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Covid-19 Pandemic on Women

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Highlights

Women's Perception of Air Pollution

Menstrual Hygiene Campaign in Rural India

Discovering Thoughts, Inventing Future

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The Revanchist City: Downtown Chicago and the Rhetoric of Redevelopment in Bronzeville

By Theodoric Manley, Jr., Avery S. Buffa & Caleb Dube
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Abstract- This paper examines and interprets the contrived cycle of disinvestment and reinvestment in Bronzeville—the original settlement area of Blacks in Chicago. The historical political, economic, and social policy of confinement and segregation in Chicago created a high concentration of public housing in Bronzeville. Data reveals that the disinvestment process in Bronzeville correlates with the concentration of public housing. As the cost of local, state, and federal practices to maintain and concentrate public housing in Bronzeville increased, a new public policy of housing demolition to create mixed income housing development, coupled with decline of Chicago's manufacturing base and subsequent rise in information and consumption-based economy, sparked reinvestment. Our data reveal that the process of disinvestment and reinvestment—gentrification—doesn't just happen by chance but in fact is socially contrived and planned. Under the rhetoric and language of being concerned for the well-being of the urban poor, the primary goal of downtown Chicago and other public and private interests is to reclaim urban space for the creation of a middle and White upper-class elite consumer base in Bronzeville, as well as a space of cultural consumption for tourists.

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The Revanchist City: Downtown Chicago and the Rhetoric of Redevelopment in Bronzeville

Theodoric Manley [α], Jr., Avery S. Buffa [σ] & Caleb Dube [ρ]

Abstract- This paper examines and interprets the contrived cycle of disinvestment and reinvestment in Bronzeville—the original settlement area of Blacks in Chicago. The historical political, economic, and social policy of confinement and segregation in Chicago created a high concentration of public housing in Bronzeville. Data reveals that the disinvestment process in Bronzeville correlates with the concentration of public housing. As the cost of local, state, and federal practices to maintain and concentrate public housing in Bronzeville increased, a new public policy of housing demolition to create mixed income housing development, coupled with decline of Chicago's manufacturing base and subsequent rise in information and consumption-based economy, sparked reinvestment. Our data reveal that the process of disinvestment and reinvestment—gentrification—doesn't just happen by chance but in fact is socially contrived and planned. Under the rhetoric and language of being concerned for the well-being of the urban poor, the primary goal of downtown Chicago and other public and private interests is to reclaim urban space for the creation of a middle and White upper-class elite consumer base in Bronzeville, as well as a space of cultural consumption for tourists. This process entails interlocking linkages between local, state, and federal resources tied to private developers, banks, savings and loan companies, and local media to construct a local growth machine to ultimately weed out the urban poor and minorities.

I. Introduction

The Chicago School of urban sociology relied on theories of land use economics and ecology to arrive at concepts like 'natural areas' and invasion and succession to analyze redevelopment in the built environment of Chicago (Park, Burgess and McKenzie, 1925; McKenzie, 1924; Alonso, 1978). These theories followed "rational" choice models of urban development where logical decisions were said to be made by calculated risks in an ever expanding or contracting market. Therefore, the built environment of the urban landscape is more a product of natural circumstances rather than contrived plans linked to the private and public interest of urban capital and city money (Suttles, 1972; Clark and Ferguson, 1983). Since the early 1980s, the process and practice of gentrification has become integral to the economic, political, and social composite of cities throughout the United States. The nascent efforts at gentrification in the 1980s soon expanded and in some cases exploded beyond small, elite urban enclaves; as major cities in the U.S. began experiencing gentrification *en masse* during the 1990s and continuing up until the present day. The so-called 1990s boom economy provided not only the needed capital for the bricks and mortars of gentrification (i.e. disposable income, building materials) but also the capital to assist mass culture's marketing of the urban and urbane to consumers (Mele, 2000). The efforts of political and economic elites to impose gentrification *en masse* in cities represent what Neil Smith characterizes in his book *The New Urban Frontier* (1996) as the "revanchist city."

The Revanchist City is the reclaiming of physical space in the urban frontier of cities by downtown growth machines in "reaction to the supposed 'theft'" of the city by minorities and the urban poor (Smith, 1996: 211; Logan and Molotch, 1987). In its hyper form the Revanchist City represents an urban territorial dispute between the cultural and class privileges of middle and White ruling class elites and overwhelmingly low-income people of color—the clear majority of whom are women with children. While the primary effort of middle class and White ruling class elites in the revanchist city are ultimately tied to reclaiming urban space, and defining it as homogeneous, this reality is often transparent as cultural and racial icons (i.e., low-income African American and Latino men, the homeless) are stereotyped by the local media, newspapers, and civic institutions as a threat to the safety and "vitality" of the city (Zukin, 1995). The response from city government to this threat is to, "mobilize police power to provide a cordon sanitaire to protect revenue-producing, upper-income consumers from potentially hostile—or at least worrisome—confrontation by an indigenous rabble," (Reed, 1999, p.92).

Certainly, the new urban frontier of the Revanchist City is not simply a late twentieth century phenomenon. The Revancist City has ideological antecedents in the historical vicissitudes of 'manifest destiny' in the United States with the violent treatment of

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Native Americans/Indians (e.g., Indian Removal Act of 1830 and their subsequent removal to 'reservations'), and African Americans (e.g., Enslavement, Lynching, Plessy vs. Ferguson, Restrictive Covenants, Redlining, and employment discrimination), as well as the forcible conquest of Mexico. The legal and extralegal practices of revanchist cities in the early and late twentieth century, to reclaim urban space, are found in the hyper-segregation of low-income African Americans and their subsequent social isolation reinforced by institutional discrimination and racism, as well as labor market segmentation (Massey and Denton, 1993; Steinberg, 1995). Therefore, whether it is former New York City mayor Rudolph Guiliani and police commissioner Bratton's "quality of life" policy initiatives or Chicago and its Mayoral legacy of King Richard I and King Richard II with the formers use of the Illinois Slum and Blighted Act of 1948 or the latter's use of Tax Increment Financing in the 21st century, a combination of elite political and economic policies have worked in concert to take back the city and make it amenable to its middle to White upper class residents and tourists. The actions and behaviors of the middle class and the White ruling elites in revanchist cities is "cloaked in the populist language of civic morality, family values, and neighborhood security" (Smith 1996:211; Zukin, 1995).

The city of Chicago is certainly representative of this revanchist pattern. Gentrification in Chicago is no longer isolated to Lincoln Park and pockets of Uptown and Edgewater but has spread as far north as Rogers Park; to the Near North Side (i.e., 'Old Town and River North'); to the Near South (i.e., the 'South Loop'); to the Near West and West Town (i.e., 'Buck Town' and 'Wicker Park') and; as far west as Lawndale (i.e, Homan Square). In recent years, three of Chicago's most racially and ethnically distinct communities, Pilsen (Mexican, Mexican-American), Humboldt Park (Puerto Rican), and Bronzeville (Black), have come face to face with rampant changes in community infrastructure and housing. Bronzeville—the original settlement area of Blacks in Chicago—provides a key example of how the classic cycle of disinvestment and reinvestment and the strategy of the revanchist city have conflated to gentrify the neighborhood. While much of the political and media discourse surrounding Bronzeville and the New South Side (see: Chicago Magazine, February 2004) centers upon the current *reinvestment* in Bronzeville, scant attention is paid to the years of protracted *disinvestment* by local, state, and federal government policies, as well as private sector stakeholders. The data provided in the paper examines how the gentrification of Bronzeville is not simply an out-growth of fluctuations in the economy or changes in consumer taste but of how gentrification is both contrived and planned. Therefore, it should be seen as no accident that the reinvestment in Bronzeville has neatly coincided with the city of Chicago's marketing of Bronzeville as an icon of Black culture and the Great Migration of Blacks to the Mid-west. Under the façade of multiculturalism and diversity Bronzeville is marketed as Chicago's epicenter for Black culture. Similar to the discussions around the reinvestment and revitalization of Bronzeville, the marketing of historic Bronzeville elides the long-standing history of segregation, discrimination, and institutional racism that exploited and undermined the life chances of the majority of Bronzeville's Black residents. The end result of this historical transformation led to a contrived policy of neighborhood disinvestment, public housing concentration, and Black confinement (see Hirsch, 1998). Under the rhetoric and language of being concerned for the well-being of the urban poor, the primary goal of downtown Chicago and other public and private interests is to reclaim urban space for the creation and reproduction of a middle and White ruling class consumer base in Bronzeville, as well as a space of cultural consumption for tourists. This process entails a history of interlocking linkages between local, state, and federal resources tied to private developers, banks, real estate companies, savings and loan companies, and local media to construct a local growth machine to ultimately weed out the urban poor and minorities (Feagin and Parker, 1990; Palen and London, 1984).

a) Disinvestment in Bronzeville

In the 50s and 60s, after the second wave of the Great Migration of Blacks to Chicago, the rhetoric and language of Mayor Richard J. Daley (a.k.a. King Richard I) was exemplified by the way he met the demand for Black housing by concentrating large tracts of public housing in Bronzeville. The language used then was to meet the needs of a growing Black constituency that had been disenfranchised by the regime of Martin Kennelly (Hirsch, 1998; Girmshaw, 1992). Yet, at the same time, King Richard I was set on assuaging the fears of his White voting constituents—who were threatening to move to the suburbs—by assuring them that the "theft" of their neighborhoods by Black demands for housing would not occur. It is well documented by Hirsch (1998) that King Richard I used his authority to persuade members of city council to build public housing contiguous with the expansion of the 'Black belt' (Hirsch, 1998) Moreover, while supporting a policy of racial segregation to avoid the loss of his White voting constituency to the suburbs, King Richard I invested in urban renewal in Bronzeville only when it was deemed necessary by private interest to attract Whites back to downtown Chicago (Hirsch, 1998). In 1966 King Richard I responded to Dr. Martin Luther King's visit to Chicago, and the King-led protest against housing segregation and discrimination, by eliding the tremendous efforts his administration contrived to confine the Black population to the South and West sides of Chicago.

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> "Well, I asked for their (King and his group) answer to the solution of any of these questions. And they had no solution. They had the recitation of the problem. But I said, 'how do you eliminate the slum and blight overnight?' What would you men do, that we haven't done in Chicago?"[3]

The urban renewal of Bronzeville in the 50s and 60s resulted in the removal of working class and working poor African Americans from the east side of Douglas (i.e. 26th to 35th Street bounded by King Drive and Lake Michigan—census tracts 3501 and 3510 see map below) and their subsequent relocation into public housing concentrated along the west side of Douglas (i.e., Dearborn Homes—census tract 3504 and State Way Gardens—census tract 3515) and Grand Boulevard (i.e., Robert Taylor Homes A and B—census tracts 3805, 3806, 3816, 3817—bordered by State and Federal streets and the Dan Ryan Expressway (i.e. Interstate 94)) (Hirsch 1998) (see map below—dark grey represents the community area of Douglas and light grey represents the community area of Grand Boulevard).

Map 1: Bronzeville Census Tracts: Douglas (dark grey) and Grand Boulevard (light grey) Community Areas of Chicago

The shifting of racial, class, and gender residential boundaries in Chicago, which dates back to the establishment of the Black Belt in the 1920s, has been a continual part of the city's policy of racial confinement and segregation of Blacks in public housing (Drake and Cayton, 1945; Spear, 1967; Hirsch, 1998). Just as in the 1940s and 1950s when the Illinois Redevelopment Act was enacted to address deterioration in both downtown and its surrounding 'slums,' the 1998 Bronzeville Redevelopment Plan (BRP) is a revanchist tool that the City is using for "working out a new geographical accommodation between races" (Ibid: 5) through capital.[3] The strategies that middle and White ruling class elite communities used in the urban renewal era of the 1950's, are the same as those used by private residential and commercial business developers today in Bronzeville. Hirsch tells us that during the period of the 50s "there was talk of age, obsolescence, neglect, uneconomic uses, but little mention was made of the changing color of the area's population" (Hirsch, 1998: 38).

b) Reinvestment in Bronzeville

In order to apply and make the label of Revanchist city "stick" to downtown Chicago we examine the current administration's position on the redevelopment of Bronzeville. In particular, we demonstrate that the city's revanchist program is evident in its stated and unstated intentions, and the rhetoric that was created to veil these intentions. The City of Chicago's policy and position on the redevelopment of Bronzeville is contained in several documents, among them the Bronzeville Redevelopment Plan and Project (BRP); 47th Street and King Drive Redevelopment Plan and Project and; City Ordinances adopting these plans. In addition to these, the city's position is contained in the development plans of other city agencies and federal bureaucracies (e.g., the Chicago Housing Authority's Transformation Plan and the United States Department of Housing and Urban Developments, Hope VI Plan).

On November 4, 1998 the city council of Chicago approved the Bronzeville Redevelopment Project Area Tax Increment Financing Program Plan (BRP). The purpose of this plan was to subsidize private financial and development investments in Bronzeville by significantly reducing the cost for land (i.e. the ground rent) made possible by a contrived city policy of housing confinement during the 50s and 60s in the city of Chicago. We argue that any analysis of the city's position should address the following questions: What is the rhetoric or language of redevelopment? What is being redeveloped? Who's in? Who's out?

i. *The rhetoric and language of redevelopment*

Our goal in this paper is to tie structure and agency to the process of understanding reinvestment in Bronzeville. To do so, we rely on redevelopment reports commissioned by key city institutions in Chicago and the speeches by Mayor Richard M. Daley (a.k.a. King Richard II) to assess the rhetoric and language of the Revanchist city in the 21st century (Smith, 1996; Feagin 1990; Harvey, 1985; Lefebvre, 1971). Structure involves institutions with a vested interest in profiting from the history of disinvestment in Bronzeville—these institutions include local, state, and federal government along with private financial, construction, and real estate companies—and their involvement in both disinvestment and reinvestment in Bronzeville. Agency refers to the middle and White ruling class elites that comprise a consumer bloc and hold key leaderships positions in public and private institutions where market based strategies and political and economic leverage is used to create cycles of disinvestment and reinvestment for their own programmatic gain. The notion of agency provides the framework for explaining the role individuals and group play at local, state, and federal levels and in private institutions. Indeed it is the government and private corporations that use the legal apparatus of decision-making to create economic incentives, usually in form of tax and land acquisition subsidies to development corporations and firms, to facilitate reinvestment. We recognize that economic classes and political institutions are abstract concepts and thus we focus on individuals and private sector organizations as the "basic element for building networks that make up and that locate institutions in

[3] Quoted from Eyes On the Prize II America at the Racial Crossroads: 1965 to 1985 "Two Societies 1965-1965"

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sociological space" (Feagin and Parker, 1990: 24). Furthermore, it is the actions of individuals and private organizations that inform, guide, and ultimately direct political and economic processes that benefit themselves and other elite interests, while simultaneously dictating who does and who does not have a voice regarding those political and economic processes (Reed, 1999).

To contextualize this framework we examine the City of Chicago's seemingly altruistic role in the reinvestment of Bronzeville, as a manifestation of revanchism. Some of the legal revanchist tools that the City of Chicago used can be found in federal programs such as HUD's HOPE VI (i.e., Housing Opportunities for Everyone); the Illinois Slum and Blighted Act of 1948; the 1949 Housing Act and; the 1954 Community Conservation Act. These legal tools are used in the speeches of Mayor Richard M. Daley as rhetoric to elide the historical legacy of racial segregation in Chicago and the long term disinvestment in Bronzeville promoted by his father the late Mayor Richard J. Daley (a.k.a. King Richard I).

As gentrification studies have shown another tool used by revanchist cities such as New York, is local culture or the "cultural mode of production" especially when visual and performing arts are being viewed as "high culture" (Smith 1996: 42-43; Zukin, 1995; Palen and London, 1984). The arts are used to cleanse and thus increase the value of a neighborhood before developers come in. In Bronzeville, the African American cultural heritage represented by the blues, jazz, gospel and its rich historical heritage found in the Great Migration (Drake and Cayton, 1945; Spear, 1967) is being used as a means of attracting middle and White ruling class elites to the neighborhood. This revanchism is evident in the Bronzeville Redevelopment Plan. The city of Chicago's rationale and rhetoric to undertake redevelopment in Bronzeville was to reduce or eliminate conditions which qualify the neighborhood as blighted. Nine out of the fourteen factors used to determine if an area is blighted were found to be present in Bronzeville, including such factors as housing age and dilapidation. Age was found to be present in 513 of 647 buildings (79.3%) and in 58 of the 103 blocks in the area. Dilapidation was found to exist in 139 of the 647 buildings (21.5%) and 33 of the 103 blocks (Bronzeville Plan 1998: 15-17). There was also the existence of depreciation of physical maintenance. Thus, the area was found to be in need of revitalization. The city (Bronzeville Plan 20) also wanted to "proactively implement the Plan's policies to protect, attract and support residential and commercial investment within the Area." The 47th and King Drive Eligibility Study (20) reiterates this position: "The eligibility findings indicate that the Study Area contains factors that qualify it as a Conservation Area in need of revitalization and that designation as a redevelopment project area will contribute to the long-term enhancement of the City."

In addition to removing blighted conditions in Bronzeville the city's policy was guided by the need to maintain "a balanced and viable economy" and "to preserve and enhance its existing historical communities" (Bronzeville Redevelopment Plan, 2) for the benefit of downtown. Some of the Plan's stated goals suggest this intention: for example, "to establish a link from Bronzeville to the City's tourist and convention industries." Although the plan does recognize that Bronzeville "…was at one time the center of the City's African American cultural, economic and social life—The Redevelopment Project Area still maintains some of the same elements that made it such a viable neighborhood in the past: *close proximity to the central business district* (our emphasis), excellent local/regional public transportation, easy accessibility to the City's lakefront and the Museum Campus. It is surrounded by McCormick Place on the north and the Museum of Science and Industry and the University of Chicago on the south and Lake Michigan to the east." In essence, while the rationale and rhetoric of the city to redevelop Bronzeville is veiled in blighted conditions, the language used in the plans for Bronzeville's redevelopment clearly link the city to reclaiming the neighborhood for the protection and benefit of downtown businesses and middle and White ruling class elites.

