning where the readers get a clue to analyze the character of Irie from the gender perspective. Gender norm is imposed upon Irie even before she born because her father expects her to born with blue eyes. She fails to go according to the expectation of her father because she is described as having "big tits, big butt, big hips, big thighs, big teeth" (221). Instead of getting her mother's thin figure, she got the body structure like that of her grandmother Hortense. Because she is different, she wants herself to be accepted by all others surrounding her. She wants to be accepted in the Western world, where everyone prefers thinness and whiteness. Irie's focus was primarily on her body because she wants to be more of England so that she gets more attracted to Millat. She concentrates more on her hair and the color of her skin because it matters in English society.

Irie focuses more on her hair, and she visited a salon to make her hair straight. There Irie introduces herself as "Half Jamaican, Half English," and the stylist commented her as "Half-caste." This remark also throws light on the multicultural society of London, and at the same time, it also reflects that skin color and hair texture matters in England. The stylist had to use ammonia to make Irie's hair straight that causes her to burn. This leads the stylist to comment, "Life hurts....Beauty hurts." This comment reflects that women, especially the non-white women, have to experience double pain staying in the multicultural society of London. But unfortunately, Irie's hair falls out that leads her to buy hair and to fix it again. Her lesbian friend, after this incident, tried to make Irie understand that more than her hair or body, her mind and history are more important. Irie tried to accept the way she is and recognizes that she failed to become as white as possible. This is how England also helped Irie to search for her true self.

Irie is caught in between the narrative of the past and the desire to be free from the roots. She wants to construct herself in her way, but which is highly not possible. Irie was not able to see herself in England in the way she is. Her sense of alienation leads to her low sense of self-esteem. But, towards the end of the novel, it is because of England again that she finds her true self.

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Memberships

Fellows/Associates of Social Science Research Council

FSSRC/ASSRC Memberships



Introduction

FSSRC/ASSRC is the most prestigious membership of Global Journals accredited by Open Association of Research Society, U.S.A (OARS). The credentials of Fellow and Associate designations signify that the researcher has gained the knowledge of the fundamental and high-level concepts, and is a subject matter expert, proficient in an expertise course covering the professional code of conduct, and follows recognized standards of practice. The credentials are designated only to the researchers, scientists, and professionals that have been selected by a rigorous process by our Editorial Board and Management Board.

Associates of FSSRC/ASSRC are scientists and researchers from around the world are working on projects/researches that have huge potentials. Members support Global Journals' mission to advance technology for humanity and the profession.

FSSRC

Fellow of Social Science Research Council

FELLOW OF SOCIAL SCIENCE RESEARCH COUNCIL is the most prestigious membership of Global Journals. It is an award and membership granted to individuals that the Open Association of Research Society judges to have made a 'substantial contribution to the improvement of computer science, technology, and electronics engineering.

The primary objective is to recognize the leaders in research and scientific fields of the current era with a global perspective and to create a channel between them and other researchers for better exposure and knowledge sharing. Members are most eminent scientists, engineers, and technologists from all across the world. Fellows are elected for life through a peer review process on the basis of excellence in the respective domain. There is no limit on the number of new nominations made in any year. Each year, the Open Association of Research Society elect up to 12 new Fellow Members.

Benefit

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A FSSRC member gets access to a closed network of Tier 1 researchers and scientists with direct communication channel through our website. Fellows can reach out to other members or researchers directly. They should also be open to reaching out by other.

Career | Credibility | Exclusive | Reputation



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Certificate, LOR and Laser-Momento

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Career | Credibility | Reputation

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Career | Financial



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Career | Credibility | Reputation



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Associate	Fellow	Research Group	Basic
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Certificate, LoR and Momento **2** discounted publishing/year **Gradation** of Research **10** research contacts/day **1 GB** Cloud Storage **GJ** Community Access	**Certificate,** LoR and Momento **Unlimited** discounted publishing/year **Gradation** of Research **Unlimited** research contacts/day **5 GB** Cloud Storage **Online Presense** Assistance **GJ** Community Access	**Certificates,** LoRs and Momentos **Unlimited** free publishing/year **Gradation** of Research **Unlimited** research contacts/day **Unlimited** Cloud Storage **Online Presense** Assistance **GJ** Community Access	**GJ** Community Access

Preferred Author Guidelines

We accept the manuscript submissions in any standard (generic) format.