Previous city plans testify to the contention that the ultimate beneficiary of any neighborhood redevelopment in Chicago is downtown and the White ruling class elite (see Hirsch, 1998: 38; Cohen and Taylor, 2000: 217, 528). Since the noted examples of the 1898 Chicago World's Fair; the 1909 Plan of Chicago sponsored by the Commercial Club; the Burnham Plan of the 1930s; the Illinois Slum and Blighted Act of 1948; the Housing Act of 1949; the Community Conservation Act of 1954 and; the CHA's Transformation Plan of 2001—the entire city's redevelopment policy has been dictated by public and private White ruling class elites (Cohen and Taylor, 2000: 528-529). Similarly, the city's position on Bronzeville's redevelopment is driven by the same group. The city's goals and policies for growth and capital development strategies are premised on three major areas: centers of employment and commerce, the neighborhoods, and infrastructure and services. The maintenance of more attractive neighborhood's and economic incentives to neighborhood business and industry is healthy for the CBD or downtown (*Chicago Central Area Plan*, 1983).

What is being redeveloped—who's in and who's out?

Bronzeville at the end of the 20th century provided downtown Chicago, whose economic survival depends primarily on the service industry, an opportunity to bolster its economy through residential and commercial redevelopment and the tourist consumption of African American culture and heritage.

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African American cultural heritage, in particular blues, became a resource unique to the city that Chicago drew upon to market itself as a global city (Smith 1996: 38-39; Manley and Dube, 2001). Race to a large extent and class to a lesser extent were the cornerstones of the city's position on the neighborhood's redevelopment philosophy. Redevelopment happened at the expense of sitting residents of Bronzeville to benefit downtown and its immediate environment of middle and White ruling class elites and their institutions. According to the BRP (22) some of the strategies for redevelopment included promoting "amenities which would make" Bronzeville "attractive for new residential development," and "encouraging new residential development through the use of governmental mechanisms." The rhetoric of the agents of change in the 21st century is not new because the city of Chicago has had a history of racially motivated housing policies in Bronzeville since the 1920s (Spear, 1967; Hirsch, 1989).

The BRP and the 47th Street and King Drive Plan along with the Mayor's public speeches provide substance to interrogate the language and rhetoric of the city's economic reasons for redeveloping the neighborhood. In a speech on May 28, 1998 commemorating the development of $124 million new affordable rental housing units in neighborhoods throughout the city, Mayor Daley set the tone for the city's redevelopment strategy:

> "Thanks to the public and private partnerships that are a necessary component for a redevelopment project of this scope, many Chicago neighborhoods are truly coming alive. In a very short time, you will see this area of blight and urban decay transformed into a vibrant community where people can raise their kids in safety and the elderly will have public amenities right outside their front door. This will allow us to continue rebuilding the City of Chicago block by block and neighborhood by neighborhood."

In another speech on August 1, 2000, the Mayor reiterated the City's resolve to clean up the city from the 'threat' of encroaching blight and decay:

> "Over the past ten years, we have worked very hard to build a city where our children can learn, businesses can thrive and where we have neighborhoods that are affordable and enjoyable—a city where the water runs freely and streets are smooth and well-lit. We've invested more than $6 billion into our neighborhoods to achieve those goals. They are essential to maintaining quality of life for all Chicagoans. And, here in the 3rd Ward those investments are proving invaluable to old and new residents alike. They are very much a part of the rebirth of Bronzeville, an opportunity to return this historic part of Chicago back to the prominence it enjoyed for so many years. You just have to look around: the new Police headquarters, the Bronzeville Academy, the Chicago Bee Library, new, affordable homes throughout the area created through the City's New Homes for Chicago and City Lots for City Living programs…What's happening here in the 3rd Ward is happening throughout Chicago. When you improve housing, parks, schools, libraries and infrastructure, it attracts people to the community. Then businesses want to set up shop. They, in turn, attract more people and create new job opportunities."

The mayor does not link the reinvestment in Bronzeville to a history of contrived public policy disinvestment since the 1950s and up until the late 1980s. Also, we should note that what the Mayor fails to mention is while these improvements attract middle and White ruling classes to Bronzeville, they equally push out 2/3rds of low-income Blacks—most of whom are women and children. For example, the Chicago Housing Authority's Transformation Plan promises to provide 25,000 new or rehab units by 2009. These units are alleged to be available for the 25,000 CHA families that were housed in either Robert Taylor, State Way Gardens, or Washington Park and Madden-Wells homes that were slated for re-developed and "mixed-income' housing under Hope IV and other private and public funds. However, since 2003 the CHA demolished 13,909 units (67%) of the total while building less than 910 new public housing units in 2003 (less than 4% of the total required) (National Center on Poverty Law, 2003). The CHA is ahead of schedule in demolition while tremendously behind in building new and rehabilitated units for CHA families displaced by the Bronzeville Redevelopment Plan (BRP). The demolition of public housing in Bronzeville provided revanchist Chicago the rationale and rhetoric to reclaim public housing stock and the land on which it was sitting (Smith 1996: 62). The city capitalized on the federal government's rethinking of public housing as a bad practice because it isolated poor Blacks from mainstream society (Vanketesh, 2000). As noted, King Richard I used federally subsidized low-income housing to socially and economically isolate the poor from opportunities in the city creating a massive cycle of disinvestment coupled with financial and commercial decline (Neal 1999: 131). The BRP, 47th street and the King Drive Plan, and the mayor's speeches spell out the City's redevelopment strategy, mainly, through private enterprise and cultural heritage tourism. That is, before such redevelopment could occur, private investors (and tourists) demanded assurance that their investments would be safe from "those people living in the projects along State Street." In the BRP (10, 33) the City pledged "to create an environment in which private investment can occur…Public investments will create the appropriate environment to attract the level of private investment required for rebuilding the area." Another redevelopment strategy of the City was "cultural tourism." The language and rhetoric about the City's commitment to preserving African American heritage and culture in Bronzeville is a veil for reclaiming the neighborhood as a potential tourist destination.

Gentrification has always had a cultural or artistic element with the arts usually serving as a means or way to "tame" a neighborhood (Smith 1996: 15-20). One of the objectives of the 47th and King Drive Plan

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(15) sponsored by 3rd Ward alderwoman Dorothy Tillman is to "promote the Chicago Blues Entertainment District on 47th Street as a tourist attraction and excellent location for cultural and entertainment venues." The Mayor's statement on the African American Showcase of Homes, one of the accomplishments of the African American Home Builders Association, testifies to this strategy and is veiled in rhetorical language:

> "This project is a wonderful example of a community being built by its own residents. And that's exactly how Bronzeville became the center of African-American business and culture during the period between the two world wars. The members of the community built their own homes, churches, clubs and businesses. Families were strong, and people looked out for each other. The result was one of the strongest and most exciting neighborhoods, not just in Chicago but in the United States. Unfortunately, things went downhill after the war. From 1950 to 1990, Bronzeville lost almost two-thirds of its population, and when that happens, you're going to lose businesses and community anchors, as well. Fortunately, a great many Chicagoans were unwilling to let this historic community die."

The Revanchist rhetoric of King Richard II elides the prominent role King Richard I played as the American Pharaoh in Chicago (Cohen and Taylor, 2000). His support for and creation of policies to residentially confine and segregate the Black population in Chicago was coupled with the use of redlining by the federal government and private bank and real estate companies resulting in the largest concentration of public housing in Bronzeville and the United State. As Bronzeville became the dumping ground for public housing the Black institutions of the 30s and 40s that were the heart of soul of a city within a city, declined precipitously.

Another component of the Plan (12) was to: "Maintain and improve historically and architecturally significant structures and reestablish Bronzeville as a historical African American cultural center." Historically significant structures documented in *Black Metropolis Historic District* (BP: 2) were: the Chicago Bee Building, Chicago Defender, Eight Regiment Armory, Liberty Life/Supreme Life Insurance Co., Overton Hygienic, Douglas national Bank, Sunset café/Grand Terrace Café, Unity Hall, Wabash Avenue YMCA, and Victory Monument. The 47th Street and King Drive Plan (7), it seems, was put in place specifically to tap into the neighborhood's history, heritage and cultural potential primarily for the benefit of downtown businesses. The blues and jazz traditions were envisaged as a means of speeding up the "clean-up" of the neighborhood. In other cities such as New York that experienced similar gentrification processes, culture and art via artists served as "pioneers" before the arrival of incoming middle and White ruling class elites (Smith 1996: 24-25). In Bronzeville, the process was slightly different in that it was more of the cultural product, the historic cultural district, than artists that was used to sanitize and attract middle and White ruling class elites to the neighborhood catering to the cultural consumption preferences of this group. The cultural district became another part of the rhetoric to renew the strength and vitality of the neighborhood.

> "While the area has become known for persistent poverty and crime, the spirit and culture of the residents remain. Many have worked tirelessly to create the resources and energy needed for the area's revival. In recent years, the proposed developments on 47th Street Blues District and the 47th Street Cultural Center have sparked hope for a rebirth. The current cultural influences extend beyond jazz and blues to rap music and multi-media visual arts. With this wonderful cultural infrastructure and social capital, the Douglas/Grand Boulevard Community Area has an opportunity to set the cultural and economic agenda for the City and influence both the national and international scenes for years to come. The preservation of this cultural heritage will, in fact, celebrate Chicago's rich diversity."

Carefully crafted rhetoric, whose main objective is to veil the revanchist agenda of the City, is contained in both the redevelopment plans and public speeches by the Mayor. The rhetoric is built around notions of supporting and maintaining ethnic identity, minorities, women, and low income residents, and the elderly while at the same time removing a vast majority of these groups from the area through displacement and relocation assistance.

II. Results

The gentrification of Bronzeville illustrates and illuminates how redevelopment and its corollary—reinvestment—are intricately connected to the historically contrived plans that led to the neighborhoods disinvestment from 1950s to the late 1980s. In Chicago, disinvestment and reinvestment are part of a cycle of urban redevelopment that began in the 1950's with city, state, and federal policies enacted to promote vast amounts of disinvestment in Bronzeville by concentrating public housing in the community while simultaneously building a small enclave on the east side of Douglas between 26th to 35th Streets to protect private interest represented by downtown capital—Marshall Fields & Company—and local private and public institutions in Bronzeville, mainly the Michael Reese Hospital and the Illinois Institute Technology (IIT) (Hirsch, 1998; see Map 1 census tracts 3502, 3501 and 3510). Investment in the "mixed income" apartments and condominiums of South Commons, Prairie Shores, and Lake Meadows was the first stage in the plan to bring middle class and White ruling elites into Bronzeville. At the same time, Major Richard J. Daley simultaneously located on the western boundary of Douglas and Grand Boulevard (along State Street from 35th to 55th Street see Map 1) the largest concentration of public housing in the United States; the building of these housing developments alone demonstrated the power

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of downtown Chicago to keep public housing out of white working and middle class neighborhoods (Hirsch, 1998).

a) The Rent Gap

One concept that has been developed in the literature on gentrification and is used to measure the revanchist city hypothesis outlined in this paper is the *devalorization* cycle measured by the size of the 'rent gap' in Revanchist cities (Smith, 1979 and 1996). This cycle entails a set of racialized decisions—made by public policy makers, private financial institutions, developers, landlords, and real estate agents—to determine the best and most profitable time to reclaim and reinvest in the value of property in disinvested areas (Smith and LeFaivre, 1984: 49; Omi and Winant, 1994). The devalorization cycle includes five stages. The first stage is the appearance of new construction or the first cycle of use that occurred in the 1950s when Downtown capital and local, state, and federal interest converged to produce the Chicago Land Clearance Commission (CLCC) to make way for the building of South Commons, Prairie Shores, and Lake Meadows in the 1960s. The area where these new "mixed income" housing complexes were slated for development was defined as "slum and blighted" under the Illinois Slum and Blighted Act of 1948 (Hirsch, 1998). However, as noted above, the city and downtown private interest simultaneously built public housing on the western border of Bronzeville which led to the second stage of the devalorization cycle.

In the second stage there is a transition to landlord control and disinvestment of financial savings and loans institutions and retail and commercial establishments. This stage is linked to a plan to disinvest in the core infrastructure of the community. That is, the construction of mixed income apartments on the eastern border of Douglas was contiguous with the Lakefront, Michael Reese Hospital, and the McCormick center—all areas with anchored institutions and employees that needed residential space close to work. These developments were built with spacious picture windows and out door patios resembling hotel complexes along the water fronts of Hawaii or Miami. Thus, the rhetoric about mixed-income housing in the 60s was another revanchist strategy for attaching subsidized housing to market development (Smith 1996: 24-25, 46). Along the western border and further south through Bronzeville, housing projects took up vast amounts of land leading to a cycle of landlord control and the White flight of private financial and savings institutions, commercial and retail establishments, and the eventual flight of the Black working and middle class. This process was also steered on by the practices of the Federal Housing Administration (FHA) and its discriminatory policies which led to the third stage—redlining.

Redlining was made possible by the FHA, the Home Owners Loan Corporation, and the blockbusting tactics (fourth stage) of real estate brokers who took advantage of White homeowners by encouraging them to sell their homes soon before the value of their property declines because of Black 'invasion' (Hirsch, 1998; Massey and Denton, 1993; Mahoney, 1995). The final stage is abandonment. The result of the devalorization cycle is the creation of a rent gap.

The devalorization cycle accomplishes a systematic decrease in the ground rent of a neighborhood. The end product of the cycle is reflected in lower median rent for an area and a relatively low median home value in the selling price for structures in a disinvested area (Smith and LeFaivre, 1984: 50). The *rent gap*, the primary variable to analyze when disinvestment is occurring over a long period of time, is the percent change in the median value of housing and the median rent over time. When the percent change in the median value of housing falls below or near the percent change in the median rent, an area is said to be ready for reinvestment because this is when the "value gap" or the highest profit can be made by private developers, financial institutions, and real estate brokers (Smith, 1996). Thus, the rent gap is the maximum difference between the percent change in median rent and median home value. When both the median rent and home value are at their lowest, reinvestment is predicted to begin. City officials, private developers, land speculators, and real estate brokers take full advantage of low cost land, especially when they've been initiated by long-term plans and policies for a specific area. The rent gap is expressed when developers take advantage of the low median value of housing that has fallen below the median rent and purchase at a low price property for rehabbing and new construction while all along making low mortgage and interest payments with a large return in profits from the sale or rent of the property (Smith and LeFaivre, 1984). What follows is a dissection of Bronzeville into the Douglas and Grand Boulevard community areas of Chicago to measure the historical patterns and trends that gave rise to the cycle of disinvestment and reinvestment in the area.

i. *The Rent Gap in Bronzeville: Douglas*

The Douglas community area of Bronzeville (see Map 1) is contiguous to the lake and the South Loop—Downtown areas of Chicago. It is in Douglas where the first urban renewal effort took place to reclaim the eastern border of the community area adjacent to the Lakefront, Michael Reese Hospital, and the McCormick Center. Figure 1 below depicts trend data from 1960 to 2000. Between 1960 and 1970 the percent change in median rent was (34.4%) compared to a negative percent change in median home value (-5.8%) (See Figure 1).

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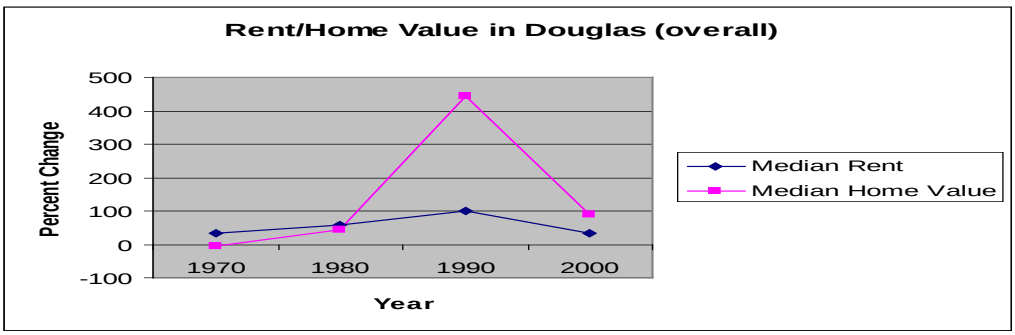


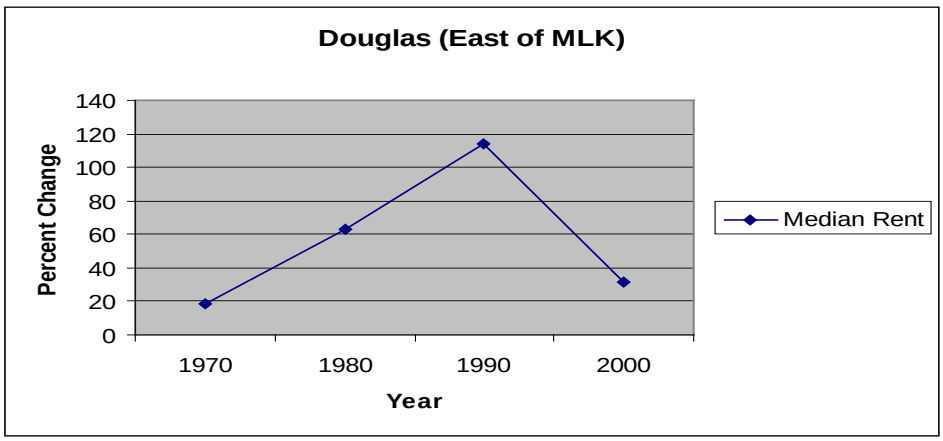
Source: U.S. Census Bureau

Figure 1: Douglas Percent Change Median Rent and Home Value (1960-2000)

The data point for 1970 represents a twenty year period of disinvestment and stagnation in the median rent and median home vale in the Douglas area of Bronzeville. Portions of the area were declared 'slum and blighted' and new 'mixed income' apartments were built. The negative percent change in median home values between 1960 and 1970 represented the first step in the devalorization process as housing prices began to fall along with stagnation in median rent. Between 1970 and 1980 the percent change in median rent rose (59.3%), up roughly 25%, while the percent change in median home value rose as well (42.7%). This change represented the urban renewal investment on the eastside of Douglas during the 1960s with the building of South Commons, Prairie Shores, and Lake Meadows (See Figure 2). Between 1980 and 1990 a cycle of reinvestment surged in the Douglas area of Bronzeville as the percent change in median home value went up ten times (444%) while the percent change in median rent only doubled (101.1%). The phenomenal percent change in median home value represents the profit made from disinvestment when the ground rent (median rent value) stagnated in 60s, 70s and 80s, signaling cheap prices for houses and vacant land. We contend that from 1950 to the late1980s the Douglas area of Bronzeville was in a contrived cycle of disinvestment while being primed for reinvestment that would occur in the area between1980-1990—to take full advantage of the rent gap. Although the percent change in median home value and median rent declined to (90.4%) and (32%) between 1990 and 2000 there is still roughly a 60% rent gap of profit (see Figure 1 above).

ii. *Douglas East*

To more accurately determine the size of rent gaps in the Douglas area of Bronzeville we divided the Douglas area into east and west. Our dividing line was Martin Luther King Drive (formally South Parkway). Our rational was based on awareness of the historical disinvestment in the area, south and west in Douglas—especially the building of two housing developments south of 35th Street and east of King Drive; the Ida B. Wells and Madden Park homes (built in 1948 and 1962 respectively), the Dearborn Homes (1954) and State Way Gardens (1958). Data on median home value was not available for the time frame 1960-1990 and, we suspect it is a direct result of the clearing of land for the concentration of public housing along the southeast boarder of Douglas bounded by Cottage Grove to the east, Martin Luther King Drive to the west and 39th Street to south. Figure 2 shows the percent change in median rent for the east side of Douglas from 1960-2000. The percent change in median rent between 1960 and 1970 was less than 20% (18.5%).



Source: U.S. Census Bureau

Figure 2: Douglas East-side Percent Change in Median Rent 1960-2000

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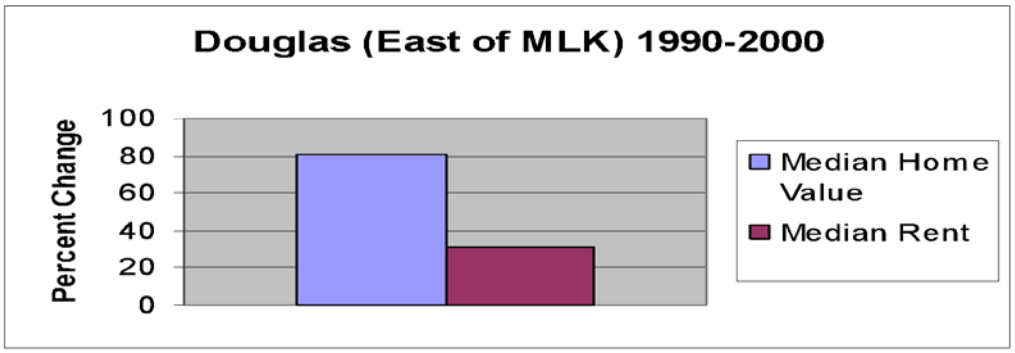
It is rose between 1970 and 1980 (62.7%) as a result of the urban renewal completed on the east side of Douglas between 26th and 35th Streets along Martin Luther King Drive. The percent change in median rent continued to climb and reached a high of just under 120% before falling to a percent change of less than 30% by 2000. In 1990 median home value data became available (see Figure 3 below).



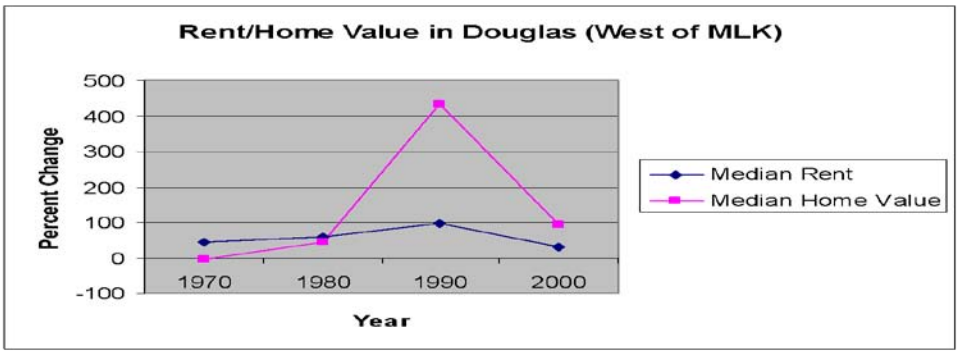
Source: U.S. Census Bureau

Figure 3: Percent Change in Median Home Value and Rent in East Douglas 1990-2000

Between 1990 and 2000 the percent change in median home value was (81.1%) while median rent was (31.1%)—evidencing a rent gap as the percent change in the median value of homes in east Douglas was over half the percent change in median rent.

iii. *Douglas West*

The rent gaps in Douglas west are comparable to the overall area of Douglas. The percent change in median home value between 1960 and 1970 was (-5.8%) compared to the percent change in median rent (42.6%) (see figure 4).



Source: U.S. Census Bureau

Figure 4: Douglas West-side Percent Change in Median Rent 1960-2000

As with the overall data for the Douglas area of Bronzeville the percent change in median rent is flat or stagnate, rising modestly in comparison to the enormous percent change in median home value between 1980 and 1990 (431.6 %) compared to (96.5%) for percent change in median rent (see Figure 4). In fact, the percent change in median home value between 1980 and 1990 was over ten times the percent change in median home value between 1970 and 1980 (42.7%). As with the overall results for Douglas, the east and west side comparisons show that private developers, financial institutions, and real estate brokers made huge profits in the housing market of Douglas evidencing the intricate relationship between the devalorization process (disinvestment) and the rent gap (reinvestment).

b) The Rent Gap in Bronzeville: Grand Boulevard

The Grand Boulevard area of Bronzeville is located between 39th Street and 51st Street and bound by Cottage Grove, on the east, and Federal Boulevard, on the west (See Map 1). It was affected quite differently by the initial urban renewal process in Douglas. It did not receive any urban renewal resources for "mixed-income" development but instead became home to the largest concentration of public housing in Chicago and the United States. In Grand Boulevard alone, there are five public housing developments—Ida B. Wells Extension—Washington Park, Robert Taylor Homes (the largest); Darrow Homes, Calumet Homes, and the Prairie Court Homes. The Darrow and Calumet homes have been demolished, while only three buildings out of

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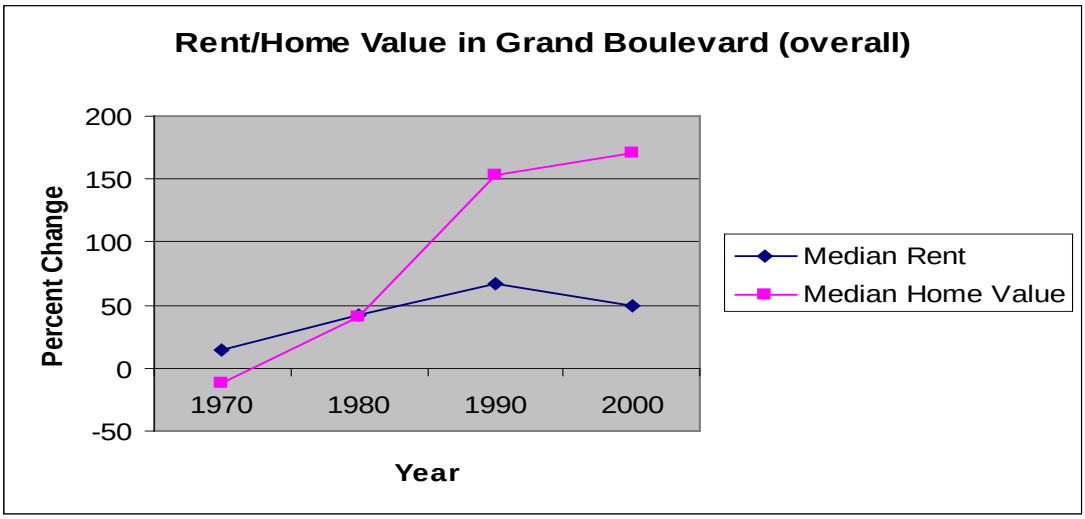
twenty-eight remain of the Robert Taylor Homes. The process of disinvestment in Grand Boulevard while remarkably similar to Douglas is less dramatic in terms of the profits made from the rent gap. Indeed, because it is further south of the city and not contiguous to the Lakefront, the rate of profit from the rent gap has been slower but still evidential. Figure 4 shows between 1960 and 1970 the dramatic impact the concentration of public housing in Grand Boulevard had on disinvestment. The percent change in median home value (-12.7%) fell well below the stagnant percent change in median rent (13.6%). Both percent change in median home value and median rent converged between 1970 and 1980 because developers took advantage of the low prices for homes and land in the area ($15,000) in 1970. Between 1980 and 1990 a rent gap emerged. The percent change in median home value almost quadrupled (153.3%) compared to 1980 (41.2%). The percent change in median rent inclined slightly during the same period but at a much slower rate of change (67.6%). The growth in median home value doubled the percent change in median rent (see Figure 5 below).



Source: U.S. Census Bureau

Figure 5: Grand Boulevard Percent Change in Median Rents and Home Value (1960-2000)

While the percent change in median home value between 1990 and 2000 continued to increase in the Grand Boulevard portion of Bronzeville the percent change in median rents declined during this same period. The reason for this increase in the rent gap is that the construction of new single family homes and town homes was the dominant industry in Grand Boulevard while investment in multi-family rental housing was on the wane. Still, the profits from the rent gap are not as large as those found in the Douglas area overall and east/west. Nevertheless, the rent gap between 1990 and 2000 as measured by the difference of percent change in median home value (170.6%) and the percent change in median rent (50.1%) tripled in the Grand Boulevard area of Bronzeville.

i. *Grand Boulevard East*

The east side of Grand Boulevard is contiguous with the community areas of Oakland and Kenwood/Hyde Park; the latter is home to the University of Chicago. The east side of Grand Boulevard is bound by King Drive on the west and Cottage Grove on the east between 39th and 51st Streets (see Map 1). Arnold Hirsch (1989) brilliantly documented the efforts of the University of Chicago and local community organizations in the 50s and 60s to conserve the Kenwood/Hyde Park area from the potential in-migration of low-income African Americans. The Community Conservation Act of 1954 assisted the University of Chicago in purchasing land to reclaim areas on the fringes of the neighborhood adjacent to Washington Park and east Grand Boulevard—the infamous 'Black Belt.' These actions were consistent with the cities building of more public housing on the east side of Grand Boulevard to further confine low-income and working poor African Americans. To achieve this, the city built the Ida B. Wells extensions—Madden Park, Darrow Homes, and Washington Park Homes.

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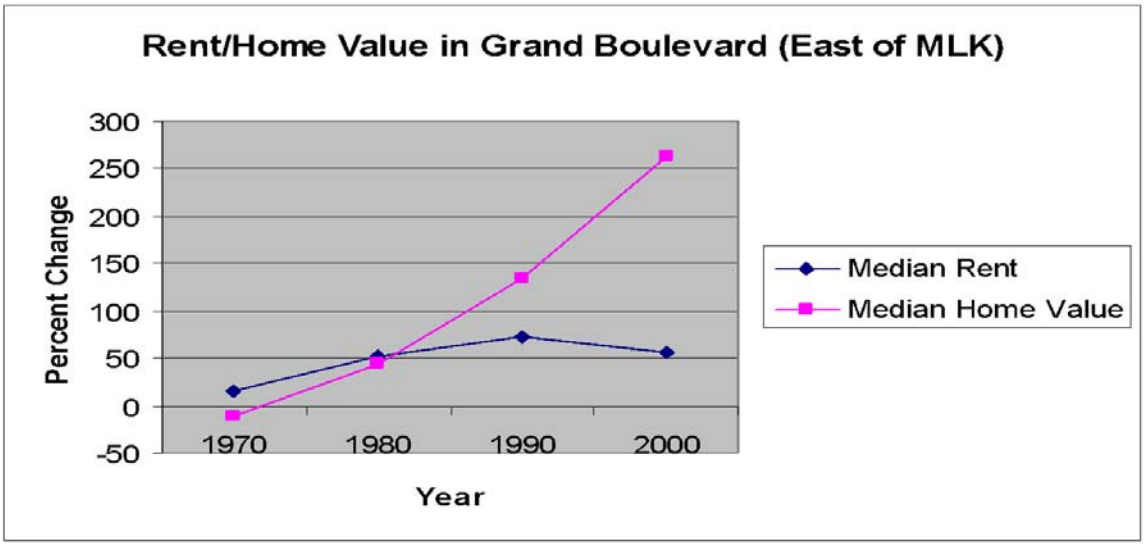
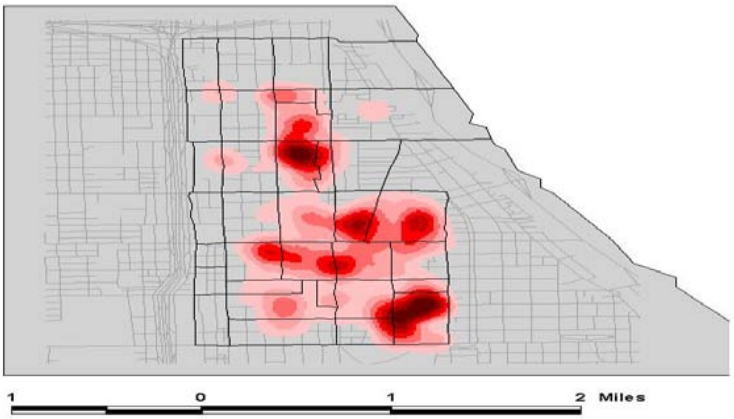


Source: U.S. Census Bureau

Figure 6: Percent Change in Median Home Vale and Rent for Grand Boulevard East) (1960-2000)

The trend data in Figure 6 (see above) confirm the disinvestment on the east side of Grand Boulevard from 1950 to 1980. The percent change in median home value from 1960 to 1970 was -11.7% while the percent change in median rent was modest and stagnant 15.3% (see Figure 6). The reinvestment in the community occurred when the ground rent was at its "lowest"—indicative of low home and land prices, stagnating rents, and vacant lots. Thus, Bronzeville through the devalorization/disinvestment cycle is primed for profit (reinvestment) with most of the beneficiaries tied to the city of Chicago's middle and White ruling class elites, private developers, bankers, land speculators, and real estate brokers.

The modest increase in the percent change in median home value and rent between 1970 and 1980 was followed by a three time increase in the percent change in median home value (from 44% to 133.7%) from 1980 to 1990. The reinvestment along the eastside of Grand Boulevard continued from 1990 to 2000 with the percent change in median home value increasing to 263.1%. Meanwhile the percent change in median rent declined from 1990 to 2000 (71.9% to 56.4%) along the east side of Grand Boulevard. This is a result of the new housing vintage on the east side of Grand Boulevard comprised mostly of single family homes, Town Homes, and Condominiums. The available rental market on the east side of Grand Boulevard is shrinking. The reinvestment in Grand Boulevard east is contiguous with the recent reinvestments plans in the Chicago community areas of Oakland and the western border of Kenwood/Hyde Park. Moreover, reinvestment on the east side of Grand Boulevard correlates with the high density of vacant lots in the same area (see Density Maps 2 and 3).



Source: Black Metropolis Physical Quality of Life Database

Map 2: Density of New Construction in Bronzeville 2000-2004

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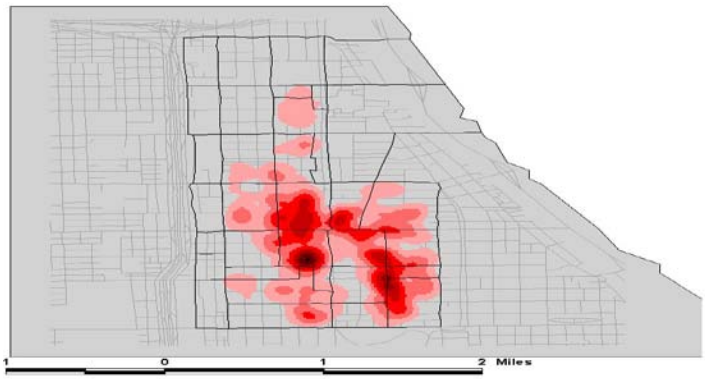


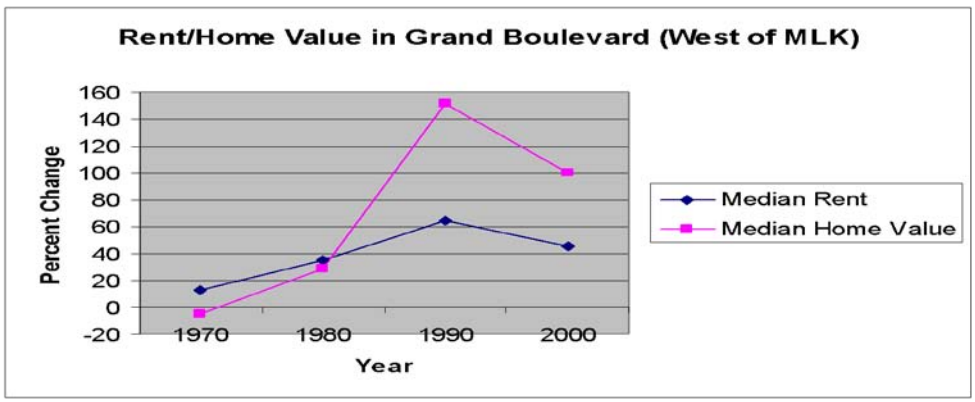
Source: Black Metropolis Physical Quality of Life Database

Map 3: Density of Vacant Lots in Bronzeville 200-2003

The above two Density maps show significant over lap of reinvestment areas and vacant lots in Bronzeville specifically on the east side of Bronzeville were the highest densities are located.

ii. *Grand Boulevard West*

The west side of Grand Boulevard is bounded by King Drive on the east and Federal Boulevard on the west between 39th and 51st Streets (See Map 1). Located on the far west side of Grand Boulevard are the Robert Taylor Homes found between State and Federal Streets and extending from 39th to 51st Streets. Figure 7 shows that reinvestment on the west side is not expanding at the rate of growth found on the east side of Grand Boulevard. Although the same reinvestment cycle and profit pattern is consistent with the east side of Grand Boulevard the percent change in median home value and rent declined between 1990 and 2000 (see Figure 7 below).