We typeset manuscripts using advanced typesetting tools like Adobe In Design, CorelDraw, TeXnicCenter, and TeXStudio. We usually recommend authors submit their research using any standard format they are comfortable with, and let Global Journals do the rest.

Alternatively, you can download our basic template from https://globaljournals.org/Template.zip

Authors should submit their complete paper/article, including text illustrations, graphics, conclusions, artwork, and tables. Authors who are not able to submit manuscript using the form above can email the manuscript department at submit@globaljournals.org or get in touch with chiefeditor@globaljournals.org if they wish to send the abstract before submission.

Before and during Submission

Authors must ensure the information provided during the submission of a paper is authentic. Please go through the following checklist before submitting:

1. Authors must go through the complete author guideline and understand and *agree to Global Journals' ethics and code of conduct,* along with author responsibilities.
2. Authors must accept the privacy policy, terms, and conditions of Global Journals.
3. Ensure corresponding author's email address and postal address are accurate and reachable.
4. Manuscript to be submitted must include keywords, an abstract, a paper title, co-author(s') names and details (email address, name, phone number, and institution), figures and illustrations in vector format including appropriate captions, tables, including titles and footnotes, a conclusion, results, acknowledgments and references.
5. Authors should submit paper in a ZIP archive if any supplementary files are required along with the paper.
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7. Manuscript submitted *must not have been submitted or published elsewhere* and all authors must be aware of the submission.

Declaration of Conflicts of Interest

It is required for authors to declare all financial, institutional, and personal relationships with other individuals and organizations that could influence (bias) their research.

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Authors are solely responsible for all the plagiarism that is found. The author must not fabricate, falsify or plagiarize existing research data. The following, if copied, will be considered plagiarism:

- Words (language)
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- Findings
- Writings
- Diagrams
- Graphs
- Illustrations
- Lectures

- Printed material
- Graphic representations
- Computer programs
- Electronic material
- Any other original work

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1. Substantial contributions to the conception and acquisition of data, analysis, and interpretation of findings.
2. Drafting the paper and revising it critically regarding important academic content.
3. Final approval of the version of the paper to be published.

Changes in Authorship

The corresponding author should mention the name and complete details of all co-authors during submission and in manuscript. We support addition, rearrangement, manipulation, and deletions in authors list till the early view publication of the journal. We expect that corresponding author will notify all co-authors of submission. We follow COPE guidelines for changes in authorship.

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Appealing Decisions

Unless specified in the notification, the Editorial Board's decision on publication of the paper is final and cannot be appealed before making the major change in the manuscript.

Acknowledgments

Contributors to the research other than authors credited should be mentioned in Acknowledgments. The source of funding for the research can be included. Suppliers of resources may be mentioned along with their addresses.

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Global Journals is in partnership with various universities, laboratories, and other institutions worldwide in the research domain. Authors are requested to disclose their source of funding during every stage of their research, such as making analysis, performing laboratory operations, computing data, and using institutional resources, from writing an article to its submission. This will also help authors to get reimbursements by requesting an open access publication letter from Global Journals and submitting to the respective funding source.

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Authors can submit papers and articles in an acceptable file format: MS Word (doc, docx), LaTeX (.tex, .zip or .rar including all of your files), Adobe PDF (.pdf), rich text format (.rtf), simple text document (.txt), Open Document Text (.odt), and Apple Pages (.pages). Our professional layout editors will format the entire paper according to our official guidelines. This is one of the highlights of publishing with Global Journals—authors should not be concerned about the formatting of their paper. Global Journals accepts articles and manuscripts in every major language, be it Spanish, Chinese, Japanese, Portuguese, Russian, French, German, Dutch, Italian, Greek, or any other national language, but the title, subtitle, and abstract should be in English. This will facilitate indexing and the pre-peer review process.

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

It is necessary that authors take care in submitting a manuscript that is written in simple language and adheres to published guidelines.

All manuscripts submitted to Global Journals should include:

Title

The title page must carry an informative title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) where the work was carried out.

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.

Keywords

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.

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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.
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- 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.

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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.
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- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
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Approach:

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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.
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- 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:

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Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

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- Skip all descriptive information and surroundings—save it for the argument.
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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.

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- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
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- Do not present similar data more than once.
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Approach:

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- Give details of all of your remarks as much as possible, focusing on mechanisms.
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- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

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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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