Source: U.S. Census Bureau

Figure 7: Percent Change in Median Home Value and Rent West Side of Grand Boulevard 1960-2000.

We predict that these slow rates of growth on the west side of Grand Boulevard will expand with the completion of the demolition of the Robert Taylor Homes and the proposed "mixed income" development plans for the area by the City of Chicago Housing Authority's Transformation Plan and the Hope V1 Housing and Urban Development Plan.

c) *Future Growth Projections*

A ten-year projection was done to examine the growth of the rent gap in Bronzeville to 2010 (See Figure 8). The polynomial equation below estimates that the median value of homes in Bronzeville will reach $400,000.000 by 2010 ($R^2$ is .9975).

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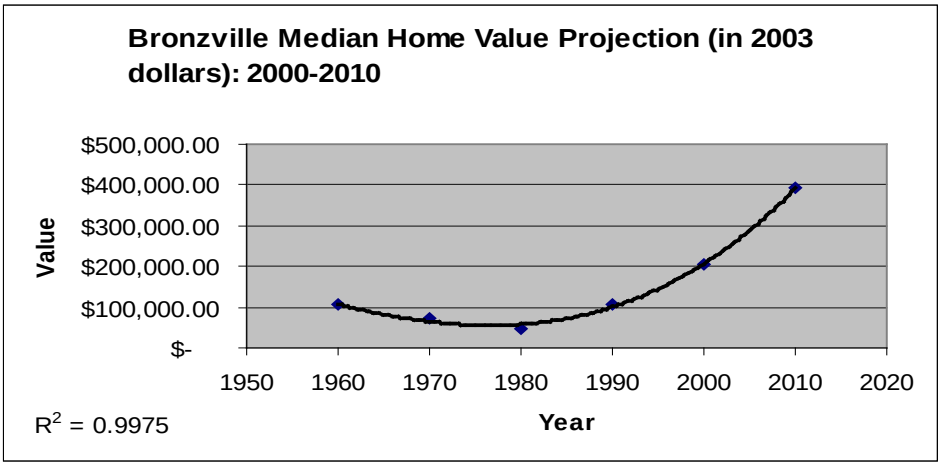

Figure 8: 2010 Projections in Median Home Value

A second ten-year projection of median rent (see Figure 9) estimates that rents will climb slightly above the 1960 median rent value of approximately $500.00 (R^2 is .8934). Thus, by 2010 a rent gap of $399, 500.00 is estimated to be the profit made in Bronzeville per household from the new construction and remodeling of condominiums, town homes, and single family housing stock vintage. Moreover, the population of Bronzeville declined steadily from 1960 to 1990; leveling off by 2000. A ten-year projection estimates that the population of Bronzeville will begin to increase (see Figure 10).

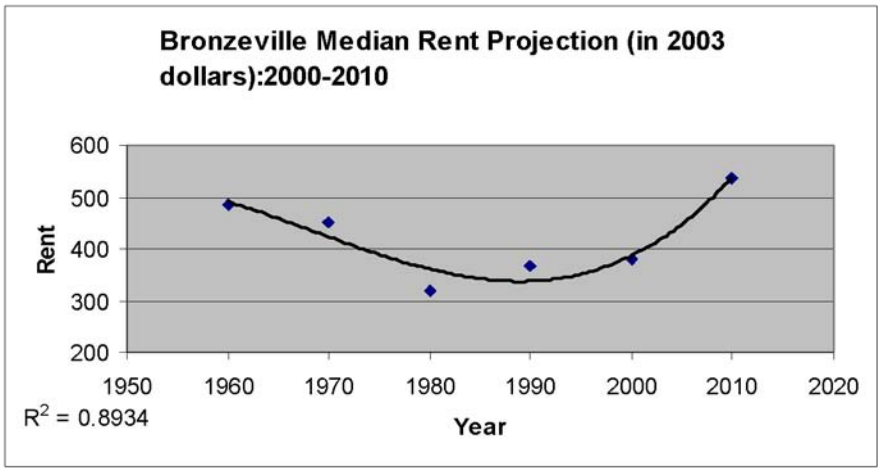

Figure 9: 2010 Projections in Median Rent

By the year 2010 the Bronzeville population is estimated to climb back to its population size in 1980 (see Figure 10 below).

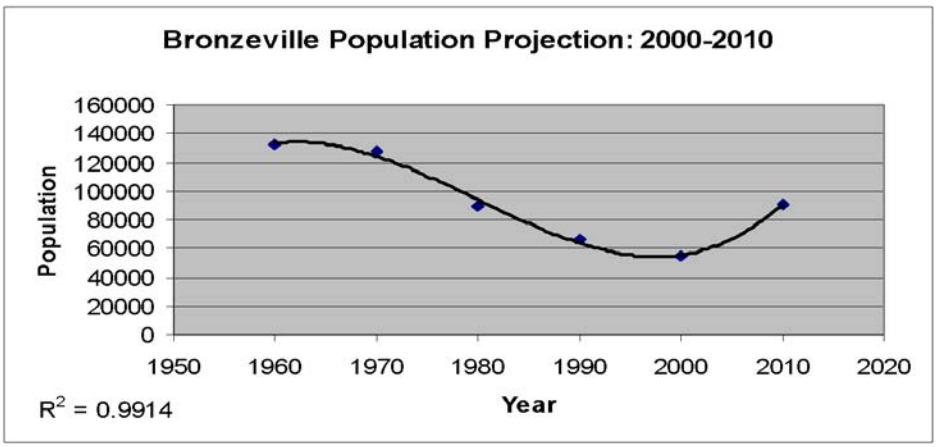

Figure 10: 2010 Population Projection

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So who's in and who's out? Our projection for the Black population in Bronzeville reveals a steep decline from 92% in 2000 to an estimated 85% by 2010 (R^2 is .9835) (see Figure 11). Alternatively, our projection for the White population reveals a remarkable and steady increase from 4% in 2000 to just over 14% by 2010 (R^2 is 1) (See Figure 12).

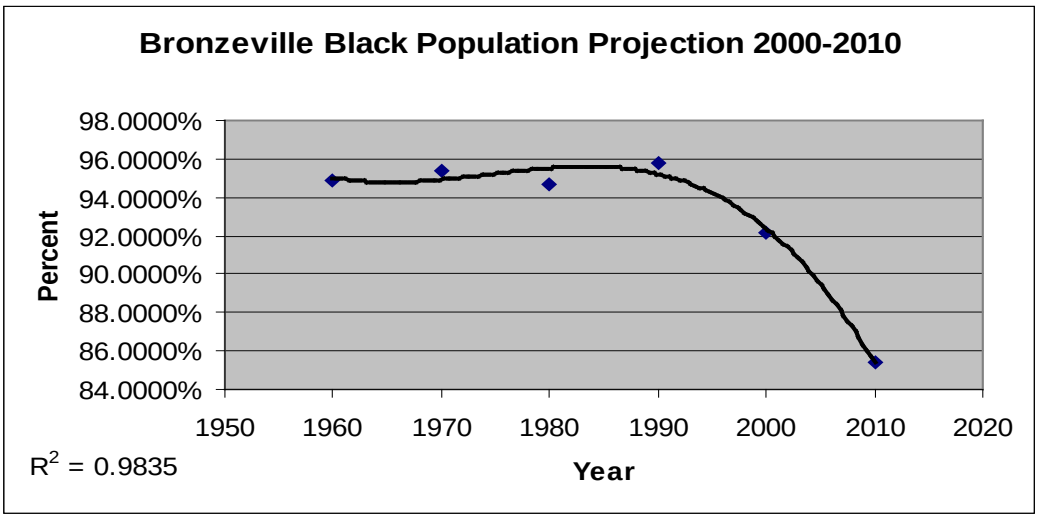

Figure 11: 2010 Black Population Projection

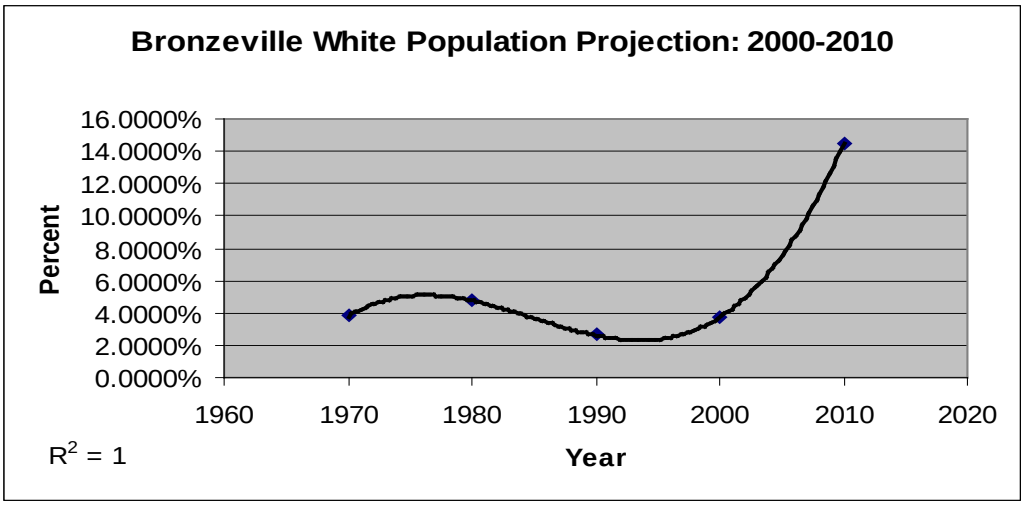

Figure 12: 2010 White Population Projection

III. Discussion

The recent reinvestment in the Bronzeville community of Chicago fits the Revanchist City model outlined in the beginning of this paper. The city of Chicago historically disinvested in Bronzeville by concentrating the largest public housing complexes in the community to confine inner city low-income, working poor, and indigent Black populations. Investments on the east side of Douglas in the 1950s and 60s were consistent with the City's reclaiming of areas contiguous to downtown from those population groups stigmatized or stereotyped as a threat by private and public city, local, state, and federal institutions and businesses. The contemporary reclaiming of Bronzeville by middle and White ruling class elites is evident in the Hope VI plan (see Figure 12 below).

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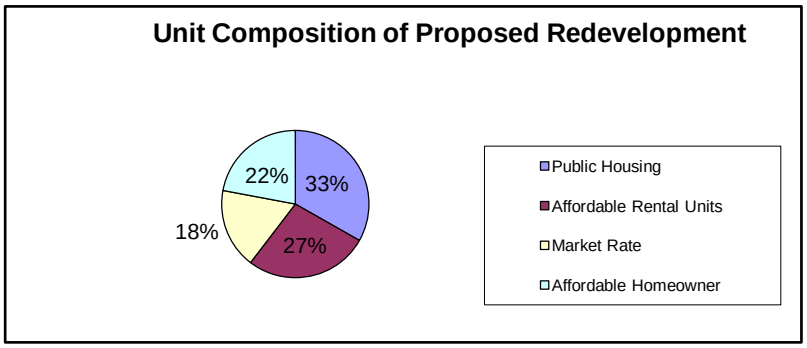

Source: Robert Taylor Homes – Phase A 2001 HOPE VI Application June 22, 2001

Figure 13: Robert Taylor HOPE VI Redevelopment Unit Composition of Proposed Development

The plans allows for only a third of housing development tenants to remain in the area. Of the third, all will have to meet stringent requirements to gain approval to stay in the community (e.g., the one strike rule of no late lease compliances, no criminal or drug record and, no pending cases with the Illinois Department of Children and Family services) (The View From The Ground One Strike Discussion on WBEZ 06/17/2002).

The efforts of downtown Chicago have historically been tied to a cycle of disinvestment and reinvestment in Bronzeville—its eventual gentrification and absorption by downtown capital and middle and White ruling class elites. The rent gap, the final outcome of a contrived devalorization cycle, indicates how low the median home value and rents (ground rent) are allowed to go before the area is declared 'slum and blighted' and prime for reinvestment and the reclaiming of the area by middle and White ruling class elites, officials, private developers and their financial and real estate agents.

IV. Conclusion

The new urban frontier of the Revanchist City fully describes the patterns and trends involved in the devalorization cycle that captures the intricate link between disinvestment and reinvestment—with the end result of gentrification and massive displacement of poor and working poor families (Smith, 1996). The Chicago School of urban sociology typically relied on theories of land use economics and 'natural areas' to analyze redevelopment in the built environment of Chicago. These theories followed "rational" choice models of urban development where logical decisions were said to be made by calculated risks in an expanding or contracting market. Therefore, the built environment of the urban landscape is more a product of natural circumstances rather than contrived plans linked to the private and public interest of urban capital and city money (Alonso, 1978). We affirm that the gentrification of Bronzeville is tied to a new urban frontier of the Revanchist City. We articulate the 'racialized' transformations that were historically grounded in the vicissitudes of evolving plans and practices dating back to the first wave of Blacks to Chicago during the Great Migration (Spear, 1967; Drake and Cayton, 1945; Hirsch, 1998; Massey and Denton, 1993; Omi and Winant, 1994). The historical and contemporary evidence substantiate that the massive disinvestment and now, reinvestment in Bronzeville are not rooted in beneficent private and public policies but rather, are tied to a racial code of confinement and displacement that has been the historical and contemporary treatment of low-income, working poor and indigent African Americans in Chicago since 1890. We have demonstrated in this paper how the rhetoric and language of local politicians in the 50 and 60s to simultaneously reclaim and disinvestment in Bronzeville are remarkably similar to the rhetoric and language of reinvestment in Bronzeville in the 21st century. The data provided in the paper evidence how the disinvestment and reinvestment in Bronzeville is tied to a rent gap that is not simply an out-growth of fluctuations in the economy or changes in consumer taste but of how gentrification is both contrived and planned. Therefore, it should be seen as no accident that reinvestment in Bronzeville neatly coincided with the city of Chicago's marketing of Bronzeville as an icon of Black culture and the Great Migration of Blacks to the Mid-west. Under the façade of multiculturalism and diversity Bronzeville is marketed as Chicago's epicenter for Black culture. Similar to the discussions around the reinvestment and revitalization of Bronzeville, the marketing of historic Bronzeville elides the long standing history of segregation, discrimination, and institutional racism that exploited and undermined the life chances of the majority of Bronzeville's Black residents. The end result of this historical transformation led to a contrived policy of neighborhood disinvestment, public housing concentration, and Black confinement (see Hirsch, 1989). Today, under the rhetoric and language of being concerned for the well-being of the urban poor, the primary goal of downtown Chicago and other public and private interests is to reclaim urban space for the

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creation and reproduction of a middle and White ruling class elite consumer base in Bronzeville, as well as a space of cultural consumption for tourists. This process entails a history of interlocking linkages between local, state, and federal resources tied to private developers, banks, real estate companies, savings and loan companies, and local media to construct a local growth machine to ultimately weed out the urban poor and minorities (Feagin and Parker, 1990; Palen and London, 1984).

The effort in this paper is to expose how a well known policy of racial segregation in Chicago can be hidden by the rhetoric and language of safety and community quality while eliding the city's direct role in orchestrating historical plans for the contemporary demise of low-income, working poor, and indigent Blacks in Bronzeville (Vanketash, 2000).

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[4] This project was support by junior and senior students from the following high schools in Chicago: Dusable, Kenwood Academy, Phillips, Senn, North Lawndale College Prep, Jones Academy, and North Side College Prep.

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The Impact of Covid-19 Pandemic on Women Entrepreneurs: An Analysis from Socio-Economic Perspective in Rangpur City Corporation, Bangladesh

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Abstract- Women entrepreneurship has already proven itself as a key to ensuring women's empowerment. It typically brings a positive change in attitudes and behaviors of family members and society towards them. The worldwide pandemic situation due to Covid-19 has exacerbated the overall condition of women entrepreneurs. This study specifically explores and evaluates the socio-economic impacts of the Covid-19 pandemic on women entrepreneurs in Rangpur City Corporation, Bangladesh. It is a descriptive study and it involves the collection of both qualitative and quantitative evidence about the impact of Covid-19 on women entrepreneurs in Rangpur City Corporation. This study reveals that the negative consequences of Covid- 19 have extensive and critical influences on women's lives and livelihoods. At the end of this article, a few measures have been suggested, which are based on our research findings, for overcoming the socio-economic challenges and upgrading the status of Women Entrepreneurs.

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The Impact of Covid-19 Pandemic on Women Entrepreneurs: An Analysis from Socio-Economic Perspective in Rangpur City Corporation, Bangladesh

Md. Abdul Monnaf [α] & Marufa Rahman [σ]

Abstract- Women entrepreneurship has already proven itself as a key to ensuring women's empowerment. It typically brings a positive change in attitudes and behaviors of family members and society towards them. The worldwide pandemic situation due to Covid-19 has exacerbated the overall condition of women entrepreneurs. This study specifically explores and evaluates the socio-economic impacts of the Covid-19 pandemic on women entrepreneurs in Rangpur City Corporation, Bangladesh. It is a descriptive study and it involves the collection of both qualitative and quantitative evidence about the impact of Covid-19 on women entrepreneurs in Rangpur City Corporation. This study reveals that the negative consequences of Covid- 19 have extensive and critical influences on women's lives and livelihoods. At the end of this article, a few measures have been suggested, which are based on our research findings, for overcoming the socio-economic challenges and upgrading the status of Women Entrepreneurs.

I. Introduction

Entrepreneurship plays a crucial role in global economic growth (De Vita et al., 2014). It is essential for the growth and well-being of nations (Herrington and Kew, 2017). Even though it has typically been viewed as a male-dominated activity, new studies have shown the importance of women's contributions [5]. Women's entrepreneurial activities continue to draw widespread recognition [6]. Over the last decade, the number of women starting and managing their own businesses has increased significantly [8]. It has been booming and making a massive contribution to economic activity, and it has the potential to alleviate unemployment, particularly in developing nations [9]. It has been identified as a catalyst for economic growth in developing nations, since it plays a significant role in creating jobs, promoting women's rights, and eradicating poverty (De Vita et al., 2014).

Women's entrepreneurship refers to owning of an enterprise (Nazneen et al., 2017). According to the definition given in the Industrial Policy 2016, a female is an entrepreneur if she is the owner or proprietor of a privately-run business, organization or owns at least 51% share in a joint venture or company listed with the Registrar of Joint Stock Companies and Firms (Nazneen et al., 2017). It is encouraging to see a "new women entrepreneurial class" emerge in Bangladesh, rising to the challenge of working in a male-dominated, intense, and complex commercial and financial setting (Brush and Hisrich, 1999). Entrepreneurship has been a popular choice of career among Bangladeshi women (Lubna & Parvin, 2017). With the support of microcredit, SMEs, and extended government initiatives, women in Bangladesh are actively engaged in various aspects of the economy (Chowdhury, 2011). As a result, women's entrepreneurship is on the rise in our country (MIDAS, 2009: 32). Despite societal and economic obstacles, women entrepreneurs have made considerable progress [1]; and women business owners have made a significant contribution [2]. Women in Bangladesh have made substantial progress in the last decade, coming out of the household to partake in the economy [2].

However, the COVID-19 pandemic has slowed its growth (Mujeri, 2019); COVID-19 pandemics have afflicted the majority of entrepreneurs (seriously and sporadically) due to a complete lockdown and mobility restriction (Ismael et al., 2021). COVID-19, a disease that is caused by the SARS-COV-2 (Severe Acute Respiratory Syndrome Coronavirus 2), was initially reported in China's Hubei Province right before the end of 2019 [10]. Since being reported to the World Health Organization (WHO) by the Chinese government on December 31, 2019, and later proclaimed a pandemic by the WHO on March 11, 2020 [11]. COVID-19 was detected for the first time on March 8, 2020, in Bangladesh [12]. A new complicated reality has emerged with the necessity for social distancing, isolation and, lockdown measures due to the COVID-19 pandemic [13]. As the whole globe fights to combat the COVID-19 pandemic, its impact on the global economy is growing [14]; the COVID-1 9 pandemic seems to have had a severe impact on women's enterprises than the economic downturn of 2008–2009 or other worldwide recessions. The quick spread of the causative new coronavirus has made the situation substantially worse [15]. The consequences of the COVID-19 pandemic are not just limited to health-related problems, but also have a significant social and economic impact [16]. Coronavirus disease 2019 (COVID-19) has ravaged the globe, killing hundreds of millions of people, crippling economies, closing

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borders, and spreading misery on an unparalleled scale [17]. A worldwide socio-economic impasse has been formed, forcing the majority of the people to isolate inside their homes, while the remainder of the population has been engaged in unequal internecine fight against it [16]. Women have less social protection than males. Women have an even worse capacity to withstand economic shocks than males [18].

This study is based on data for Rangpur City Corporation, Bangladesh. Rangpur City Corporation Arena has a bright prospect for women entrepreneurship as labor is still relatively cheap and communications with other parts of the country are very good. Hence, despite considerable productive and efficient human resources, women entrepreneurs in Rangpur City Corporation Arena are facing multi-dimensional social and economic constraints due to the Covid-19 pandemic. This study desires to identify the socio-economic impact of Covid-19 on women entrepreneurs in Rangpur City Corporation Arena, Bangladesh.

II. Objectives of the Study

a) Broad Objective of the study

Despite the importance of women's entrepreneurship, little research has been focused on the socio-economic impact of Covid-19 pandemic on women entrepreneurship in Bangladesh. The main purpose of this study is to identify the socio-economic impact of the Covid-19 pandemic on women entrepreneurs in Rangpur City Corporation, Bangladesh, in line with their problems and prospects.

b) Specific Objectives of the study

The specific objectives of this study are:

- To identify the problems regarding women entrepreneurship during the pandemic
- To identify the socio-economic barriers and obstacles women entrepreneurs have experienced during the Covid-19 Pandemic
- To identify the gendered socio-economic obstacles women entrepreneurs have faced during the Covid-19 Pandemic
- To identify the position and situation of women entrepreneurs in family and social life, including their economic contribution and decision making pattern in the family during the pandemic.

III. Background of the Study

Bangladesh is a developing country in the South Asian subcontinent. It is a resource-constrained and overcrowded country with a highly stratified society where services and opportunities are defined by gender, class, financial status and location [19]. Without a doubt, Bangladeshi women entrepreneurs lag behind in comparison to their male counterparts in terms of economic engagement, leadership, and empowerment (Hoque et al., 2020). Women entrepreneurs face significant challenges, such as difficulty in obtaining loans and start-up capital, a lack of formal support (such as supportive public policies, access to financial institutions, and professional training programs), and limitations on their movement and opportunity to connect and expand their businesses [2]. Women have limited access to and use of skill-training programs offered by several ministries and NGOs [20].

Bangladesh is one, among the countries most afflicted by the pandemic [15]. What the Covid-19 has done that it aggravates an already challenging situation [1]. The COVID-19 pandemic has wreaked havoc on enterprises worldwide, especially in Bangladesh [13]. Almost any business in any field may now experience revenue loss on a regular basis (Rogers et al., 2020; Vagal et al., 2020) due to the COVID-19 pandemic [23]. It has impacted businesses of all sizes and industries, but smaller enterprises, such as micro, small, and medium enterprises, have been struck most severely [13]. Orders were withdrawn, and stock keeps increasing. Supply networks were interrupted, and a lack of raw materials in the local market caused many people to go to neighboring cities for supplies following the lockdown. Business expenses increased as a result of rising travel costs to deliver the products or services [2]. Many of these enterprises are experiencing significant growth decreases (Mohapatra, 2021). A lot of small enterprises were on the verge of going out of business [24].

The COVID-19 pandemic has caused severe socioeconomic problems across the world, with notably negative consequences [25], has also had a profound impact on women's economic stability [26]. Women have been disproportionately affected by the Covid-19 pandemic throughout the world; a shocking 87 percent of female entrepreneurs believe they have been negatively impacted [27]. Bangladesh has been rated last among 58 economies in the Mastercard Index of Women Entrepreneurs for 2020, indicating that it is one of the most difficult countries for women to start a business [28]. The index examines how women in business are making progress throughout the world, highlighting the socioeconomic elements that help and hinder their success, and assigning a rating to the 58 economies studied [1].

The COVID-19 pandemic is likely to have harmed women entrepreneurs' mental health. Some entrepreneurs who fail may realize that entrepreneurship is not for them, but we believe that those who persevere will have developed methods to manage with high levels of stress [29]. Frustration, loneliness, and concerns about the future are likely to have resulted from the confinement (Kritikos et al., 2020), these are also risk factors for mental illnesses of women entrepreneurs (Banerjee & Rai, 2020). Since the schools are closed

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so children are at home, many parents said they spent considerably more time caring for their children, compelling them to work late at night on their enterprises after completing domestic tasks [2]. COVID-19 is no exception to the rule that the effects of crises are seldom gender-neutral [30]. Gender-based violence is also made more likely by a lack of education and economic hardship. Women who lack sufficient financial means are unable to flee violent spouses and are more vulnerable to sexual exploitation and trafficking [30].

Rangpur City Corporation is considered as the centre of economic and trade centre of Northern Districts of Bangladesh. Many women entrepreneurs are running their enterprises in Rangpur City Corporation. Access to e-commerce with the development of telecommunication and technology, the number is increasing day by day. But no one is out of the impact of the global pandemic due to Covid-19 virus. They are also experiencing the impact of Covid-19. This study is focused to identify the socio-economic impact of Covid-19 on women entrepreneur in Rangpur City, Bangladesh.

IV. Literature Review

Women entrepreneurs are becoming as key actors in the national economy, according to research, and they constitute the fastest growing category of entrepreneurship globally, drawing the attention of many scholars in recent years. According to the accumulated literature, women can make a major contribution to entrepreneurial activity and economic growth in terms of creating new employment and raising GDP, with favorable effects on poverty reduction and social exclusion [31]. Women's entrepreneurship is on the rise in both developed and developing nations, according to studies from the Organization for Economic Co-operation and Development (OECD). In several nations, the number of women-owned enterprises and their turnover are rapidly expanding [32]. There are not numerous academic or literary works on Covid-19 pandemic and women entrepreneurship. Also there are not too many but some quality works on women entrepreneurs, among those a number of available literature have been reviewed which are directly or passively related to the objectives of this work. Among them the most important reviewed literature has been given below:

Lubna & Parvin (2017) says that "An entrepreneur is a person who possesses the entrepreneurial qualities, bears the risk provides capital and uses them in setting up business. They generate innovative business ideas, take new business opportunities, make investment by themselves or borrow, take risk and enjoy profit as a reward of their endeavor and expand the business."

Begum (1993) defines an entrepreneur as someone who develops and maintains a business or economic activity. According to Khanka (2002), women entrepreneurs are individuals who invent, replicate, or adopt a commercial activity. When new sorts of entrepreneurs develop in the future, such as STEM entrepreneurs, gig entrepreneurs, and technology entrepreneurs, new definitions will be required. Aktaruzzaman (2001) identifies self-confidence, result-oriented, risk-taking, leadership, innovation, and future-oriented are the traits of women entrepreneurs.

According to Nawaz (2009), in order to become an entrepreneur, women must seek for possibilities, appraise them, and turn them into profitable businesses. Information is now available to everyone thanks to the revolution in information technology. As a result, at both the stage of searching for investment possibilities and the stage of implementing the chosen opportunity, women must possess excellent skills and extensive knowledge in order to receive and analyze information.

According to Hisrich and Lerner (1997), women entrepreneurs can play a critical role in the growth of the small company sector. Women entrepreneurs, they feel, can play an important role in improving emerging economies.

Sultana (2006) acknowledges that without women's engagement in the country's development sectors, no progress can be made. In today's global economy, women's engagement is critical in reducing poverty, playing an active role in the economy, and contributing to GDP. In a nutshell, their engagement leads to transforming to a society's whole economy.

According to Braun (2011), women entrepreneurs have improved their living conditions and gained greater respect in the family and society. The dual participation of governmental and non-governmental financial institutions, as well as other support services institutions and government policy supports, has resulted in success.

Dorothy Tembo, Executive Director of International Trade Centre, claims that although the pandemic has reached every part of the globe, the economic earthquake released by COVID-19 does not affect everyone in the same manner. MSMEs have been particularly exposed to the effects of the crisis since they have fewer means to weather the storm (International Trade Centre, 2020).

According to O'Sullivan (2021), epidemics and pandemics do not come and go, and hence have an influence on the economy and society. Consider the cholera outbreak of the early 1830s in France (and other parts of central Europe), when hospitals were overburdened with patients whose maladies doctors couldn't explain. Capaldi et al., (2012) stated that women entrepreneurs suffer higher hardship in

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reconstructing their livelihoods, with adverse conditions such as limited access to financial services. Gender-based violence is also on the rise, as women are forced to live with their abusers while their families struggle financially. Then there are the concerns surrounding the pandemic's reaction. Approximately 243 million women are believed to have been sexually or physically abused by an intimate partner in the previous year. Many of these ladies have been stuck with their abuser for a long time. Domestic abuse reports increased by 30% in the first week after France imposed its curfew. It happened in dozens of other nations as well.

According to Muhammad et al. (2021), the coronavirus (COVID-19) pandemic has had significant economic consequences, placing women businesses at danger of losing revenue and sales growth. The pandemic has presented another another danger to women-owned enterprises, in addition to the socioeconomic and cultural restraints that women face. Because these firms are unstable, necessity-driven, and suffer various societal/institutional limitations, the impact on women entrepreneurs in the informal sector demands special consideration.

Watanabe & Omori (2020) stated that people who used both the offline and internet markets in Japan before the pandemic converted to just utilizing the online market because to the COVID-19. This can be a crucial factor for flourishing women entrepreneurship in Japan.

According to James and Navaneethakrishnan (2020), in Sri Lanka, minimizing approaches and modalities to mitigate COVID-19 have come at a great financial and societal cost, and have severely harmed SMEs, due to the scarcity of raw material, a decrease in both international and domestic sales and services, troubles in repaying loans and interest, termination of orders, a severe cash deficit (inflows) and lack of cash reserves (even problems with salary and energy costs), financial limitations regarding recalling the employees to work, and the expense of minimizing workplace accidents is significant. COVID-19 tactics, lack of fresh orders, and so forth.

According to Wenham et al (2020), global closures to control the spread of the coronavirus may have had a compounding effect on women's physical and psychological health, as they were burdened with additional caregiving responsibilities in addition to other household chores, with little to no support from male family members.

Hossain and Rahman, (1999), Chowdhury (2000) and Tambunan (2009) confers that women in Bangladesh are more vulnerable to illiteracy, deprivation, lack of information, disorganized, powerless or underrepresented political representation, inflexible social conventions, and mistreatment by their male counterparts. These obstacles must be eliminated in order for women's entrepreneurship to thrive.

Haidar & Akhtar (1999) stated that women entrepreneurs in Bangladesh have gone a long way in breaking down the barriers of societal norms and stereotypes that have kept women out of business, even though in the beginning they merely worked for survival.

Sultana (2012) stated that in Bangladesh, women entrepreneurs are mostly associated with SMEs "due to their access to finance, funding capital through SME loans, and other supportive programs by the government and other bodies". They also possess lack of information needed to assess the risk of doing business, which is a significant determinant of women's entrepreneurial growth (Rahman, Hossain, & Miah, 2000).

Based on the literature reviewed thus far, it is clear that much more research on women's formal and informal entrepreneurship, particularly the problems and responsibilities of women's enterprises in emerging economies, is required. The pandemic has unveiled a novel challenge to women-owned enterprises, in addition to the socioeconomic limits that women suffer. This study is concerned to find the socio-economic impact of Covid-19 on women entrepreneurs in Rangpur City Corporation, Bangladesh.

V. Conceptual Framework

This portion offers a conceptual framework to show how the Covid-19 pandemic has affected the socio-economic conditions of women entrepreneurs in Rangpur City Corporation Arena.

Entrepreneurship can be defined as the process of using private initiatives to transform a business concept into a new venture or to grow or diversify an existing venture or enterprise. Women entrepreneurs can be defined as women running their own enterprises within the formal or informal sector. Women's entrepreneurship has an important influence on their social position, economic empowerment, social equality, self-reliance, gender equality, and self-inspiration. At the same time, it has a substantial socioeconomic impact since it enables women to generate more income for their families, achieve economic independence, increase employment for themselves and others, and expedite the economic growth process (Al-Hossienie, 2011).

Women's entrepreneurship is influenced by factors such as the source of finance, the initial investment, training, gender, education, age, the longevity of the enterprise, and monthly revenues (Karim, 2001). To prevent the spread of infection, the authorities enforced a countrywide lockdown. A multiplier impact has resulted from the pandemic and its corresponding lockdowns. Women and girls are frequently the ones who bear the brunt of all of this, since they are hampered by gender and economic inequities, as well as deeply ingrained social

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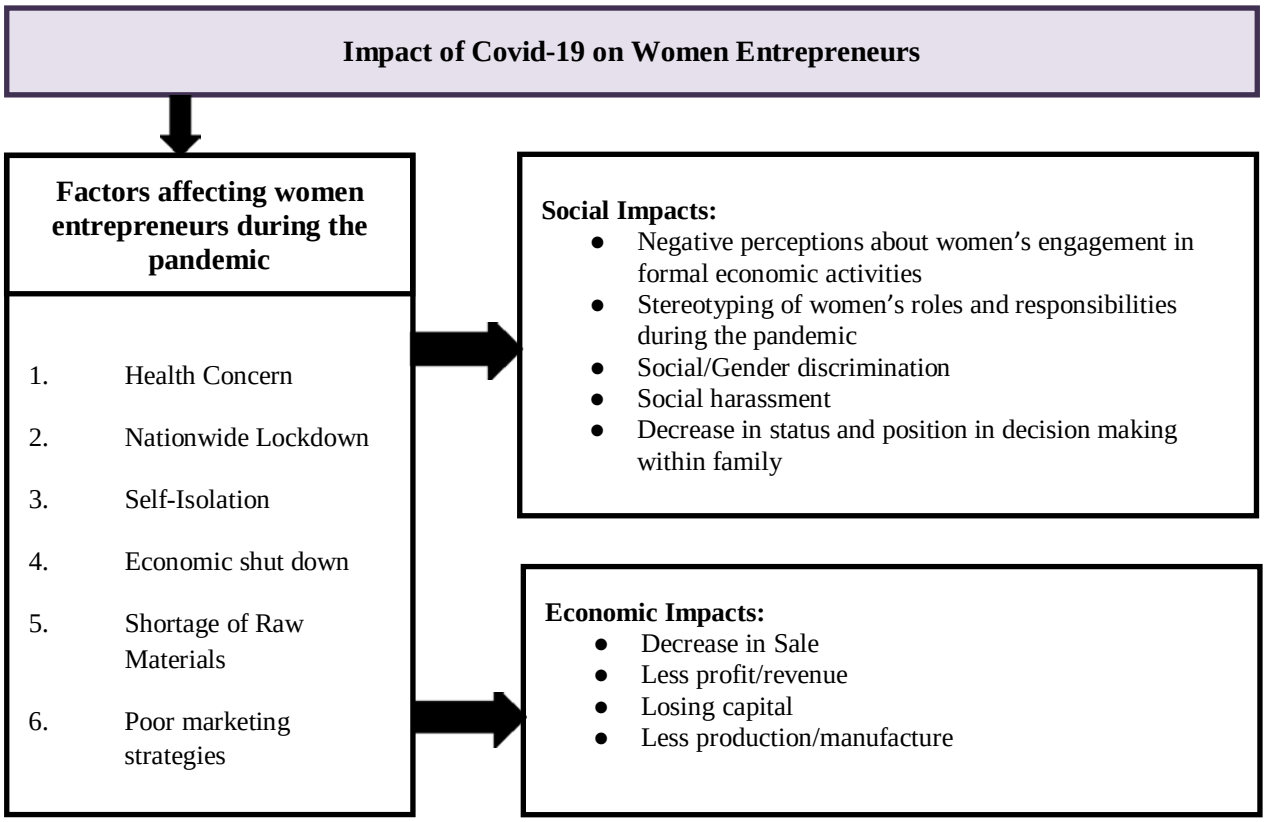
conventions. It has an impact on women-owned businesses, which are particularly sensitive to shocks and recessions (Manolova et al., 2020) by decreasing the number of consumers for their products/services. Women's participation in various enterprises has diverse outcomes. Access to inexpensive finance for a very small loan (to manage working capital) has proven difficult, and even when such loans are available, the conditions for obtaining them are not favorable to women-owned businesses. Furthermore, the repayment of current loans has added to the stress. Age, ownership, family support, and the type of the enterprise are all socioeconomic factors that impact sales volume and performance (Brixiová et al., 2020; OECD, 2020).

This conceptual model was prepared with a view to focusing on women entrepreneurs' socio-economic challenges, barriers and limitations due to the pandemic and whose entrepreneurial attempts were badly affected by the ongoing COVID-19 pandemic.



The study has found that different forms of gender-based violence (GBV) such as physical assaults, battering etc. also are associated with the socio-economic impacts of Covid-19 on women entrepreneurs' results in psychological disorders like-Frustration, loneliness, severe depression, self-harm and etc.

VI. Methodology

The study is a descriptive study and it involves the collection of both qualitative and quantitative evidence about the impact of Covid-19 on women entrepreneurs in Rangpur City Corporation, Bangladesh. Both qualitative and quantitative research approaches and procedures have been applied to explore pertinent information for this study. Here, quantitative evidence helps to analyze qualitative study. This chapter describes the entire methodology underlying this research. This exploratory research tries to explore/identify the impacts of Covid-19 pandemic on women entrepreneurs in Rangpur City, Bangladesh. The major steps and procedures those have been followed to finalize this study were as follows:

a) Study Area

Considering all the circumstances and the pandemic situation due to the spread out of fatal Covid-19 virus, Rangpur City Corporation, Bangladesh, was selected as the the study area of this study. As I am currently living in Rangpur, so this study area is quite feasible and easy accessible for me considering the pandemic situation rather any other places or cities in Bangladesh.

b) Sources of Data

In this research, data were collected from primary and secondary sources. And both types of data were applied to conduct this study.

i. *Primary Data Sources*

Primary data were collected from women entrepreneurs in Rangpur City Corporation, Bangladesh through face to face (direct) interviews, using a mix-structured questionnaire.

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ii. *Secondary Data Sources*

Secondary data were collected from books, reputed journals, articles, mainstream online news portals.

c) Questionnaire Preparation

A mix-structured open-ended and close-ended questionnaire was prepared to collect the primary information from the respondents for the study. The questionnaires were framed by using both close and open ended questions. The questionnaire was classified into individual segments on the basis of the nature of information:

a. Demographic information,
b. Information related to the business enterprise, and
c. Information related to the socio-economic impact of Covid-19 on women entrepreneurship.

The questionnaire was comprised of approximately 32 questions. For each interview about forty- five minutes were needed. There were some alternative options to answer the questions and the options were pre-coded which helped with the data analysis by using computer software packages. The questionnaire was pre-tested by respondents before collecting ultimate field data.

d) Data Processing and Quality Control

The one to one interview method has been used in this study. A cross checking mechanism was introduced to ensure the quality of data. The filled questionnaire has been numbered and cheeked for completeness, clarity, and consistency at the end of the interview. Data have been cleaned up and irrelevant materials sorted out. Most of the variables were pre-coded. Statistical tools have been used to process the quantitative data. Primary data were coded right after field study. Primary data were also stored in digital and easy accessible storage for any further cross-checking with the concern that if any incident occur, like-steal, damage by insects and etc. After completion of the field study, the raw data were inserted into dedicated software for social science research called SPSS. All the data were compiled for processing and analyzed manually. The primary data were processed according to the intention and desire to meet the objective of this study. On the other hand, qualitative data have been used to process based on the subject of the study as well as the research questions and maintained the sequence of the proposed chapters of the research report.

e) Data Analyzing

The data have been analyzed and interpreted by using descriptive as well as inferential statistical analysis. Different computer software like MS Excel and MS word were used to describe and make interferences from the data where applicable. Both the Quantit ative and Qualitative data have also been analyzed and discussed in this research.

f) Population of the Study

The populations of this study are women entrepreneurs in Rangpur City Corporation, Bangladesh, whose enterprises have been affected by the pandemic due to the worldwide spread of Covid-19.

g) Sampling Procedure

A pre-selected sector wise random sampling procedure has been used in the selection of respondents from Rangpur City, Bangladesh. Data were collected from the field through the use of random sampling. Women Entrepreneurs have been categorized into the following categories-

1. *Agro-based women entrepreneurs:* concerned with vegetables and fruit production.
2. *Wholesale and Retail Trade-base women entrepreneurs:* concerned with selling domestic appliances.
3. *Lifestyle and Fashion-based women entrepreneurs:* concerned with selling beauty products and designed clothes.
4. *Online-based Women Entrepreneurs:* mainly concerned with online food delivery services.
5. *Tech-based Women Entrepreneurs:* provide tech-based services inside the city area.

The whole data collection process was based on the main and specific objectives of the study. The total sample size was 25.

h) Study Variables

The variables of this study includes- women entrepreneurship as an independent variable; and the impact of Covid-19 on women entrepreneurs- de crease in orders and sales, social barriers and challenges, economic hurdles and access to loan services or government incentives, lack of training, access to ICT etc. are the dependent variables.

i) Limitations of the Study

A short-time research work is difficult to do right and ensure the maximum fairness. As a young researcher lacking of further experience in any prior research work, is also a cause for bearing some limitations in this research. Again the pandemic situation has always created a huge challenge to accomplish my field work at ease. Furthermore, the research study utilized more qualitative approach than quantitative approach. More encompassing both qualitative and quantitative paradigms could enhance the understanding of the issues from different epistemological and ontological positions. Since, the study is an empirical one based on field-work through interviewing 25 women entrepreneurs of Rangpur City

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Corporation, Bangladesh. Some obvious limitations of this study are as follows-

- Time limitation is the most important problem for this study
- Data collection through primary source or through interview was a rigorous and time consuming matter.
- Further, it was also found that women entrepreneurs have a tend to disclose lower income and higher expenses. They think that this would help them to get more credit.
- Collecting correct information from women entrepreneurs is a very difficult task.
- Sometimes data is not available or accessing data is very difficult in Covid-19 pandemic situation.
- Data may not be robust enough to identify and explain complex issues
- Some of the respondent was not capable to finish the interview fully at the first attempt considering the health cautions, personal hygiene, customer attendance, business meeting, instructing employees and etc.
- Lacking of financial aid or any funding opportunities, I was bound to travel within short distances and reduce other costs when conducting field works, which has barred me to convulse my research area.

VII. Findings and Discussion

The effects of the global COVID-19 pandemic are devastating. It is not limited to health problems only, but it has an adverse effects on many sectors. These adverse effects are also being felt in the economic and social sectors of the country. Women's enterprises are already affected by so many challenges and barriers that the new struck of COVID-19 pandemic have exaggerated the previous challenges and barriers and also brought new dimensions of challenges for them in their socio-economic spheres. The negative effects of COVID-19 pandemic have influence on women's lives and livelihoods are far-reaching and of special importance. This study solely tries to identify the socio-economic impacts of COVID-19 pandemic on women entrepreneurs.

a) *Factors holding back women entrepreneurs during the pandemic*

The current world-wide pandemic situation due to fatal Covid-19 virus has disproportionately affected all aspects and activities of women entrepreneurs. In Rangpur City Corporation Arena the scenario is almost same in comparison with the whole world. 92 percentages of women entrepreneurs in Rangpur City Corporation Arena have faced social barriers and challenges during the pandemic situation, 88 percentages of women entrepreneurs in Rangpur City Corporation Arena have faced economic challenges, 98 percentages of the respondents have lack of managerial skills.

b) *Economic challenges faced by women entrepreneurs in business due to COVID-19 pandemic*

Women in Bangladesh continue to have less access to financing, productive resources, services, and opportunities than men, putting them at a disadvantage in terms of participating in and contributing to socioeconomic development. Access to enough finance is, without a doubt, a significant barrier for female entrepreneurs. Many women in Bangladesh's Rangpur City Corporation have established their enterprises with insufficient resources of fund, and working capital is one of the most pressing concerns for new enterprises, affecting their growth and survival rates. The COVID-19 pandemic has worsened their economic supports and exaggerated their financial crisis they have ever faced during their whole entrepreneurial tenure. 88 percentages of women entrepreneurs of this study have acknowledged that they are going through financial crisis due to the pandemic along with facing- including- Lack of Capital, More production cost, Decrease in Sale, Decrease in production, Fail to pay off installment of loans, Lack of new sources of financial aid, Low margin profit just to survive during the pandemic, Conditions to avail bank loans, Low budget for marketing, Delay to get payment from buyer, Liquidity and low flow of cash and etc.

c) *Social challenges and barriers experienced by women entrepreneurs due to the COVID-19 pandemic*

Being a women entrepreneur in a patriarchal society in Bangladesh, women always face innumerable social barriers and challenges. The traditional perception of women's positions in society is a barrier to their success as entrepreneurs. Women have a tough time managing their enterprises because of gendered stereotyped social preconceptions about women. They also experience discrimination, which might make it difficult for them to achieve. Most women have been trapped in disadvantaged positions due to the attribution of the reproductive role to women alone, heavy workload and unpaid labor, lack of decision-making in the household, and subordination. The pandemic has indulged holistic social barriers and challenges on women entrepreneurs. This study has found that the pandemic has also exacerbated the negative impacts emerged from the social challenges and barriers at every level of their social life in Rangpur City Corporation Area, Rangpur. 92 percentages of the respondents have experienced social challenges and barriers due to pandemic which includes- Stereotyping and People's negative perceptions about women's roles and abilities, Familial duties and Reproductive

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responsibilities, Less help or support from the family, Lack of support from the Govt. or any other organizations, Gender division of labors confined them within household, You had to perform both productive and reproductive duties, Gender based discriminations within the household, Exclusion from participation social activities, Social communication and etc.

d) Lack of significant managerial skills to manage or cope up with a pandemic situation

While more Bangladeshi women are choosing to become entrepreneurs, they are finding it more difficult to start and grow their businesses because they work mostly in the informal sector due to their limitations in managerial skills. Women-owned micro, small, and medium-sized firms (MSMEs) often encounter challenges in obtaining financing and land, as well as low managerial skills and a lack of possibilities for business development training and networking. In addition, women in business must contend with well-established male networks, which include customers, suppliers, and creditors. During the COVID-19 pandemic 96 percentages of respondents acknowledged that they had limitations in their managerial responsibilities, 96 percentages of women entrepreneurs have agreed that their commitment to personal or familial responsibilities had certain impact on their entrepreneurial activities, all the respondents have acknowledged that they didn't have Work life balance, Equal opportunities as the market has become too narrow due to the lockdown, Ability to use new initiatives as they barely could move outside of home due to pandemic, personal and familial health safety, Lack of Training opportunities from Rangpur Women Chamber of Commerce and industries (RWCCI), the govt. institutes or from any other training institutes which could certainly help them to learn new skills and knowledge to cope up with the pandemic with more resilient and durability, Lack of Market Information, Transportation unavailability to deliver the products or services on time to satisfy the honorable customers. Finally 84 percentages of women entrepreneurs have acknowledged that they have Lack of knowledge to incorporate and utilize ICT. Today we are in an era of booming technology. If women entrepreneurs could asses those technology and channels properly, certainly they could mitigate their economic and others losses and survive with more sustainability.

e) Challenges in personal life faced by women entrepreneurs during the COVID-19 pandemic

Besides the social and economic challenges, women entrepreneurs were been through a very tough personal life experiences during the pandemic. All the respondents of this study were agreed with a 'big yes' regarding question, that they had problems to combine their personal and family life because of the nature of the entrepreneurship. 76 percentages of the total respondents have acknowledged that they had almost no time for leisure; they were bound to work day and night to keep the production balanced and deliver the orders on time. 84 percentages of women entrepreneurs have acknowledged that they had no time for learning new things/skills or entrepreneurial knowledge as they were so busy just to survive with enterprises. 20 percentages of women entrepreneurs argued that they have faced at least one short of gender based violence when they were fighting heavily during the pandemic by their intimate partner or male counterparts. These findings were so depressing that they had no escape but to survive at any cost.

f) Occurrences of Violence against Women (VAW) faced by women entrepreneurs in Rangpur City Corporation, Rangpur during the COVID-19 pandemic

During the pandemic situation the rate of gender based violence around the world was at its peak. Especially women were an easy prey to oppress within the four-walls of household. The lock-down also limited women's movement, which was another cause. The women of Ranpur City Corporation haven't experienced anything different. According to the findings of this study, 72 percentages of women entrepreneurs in Rangpur City Corporation have faced defamation just because of being a woman and running her business during the pandemic. The astounding fact is that the perpetrators were not outsiders. They were always among the family members or neighbors. The forms of violence against women (vaw) include- physical harassment, beaten by their husband, sexual assault, threats of life, limited movement and communication and etc. This study has found that 20 percentages of women entrepreneurs have faced other shorts of violence including- eve-teasing, body shaming, deceit and etc.

g) Psychological impacts of Covid-19 pandemic on women entrepreneurs in Rangpur City Corporation, Rangpur

All the social, economic, personal challenges along with violence against women ultimately result in psychological impact on the mental health and well-being of the women entrepreneurs. This study finds that all the respondents were in stressed during the pandemic, the forms of psychological oppressions and sufferings of the respondents include- depression, suicidal attempts, self-harm to get rid of mental stresses and depression and fear, isolation, considered vulnerable or insecure in comparison to others. 40 percentages of them acknowledged that they have other sorts of psychological disorders, such as- delusions, lack of sleep and etc.

The global COVID-19 pandemic outbreak has had terrible consequences. It isn't only about health issues. Its negative impacts are also being noticed in the country's economic and social sectors. The negative

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consequences of COVID-19 pandemic have influences on women's lives and livelihoods are extensive and critical. Many women who worked in the formal sector lost their employment as a result of the pandemic, and physical and mental abuse against women has grown. Women entrepreneurs, who are small and medium entrepreneurs, have lost capital due to the COVID-19 pandemic and it has created difficulties for running their organizations and they had to lay off their workers, with the demand and supply shocks crossing borders through disrupted supply chains (International Trade Centre, 2020).

We all need visionary plan and mutual support so that this difference between men and women does not increase. It is needed for the government to take various incentive measures for women to solve all these problems. In addition to addressing the health crisis, the government should scramble to alleviate the socio-economic impact of COVID-19 on women entrepreneurs, introducing policies to help them cope with the short-term financial risks and long-term business implications. To address all of these issues, the government must implement a variety of incentive programs for women. In addition to dealing with the health issue, the government should work to mitigate the socio-economic impact of COVID-19 pandemic on women entrepreneurs by enacting regulations to assist them in coping with short-term financial concerns as well as long-term business ramifications. We should continue to put pressure on law enforcement agencies and the government to urge them to take the required steps to improve their business as soon as possible, as well as to remove all the socio-economic impediments and constraints that have arisen as a result of the COVID-19 outbreak.

VIII. Concluding Remarks

For a sustainable economy, it is an important prerequisite for national growth and prosperity, that both men and women of the country take part in economic activities equally. Without women's participation in the mainstream economy, it will be impossible to realize the goal of a poverty-free society. In emerging countries, women's entrepreneurship is currently a rapidly rising socioeconomic phenomena. As part of their national development objectives, developing countries are now emphasizing women's entrepreneurship development. Today, it is widely acknowledged that women's entrepreneurship may contribute significantly to the socio-economic well-being of families and communities by creating jobs, reducing poverty, and ensuring women's rights. In employment generation and industrialization, women entrepreneurship has been playing a key role in terms of economic growth. Although the role of women entrepreneurship is different at several stages of economic development, their role is dominant for developing countries [36]. Women's business development is hampered by widespread illiteracy, a lack of basic education, training, and experience. Women's participation in economic activity outside the home is also hampered by a lack of information, social superstitions, and the absence of the rule of law. On the dimensions of leadership, autonomy, risk taking, readiness for change, endurance, lack of emotionalism and low need for support, bank loan officers rated women as significantly less like successful entrepreneurs compared to men. In Rangpur City Corporation, Rangpur, literacy levels, trainings, and other factors have a direct positive impact on women's entrepreneurship. These could be useful for members in overcoming overall socioeconomic constraints and comprehending government strategies, technical considerations, and future requirements.

Following are some recommendations based on the findings of this study:

- Development of entrepreneurial skills through training and capacity building;
- Venture capital and technological assistance for project start-up;
- Counseling service for business management and product and service marketing;
- Policy provisions to assist female entrepreneurs
- Create a friendly and favorable socio-economic environment for women entrepreneurs' development;
- Establish an information center at the district level to facilitate women's access to business ideas and information on markets, design, buyers, sources of finance, and training.
- Businesses identified cash transfers, access to new credit, and loans with subsidized interest rates as the top three most needed policy supports in order to recover from the crisis. Banks can organize training on women's SMEs development, which will enable them to find more credible female clients.
- Finally, the government need to take initiatives to increase the research program on women's entrepreneurial development and provide financial support to the institutions that are currently involved in research activities on women's entrepreneurial development.

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"Spot On & Off": Evaluation of Effectiveness of Self-Formulated Menstrual Hygiene Campaign in Rural India

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Abstract- Menstruation is a phenomenon unique to girls. However, it has always been surrounded by taboos that lead to the exclusion of women from many spheres of life. In rural India, the topic is still taboo. One of the biggest challenges that women face is not being educated and not having the resources to get sanitary pads. The present research study aims to evaluate the effectiveness of a self-formulated campaign called "Spot On & Off" to raise awareness about menstrual hygiene among females belonging to three different age groups 8-15, 16-35, 36-60, with most of the girls from the age group 16-35. They live in the rural area of Mewat in Haryana, India. A survey was conducted with 300 female respondents. Post the survey, an awareness workshop was carried out, where videos of gynaecologists explaining what menstruation is, was shown. A post-survey was conducted to assess the effectiveness of the campaign. The respondents' awareness showed a significant increase from 2.19 to 5.54 out of 10 on average. The study also found out that awareness had a 19% impact on the liking of reusable pads.

Keywords: menstruation; menstrual hygiene; reusable pads; rural area and campaign.

GJHSS-C Classification: FOR Code: 920507



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“Spot On & Off”: Evaluation of Effectiveness of Self-Formulated Menstrual Hygiene Campaign in Rural India

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Abstract- Menstruation is a phenomenon unique to girls. However, it has always been surrounded by taboos that lead to the exclusion of women from many spheres of life. In rural India, the topic is still taboo. One of the biggest challenges that women face is not being educated and not having the resources to get sanitary pads. The present research study aims to evaluate the effectiveness of a self-formulated campaign called “Spot On & Off” to raise awareness about menstrual hygiene among females belonging to three different age groups 8-15, 16-35, 36-60, with most of the girls from the age group 16-35. They live in the rural area of Mewat in Haryana, India. A survey was conducted with 300 female respondents. Post the survey, an awareness workshop was carried out, where videos of gynaecologists explaining what menstruation is, was shown. A post-survey was conducted to assess the effectiveness of the campaign. The respondents' awareness showed a significant increase from 2.19 to 5.54 out of 10 on average. The study also found out that awareness had a 19% impact on the liking of reusable pads. Evidently, campaigns can exert a large impact on awareness in rural villages. Therefore, organisations need to start working at the grassroots level and reach out to more females in rural communities.

Keywords: menstruation; menstrual hygiene; reusable pads; rural area and campaign.

I. Introduction

When “Vishaka”, a 13-year-old girl from the rural area of Kherla, Mewat in India started menstruating, she was shamed. Her menstruation was construed as a sign of impurity. She has grown up in a rural community where menstruation is a taboo subject that is considered unclean and dirty. As a consequence, Vishaka, as well as many other girls and women, in her community grow up without the necessary knowledge and access to the hygiene resources to manage their menstrual hygiene.

Menstruation is the monthly release of blood from the uterine lining in women, is widely understood in urban contexts and the developed world as a normal life phase for females once they reach about 10- 16 years of age (Ndana, 2018, p. 19). However, the menstrual hygiene situation of females in rural India is extremely poor. Old fabric, rags, sand, ash, wood shavings, newspapers, dried leaves, hay, plastic, and other similar materials are used by over 90% of young girls and women instead of sanitary pads. These materials do not absorb blood enough, girls feel shame in discarding or washing and reusing them and in fact many of them end up menstruating on their clothes (“Spot On!: Improving Menstrual Management in India", 2015, p. 4). The use of these unhygienic materials can lead to many vaginal and other infections, with serious consequences at times. An NGO Dasra published a report in 2014 titled Spot On! which states that more than 20 million girls drop out of school every year due to these challenges of shame and lack of access to proper menstrual management materials or sanitary pads. (Dutta, 2018).

Good and hygienic menstrual practices include the use of sanitary pads or tampons to absorb blood, menstrual cups to collect blood, and frequent washing of genital areas. For girls to practice hygienic menstrual practices, they require access to sanitary pads, a private space to change the pads, as many times as needed for the duration of the menstruation period. They also need access to water and soap to wash genital areas, and facilities to dispose of used pads or tampons.

There are three main drivers of the abysmal state of menstrual hygiene practice in rural India: lack of awareness, lack of access to sanitary pads, and lack of facilities (“Spot On!: Improving Menstrual Management in India”, 2015, p. 4).

The first factor is the lack of awareness of the science underlying the topic of menstruation. Instead, it is stigmatised as a taboo subject. Many women in India (70%) consider menstruation 'dirty', which creates ignorance and ultimately, shame. (“Spot On!: Improving Menstrual Management in India”, 2015, p. 2). Menstrual flow is seen as dirty, polluting, and shameful in many communities. As a result, women wash and hide menstrual cloth in dark, dirty places. The origin of this perception could be said to date back to the Vedic times. In the *Vedas*, which are the oldest Hindu sacred texts, and considered by many to be the most authoritative of all the texts, it says that it is Indra's remorse for murdering a brahmana manifests itself every month as menstrual flow in women who have taken on a share of Indra's guilt. Women are also forbidden from participating in regular life when menstruating in the Hindu faith. They must be "purified" before returning to their family and daily responsibilities (Anand & Garg, 2015).

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Menstruation waste was also thought to be related to witchcraft and danger, therefore menstrual fabric had to be buried lest witches seek after human blood and kill women by causing sterility (Kaur et al., 2018, p. 2). These perceptions thus form a foundation that has produced multiple misconceptions and prejudices. Even today girls in many areas cannot turn to their mothers for advice, as often they are ignorant of menstrual hygiene practices ("Spot On!: Improving Menstrual Management in India", 2015, p. 4). Thus, it is little wonder that research has shown that more than 70% of girls report having no knowledge of menstruation before their first period ("Spot On!: Improving Menstrual Management in India", 2015, p. 8).

As a result of this unprogressive thinking, many girls and women are subject to restrictions in their daily lives while they are menstruating. For a start, fathers or husbands in India's traditional patriarchal society forbid females from buying pads in many cases due to their enforcement of entrenched backward thinking about menstruation. As a result, they have to use unhygienic materials like cloth. In addition, menstruating women are perceived as being unhygienic and unclean, and hence, they would not be allowed to enter the kitchen, as the food they prepare, or handle could get contaminated (Anand & Garg, 2015). Other restrictions include not being able to enter the prayer room, offering prayers and touching holy books (Kapoor & Puri, 2006).

Aside from cultural factors, there are also practical barriers. Due to the relatively expensive cost of pads, almost 70% of women in India say their families cannot afford to buy them (Sinha, 2011). They also have little knowledge of the various types and methods of using them. According to the National Family Health Survey 2015-2016, only around 121 million, or roughly 36%, of India's 336 million menstruation women use sanitary napkins, either locally or commercially made (Upadhyay, 2019).

Hygienic toilet facilities are still a big challenge in India. Despite the progress on Swachh Bharat—the Indian Government's cleanliness campaign, 63 million adolescent girls in India live in households without toilets. In 40% of schools, there are no separate restrooms for girls. Girls are forced to manage their periods in ways that jeopardise their safety and health due to a lack of safe, functional bathrooms. With no toilets in school, they simply do not attend school when they have periods, thus leading to many of them dropping out ("Spot On!: Improving Menstrual Management in India", 2015, p. 4).

Nonetheless, people have started recognising these problems in India and are now working to find solutions. After several efforts by NGOs, groups, and activists, India abolished the 12% tax on all sanitary items in 2018. The announcement came a year after the government imposed the Goods and Services Tax (GST) on all goods, including a 12% duty on menstrual hygiene products ("India scraps tampon tax after the campaign", 2018). However, tax exemption is merely the first step in a much longer process of making menstruation health and cleanliness a reality for all women in the country.

Many non-profit groups in India have begun to address these issues in various ways in order to improve inadequate menstrual hygiene management among girls and women in India. These organisations are running awareness campaigns, training mothers and aunts, and the girls themselves, creating champions, mobilizing communities to end the social taboo. They are also leveraging government schemes and developing innovative solutions to create access to sanitary pads. Some such organisations are Aaina, Goonj, Jayashree, Vatsalya ("Spot On!: Improving Menstrual Management in India", 2015, p. 49).

A case in point is Aaina. Aaina was started with the belief that current challenges that menstruating girls face not only challenge their health but the social context limits their ability to achieve their potential. Since then, Aaina has been rallying communities and promoting knowledge about good menstrual hygiene management practices in 70 villages across three districts of Odisha ("Spot On!: Improving Menstrual Management in India", 2015, p. 54).

The work Goonj has been doing in this field also deserves special mention. At Goonj's Delhi centre, recycled and cleaned cotton material is used to make environmentally friendly sanitary pads known as "MY Pad." These pads are then distributed to girls in underprivileged and marginalised communities in mostly rural and remote parts of India who do not have any other safe and hygienic alternative ("Spot On!: Improving Menstrual Management in India", 2015, p. 54).

However, this is still not close to enough. There are so many areas in rural India that have not been touched by these or other non-profit organisations. Having read and researched about the existing NGOs and the challenges that significantly compromise the health and future of millions of girls in India, something needed to be done to make a difference. Through this, Spot On & Off, an organisation dedicated to working on improving menstrual health awareness was created. After some discussions with a few people working in the area, the focus was on two villages in Mewat. To make an impact, an awareness campaign, combined with a pad distribution drive (with reusable pads) was conducted. Reusable pads were chosen because they are cloth pads made from absorbent fabrics that are worn by women during menstruation (Ndana, 2018, p. 19). As these pads are washable, they may be used again and again for up to 18 months.

To understand the impact of these interventions, a survey was conducted pre-campaign and followed up by a survey 3 months post the

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campaign. The objective of the research study was to assess the impact of the interventions and gain the knowledge to scale the programme further to design future interventions.

II. Methodology

a) Research Aim and Research Approach

This research study aims to evaluate the effectiveness of a self-formulated campaign called "Spot On & Off" to raise awareness about menstrual hygiene among females of age groups 8-15, 16-35 and 36-60. in the area of Mewat in Haryana. The findings of this research study would allow for the formulation and implementation of future interventions to foster proper menstrual hygiene management among females in rural communities in India.

A mixed-method approach was adopted. First, two separate in-person surveys with girls from different age groups in this village before and three months after the campaign were conducted.

b) Data Collection Procedure

This research study was inspired by an article entitled "Less than 20% Menstruating Girls & Women in India Use Pads: Here's how to Overcome Barriers" (Gopalan, 2019). It reported that only slightly over 20% of the women in India use sanitary pads because of lack of awareness, a lack of acceptance and a lack of access. The talk about menstruation seemed to be very normal in urban areas; it was hard to believe that what seemed to be a commonplace topic would be considered taboo.

In particular, the health issues associated with using inappropriate menstrual materials were worrisome, which can have adverse long-term ramifications. The first step of the campaign was talking to young girls in a village in Mewat. They talked about how they did not have enough knowledge about menstruation, enough money to buy pads or even access to shops to get pads or medicine if they needed it.

This led to the start of the non-profit campaign, "Spot On & Off", around May 2020. The vision is to create awareness, break taboos about certain practices that people believe should be followed during menstruation and empower women to embrace menstruation as a natural process in their life cycle. Here were the steps formulated:

- *Purchase of reusable pads:* Reusable pads were given instead of regular disposable pads for a variety of reasons being - over a longer period of time it was less costly, survived much longer than disposable pads and they are also more comfortable. To procure these pads, a fundraiser was done.
- *Pre Survey:* The first survey was done to understand their concerns, and assess the areas where help was needed the most and also have a baseline understanding of their knowledge. [see appendix A]
- *Awareness campaign and pad distribution:* Someone older and more experienced was needed to talk to the girls so that they would listen. For this reason, gynaecologists made videos to talk to them. The pad would be distributed to the girls who attended the workshop, and the rest would be distributed later by The Shri Ram Foundation (SRF).
- *Post Survey:* The second survey was done to assess the extent of the impact post the awareness campaign. [see appendix A]

c) Research Hypotheses

The hypotheses are as follows:

Null Hypothesis 1a: There would be no significant difference between the understanding of menstruation before and after the awareness campaign.

Alternative Hypothesis 1b: There would be a significant difference between the understanding of menstruation before and after the awareness campaign.

Null Hypothesis 2a: There would be no significant effect of the respondents' understanding of menstruation on the liking of reusable pads.

Alternative Hypothesis 2b: There would be a significant effect of the respondents' understanding of menstruation on the liking of reusable pads.

Null Hypothesis 3a: There would be no significant effect on the liking of reusable pads if the respondents' shared their knowledge or not.

Alternative Hypothesis 3b: There would be a significant effect on the liking of reusable pads if the respondents' shared their knowledge or not.

d) Sample

The sample consisted of 305 female respondents. There were 54 respondents between the ages 8-15 years old, 187 respondents between the ages 16-35 years old and 64 respondents between the ages 36-60 years old. The mean age of the females was between 16-35 years old. All these females lived in the areas of Kherla and Rewasan in Mewat, Haryana, India.

e) Ethical Considerations

Before taking the survey, all the respondents were informed about this research report and what their responses would be used for. All of them fully consented to take part in this survey. The information obtained from them was only for the purpose of this research report and will not be shared with any third party.

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f) Data Collection Procedure

The implementation of this campaign comprised several parts using several different tools:

Step 1. Raising of funds to purchase 400 boxes of reusable sanitary pads

To achieve the aim of buying 400 boxes of reusable pads for the girls in the villages of Kherla and Rewasan, a fundraiser on a platform called "Give India" was set up and sent the link out to family and friends. The target was 1 lakh rupees and the fundraiser ended up getting an extra 50,000 rupees in less than 2 weeks.

In the process of ensuring that the maximum number of beneficiaries could be helped, a collaboration was set up with the Shri Ram Foundation (SRF). SRF is dedicated to transforming education, through institutes and programmes across private and government schools in India. It also had access to all the necessary resources, for instance, information about the number of girls, ways to coordinate the workshop and call all the girls to one place at a particular time.

For procuring the pads, another collaboration was done with Pee Safe, more specifically its menstrual hygiene awareness project, "Raho Safe". The company believed in the vision of this campaign and so it sold reusable pads at a discounted rate. In the end, 400 boxes of pads consisting of four pads each were bought. Together, they would last from one to one and a half years. The extra boxes were purchased in preparation for more beneficiaries than expected.

Step 2. Survey before distribution of pads

To get a clearer picture of the problems the girls in Mewat are facing with regards to their menstrual hygiene management, a survey was conducted with the girls in the village. Apart from the demographic factor of age bracket, this survey posed rating questions on the respondents' level of awareness of menstruation, current menstrual hygiene management method (e.g., pads versus cloth), barriers to usage of pads (e.g., awareness, price, resistance from moms/ social context, others), and willingness to try reusable pads.

To succeed in surveying all the girls in the village, SRF helped by going door to door to each girl in the village and surveying them. With its help, data was obtained from 300 girls.

Step 3. Awareness Campaign

On the first trip to Mewat, an awareness workshop was conducted with the girls in their common area. There was an outside space as well as a small room with a projector. This workshop was organised with the help of SRF. The SRF point person in the village of Mewat gathered the girls in the common area.

With regards to the video segment of the awareness workshop, a video by two senior female gynaecologists working at 'Fortis' hospital in Gurgaon was shown. The videos were each approximately three minutes long and were in Hindi consisting of information about the characteristics of menstruation, why it happens, and how to use and dispose of pads.

The girls were a little shy at first, and they felt embarrassed to share their stories. As one or two girls started talking, all of them felt more comfortable and they opened up and talked about where they first heard the term menstruation, the attitudes of their moms and so on.

Towards the end of the session, a group of young girls said that their mothers did not use pads because they did not know how to dispose of them and they were too ashamed to talk about it themselves. Even after knowing what menstruation is, there are many other taboos and topics of shame that women today are still too scared to bring up.

Step 4. Distribution of the pads

The pad distribution was done on the same day as the awareness workshop. Right before the girls left, they were handed a bag that contained a box of reusable pads and a handbook. The handbook contained all the necessary information related to reusable pads (how to wash them, how long they last etc.) as well as pictures if they did not understand the text.

Step 5. Survey of the girls three months later

Three months after the awareness campaign, the same 300 girls were surveyed again to determine whether there were any changes in the mindset of the girls.

While the questions of the pre and post-campaign surveys were largely similar, the girls were asked whether they had used the pads and the extent to which they liked using them, on a scale of 1-5, in the post-campaign survey. Other questions include whether they shared their newfound knowledge on menstrual hygiene with others.

g) Data Analysis

To evaluate the mean ratings of the understanding of menstruation for the entire sample mean and standard deviation was calculated. Furthermore, a paired t-test was run on the data to identify whether an impact was made by the campaign. The responses were graphed on a bar chart to show a clearer picture of the distribution of the ratings. Multiple Regression analysis was also carried out using the respondents' awareness of menstruation as an independent variable and their liking of reusable pads as the dependent variable. This was done to determine whether post-intervention understanding of menstruation impacted the respondents' liking of reusable pads. Another multiple regression analysis was carried out, using the sharing of their knowledge with other people and their understanding of menstruation as independent variables and their liking of reusable pads as the dependent variable. This was done to determine whether the respondents' post-intervention

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understanding of menstruation, along with their sharing of knowledge, impacted the respondents' liking of reusable pads. These findings were further evaluated, using literature and the qualitative responses of the respondents to shed more light on the quantitative data.

III. Results

The aim of the present study was to evaluate the effectiveness of a self-formulated campaign. The results from the statistical analyses are examined in detail. The implications of the research outcomes pertaining to the impact of workshop interventions on awareness of menstrual hygiene; evaluation of usage of reusable pads after awareness and distribution of pads; and impact of influencing factors on the likability of reusable pads.

a) *Evaluation of the Impact of Campaign on Awareness of Menstrual Hygiene and on the Level of Rating of Their Liking of the Reusable Pads*

Descriptive statistics and paired t-test analyses were conducted to evaluate the impact of the campaign on the awareness of menstrual hygiene among the participants. Furthermore, in order to gain a more in-depth understanding of the campaign on the specific age group of the sample, additional analyses were conducted. The specific age groups chosen were 8-15, 16-35, and 36-60 years old.

Several multiple regression analyses were conducted to evaluate the impact of awareness of menstrual hygiene on the level of usage of reusable pads, first for the entire sample and then for the age categories.

Table 1 represents the mean and standard deviation of the pre-awareness campaign survey and post awareness campaign survey. It can be observed that the awareness of menstrual hygiene increased from 2.19 (pre-campaign) to 5.54 (post-campaign) for all age groups. This constituted an increase of 153%.

Table 1: Mean and Standard Deviation of the entire sample population of Pre- and Post-Campaign Survey Ratings of Awareness of Menstrual Hygiene (N=305)

n	Pre-campaign Awareness of Menstrual Hygiene score		Post-campaign Awareness of Menstrual Hygiene score	
	M	SD	M	SD
305	2.19	1.14	5.54	1.74

A paired sample *t*-test was carried out to determine whether a significant difference exists in the mean scores of the sample population. Table 2 depicts that a significant difference exists between pre-campaign awareness of menstrual Hygiene (M= 2.19, SD= 1.14) and post-campaign awareness of menstrual Hygiene (M= 5.54, SD= 1.74), $t(304) = 27.62$ (higher than the *t* critical value of 1.97), $p<.01$. Hence, rejecting the null hypothesis 1a and retaining the alternate hypothesis 1b.

Table 2: Summary of paired t-test scores of Pre- and Post-Campaign Ratings of Awareness of Menstrual Hygiene (N=305)

Source	Pre campaign score		Post campaign score		t	p
	M	SD	M	SD		
Awareness of Menstrual Hygiene	2.19	1.14	5.54	1.74	-27.62	0.000

*Note.*p < .01*

Therefore, this result suggests that the campaign was extremely effective in increasing the awareness of respondents in all age groups. At the same time, as the rating is out of 10, the improved mean rating of 5.54 still indicates that there is considerable room for improvement. Hence, rejecting the null hypothesis 1a and retaining the alternate hypothesis 1b.

Furthermore, the regression analysis was performed and the predictive effect of the awareness of menstrual hygiene (on all age groups) on the liking of

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reusable pads was confirmed: $b = 0.18$, $t(303) = 8.35$ (higher than t critical value of 1.97), $R^2 = 0.19$, $F(1, 303) = 69.71$ (higher than the f critical value of 1.97), $p < .01$ (Table 3). Essentially, post-campaign, the awareness of menstrual hygiene accounted for 19 percent of the respondents' liking of reusable pads. Hence, rejecting the null hypothesis 2a and retaining the alternate hypothesis 2b denoting that understanding on menstruation has an impact on the liking of reusable pads.

Table 3: Summary of Regression Analysis of the Impact of Post-Campaign Awareness on Liking of Reusable Pads (N=305)

Source	*B*	*SE B*	*t*	*p*
Constant	2.49	0.13	19.32	.000
Post awareness campaign	0.18	0.022	8.35	.000
R2 F		0.19 *69.71		

*$p < .01$

B = coefficients

SE B= standard error

(β)=coefficients

The linear equation for calculating the liking of reusable pads is as follows: liking of reusable pads = 2.49 + 0.19 * (rating of post-campaign awareness)

For instance, if a girl were to rate the post-campaign awareness as "8", then her liking of reusable pads would be around 4. Conversely, if the girl rates the post-campaign awareness as "1", her liking of reusable pads would likely be about 1. While this equation thus helps to point out the importance of post-campaign awareness as a factor, it is also critical to highlight that this factor only accounts for 19% of the liking of reusable pads. Therefore, other factors still need to be identified. Other factors could include lower costs of the reusable pads over an extended period (1-2 years); actual experience of the comfort; strong understanding of how to use the pad to avoid garment soiling; and the ability/resources to handle the challenges of washing and drying these pads, while ensuring privacy during this process.

b) Respondents Aged 8-15

This section of the results section focuses on the results of respondents in the age group of 8-15 years old.

Table 4 represents the mean and standard deviation of the pre-awareness campaign survey and post awareness campaign survey. It can be observed that the awareness of menstrual hygiene increased from 1.91 (pre-campaign) to 4.83 (post-campaign) for all age groups. This constituted an increase of 152.9%.

Table 4: Mean and Standard Deviation of the entire sample population of Pre- and Post-Campaign Survey Ratings of Awareness of Menstrual Hygiene for Respondents Aged 8-15 (N=54)

n	Pre-campaign Awareness of Menstrual Hygiene score		Post-campaign Awareness of Menstrual Hygiene score	
	M	SD	M	SD
54	1.91	1.01	4.83	1.55

A paired sample t-test was carried out to determine whether a significant difference exists in the mean scores of the sample population. Table 5 depicts that a significant difference exists between pre-campaign awareness of menstrual Hygiene (M= 1.91, SD= 1.01) and post-campaign awareness of menstrual Hygiene (M= 4.83, SD= 1.55), $t(53) = 11.02$ (higher than the t critical value of 2.01), $p<.01$. Hence, rejecting the null hypothesis 1a and retaining the alternate hypothesis 1b.

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Table 5: Summary of paired t-test scores of Pre- and Post-Campaign Ratings of Awareness of Menstrual Hygiene for Respondents Aged 8-15 (N=54)

Source	Pre campaign score		Post campaign score		t	p
	M	SD	M	SD		
Awareness of Menstrual Hygiene	1.91	1.01	4.83	1.55	-11.02	0.000

*Note.*p < .01*

Therefore, this result suggests that the campaign was extremely effective in increasing the awareness of respondents ages 8-15. At the same time, as the rating is out of 10, the improved mean rating of 4.83 still indicates that there is considerable room for improvement. The mean rating of 4.83 for respondents aged 8-15 is lower than that of the entire sample (5.54). Hence, rejecting the null hypothesis 1a and retaining the alternate hypothesis 1b.

Next, the regression analysis was performed and the predictive effect of the awareness of menstrual hygiene (on respondents aged 8-15) on the liking of reusable pads was confirmed: $b = 0.14$, $t(52) = 2.20$ (higher than t critical value of 2.00), $R^2 = 0.09$, $F(1, 52) = 4.85$ (higher than the t critical value of 2.01), $p < .01$ (Table 6). Essentially, post-campaign the awareness of menstrual hygiene accounts for 9 percent of the respondents' liking of reusable pads. Hence, rejecting the null hypothesis 2a and retaining the alternate hypothesis 2b denoting that understanding on menstruation has an impact on the liking of reusable pads.

Table 6: Summary of Regression Analysis of the Impact of Post-Campaign Awareness on Liking of Reusable Pads for Respondents Aged 8-15 (N=54)

Source	*B*	*SE B*	*t*	*p*
Constant	2.66	0.33	8.12	.000
Post awareness campaign	0.14	0.06	2.20	.000
R2 F		0.09 *4.85		

**p < .01*

B = coefficients

SE B= standard error

(β)=coefficients

The linear equation for calculating the liking of reusable pads is as follows: liking of reusable pads = 2.66 + 0.14 * (rating of post-campaign awareness).

c) Respondents Aged 16-35

This section of the results section focuses on the results of respondents in the age group of 16-35 years old.

Table 7 represents the mean and standard deviation of the pre-awareness campaign survey and post awareness campaign survey. It can be observed that the awareness of menstrual hygiene increased from 2.30 (pre-campaign) to 5.50 (post-campaign) for all age groups. This constituted an increase of 139.1%.

Table 7: Mean and Standard Deviation of the entire sample population of Pre- and Post-Campaign Survey Ratings of Awareness of Menstrual Hygiene for Respondents Aged 16-35 (N=187)

n	Pre-campaign Awareness of Menstrual Hygiene score		Post-campaign Awareness of Menstrual Hygiene score	
	M	SD	M	SD
187	2.30	1.17	5.50	1.73

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A paired sample *t*-test was carried out to determine whether a significant difference exists in the mean scores of the sample population. Table 2 depicts that a significant difference exists between pre-campaign awareness of menstrual Hygiene (M= 2.30, SD= 1.17) and post-campaign awareness of menstrual Hygiene (M= 5.50, SD= 1.73), $t(186) = 23.26$ (higher than the critical value of 1.97), $p<.01$. Hence, rejecting the null hypothesis 1a and retaining the alternate hypothesis 1b.

Table 8: Summary of paired t-test scores of Pre- and Post-Campaign Ratings of Awareness of Menstrual Hygiene for Respondents Aged 16-35 (N=187)

Source	Pre campaign score		Post campaign score		t	p
	M	SD	M	SD		
Awareness of Menstrual Hygiene	2.30	1.17	5.50	1.73	-23.26	0.000

*Note.*p < .01*

Therefore, this result suggests that the campaign was extremely effective in increasing the awareness of respondents ages 16-35. At the same time, as the rating is out of 10, the improved mean rating of 5.50 still indicates that there is considerable room for improvement. The mean rating of 5.50 for respondents aged 16-35 is higher than that of respondents ages 8-15 (4.83). Hence, rejecting the null hypothesis 1a and retaining the alternate hypothesis 1b.

The regression analysis was performed and the predictive effect of the awareness of menstrual hygiene (on respondents aged 16-35) on the liking of reusable pads was confirmed: $b = 0.18$, $t(185) = 6.11$ (higher than t critical value of 1.97), $R^2 = 0.17$, $F(1, 185) = 37.34$, $p < .01$ (Table 9). Essentially, post-campaign awareness of menstrual hygiene for 17 percent of the respondents' liking of reusable pads. Hence, rejecting the null hypothesis 2a and retaining the alternate hypothesis 2b denoting that understanding on menstruation has an impact on the liking of reusable pads.

Table 9: Summary of Regression Analysis of the Impact of Post-Campaign Awareness on Liking of Reusable Pads for Respondents Aged 16-35 (N=187)

Source	*B*	*SE B*	*t*	*p*
Constant	2.57	0.17	15.43	.000
Post awareness campaign	0.18	0.03	6.11	.000
R2 F		0.17 *37.34		

**p < .01*

B = coefficients

SE B= standard error

(β)=coefficients

The linear equation for calculating the liking of reusable pads is as follows: liking of reusable pads = 2.57 + 0.18 * (rating of post-campaign awareness).

d) Respondents Aged 36-60

This section of the results section focuses on the results of respondents in the age group of 36-60 years old.

Table 10 represents the mean and standard deviation of the pre-awareness campaign survey and post awareness campaign survey. It can be observed that the awareness of menstrual hygiene increased from 2.08 (pre-campaign) to 6.27 (post-campaign) for all age groups. This constituted an increase of 201.4%.

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Table 10: Mean and Standard Deviation of the entire sample population of Pre- and Post-Campaign Survey Ratings of Awareness of Menstrual Hygiene for Respondents Aged 36-60 (N=64)

n	Pre-campaign Awareness of Menstrual Hygiene score		Post-campaign Awareness of Menstrual Hygiene score	
	M	SD	M	SD
305	2.08	1.10	6.27	1.67

A paired sample *t*-test was carried out to determine whether a significant difference exists in the mean scores of the sample population. Table 2 depicts that a significant difference exists between pre-campaign awareness of menstrual Hygiene (M= 2.08, SD= 1.10) and post-campaign awareness of menstrual Hygiene (M= 6.27, SD= 1.67), $t(63) = 18.81$ (higher than the critical value of 2.00), $p<.01$. Hence, rejecting the null hypothesis 1a and retaining the alternate hypothesis 1b.

Table 11: Summary of paired t-test scores of Pre- and Post-Campaign Ratings of Awareness of Menstrual Hygiene for Respondents Aged 36-60 (N=64)

Source	Pre campaign score		Post campaign score		t	p
	M	SD	M	SD		
Awareness of Menstrual Hygiene	2.08	1.11	6.27	1.67	-18.81	0.000

*Note.*p < .01*

Therefore, this result suggests that the campaign was extremely effective in increasing the awareness of respondents ages 36-60. At the same time, as the rating is out of 10, the improved mean rating of 6.27 still indicates that there is considerable room for improvement. The mean rating of 6.27 for respondents aged 36-60 is higher than that of respondents ages 16-35 (5.50). Hence, rejecting the null hypothesis 1a and retaining the alternate hypothesis 1b.

The regression analysis was performed and the predictive effect of the awareness of menstrual hygiene (on respondents aged 36-60) on the liking of reusable pads was confirmed: $b = 0.26$, $t(62) = 5.70$ (higher than *t* critical value of 2.00), $R^2 = 0.34$, $F(1, 62) = 32.51$, $p<.01$ (Table 12). Essentially, post-campaign awareness of menstrual hygiene accounts for 34 percent of the respondents' liking of reusable pads. Hence, rejecting the null hypothesis 2a and retaining the alternate hypothesis 2b denoting that understanding on menstruation has an impact on the liking of reusable pads.

Table 12: Summary of Regression Analysis of the Impact of Post-Campaign Awareness on Liking of Reusable Pads for Respondents Aged 36-60 (N=64)

Source	*B*	*SE B*	*t*	*p*
Constant	1.97	0.29	6.79	.000
Post awareness campaign	0.26	0.045	5.70	.000
R2 F		0.34 *32.51		

**p < .01*

B = coefficients

SE B= standard error

(ß)=coefficients

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The linear equation for calculating the liking of reusable pads is as follows: liking of reusable pads = 1.97 + 0.26 * (rating of post-campaign awareness)

A comparison across the age boundaries shows that post-campaign awareness of menstrual hygiene had the greatest impact on the respondents in the 36-60 age group and the least impact on the respondents in the 8-15 age group.

e) Evaluation of Usage of Reusable Pads

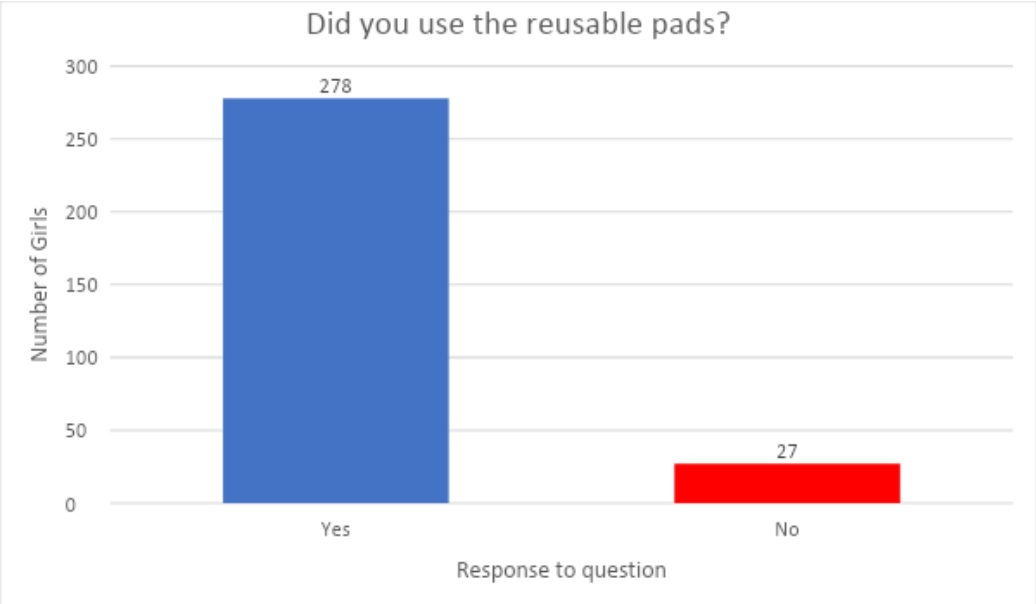

Figure 1: Response of the girls of all age groups to the question 'Did you use the reusable pads?' (N= 305)

Figure 1 indicated that 91.15% of the participants used the pads given to them on being exposed to and being made aware of reusable pads, thus showing a high level of willingness to adopt hygienic menstrual practice once awareness was generated, whereas 8.85% of people did not use the pads given to them.

f) Relationship between Willingness of Respondents to Share Knowledge and Liking of Reusable Pads

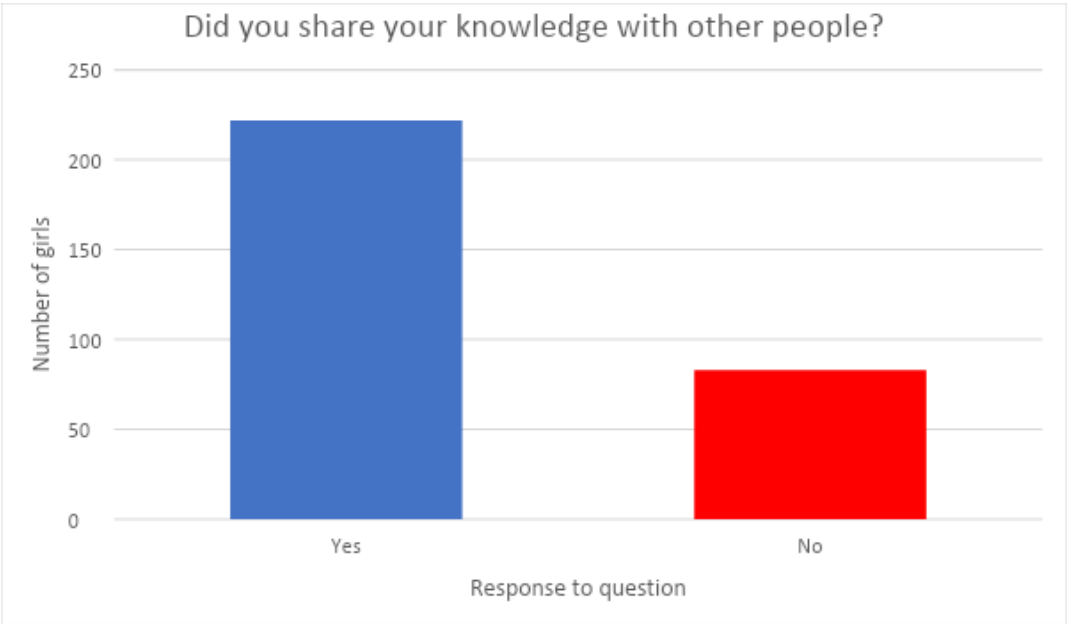

Figure 2: Response of the girls of all age groups to the question 'Did you share your knowledge with other people?' (N=305)

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On being asked if the respondents shared their knowledge with other people, 72.8% of the respondents said yes, thus showing a high willingness to share knowledge and spread awareness among people.

g) Respondents saying 'Yes' to Sharing Knowledge

The regression analysis was performed and the predictive effect of the awareness of menstrual hygiene of respondents saying 'yes' to sharing knowledge on the liking of reusable pads was confirmed: $b = 0.12$, $t(220) = 5.25$ (higher than t critical value of 1.97), $R^2 = 0.11$, $F(1, 220) = 27.52$, $p < .01$ (Table 13). Essentially, post-campaign, the awareness of menstrual hygiene for those respondents who said "Yes" to sharing knowledge accounted for 11 percent of their liking of reusable pads. Hence, rejecting the null hypothesis 3a and retaining the alternate hypothesis 3b.

Table 13: Summary of Regression Analysis of the Impact of Post-Campaign Awareness on Liking of Reusable Pads Among Those Who Shared Knowledge (N=222)

Source	*B*	*SE B*	*t*	*p*
Constant	2.93	0.14	20.25	.000
Post awareness campaign	0.12	0.02	5.25	.000
R2 F		0.11 *27.53		

*$p < .01$

B = coefficients

SE B= standard error

(β)=coefficients

The linear equation for calculating the liking of reusable pads is as follows: liking of reusable pads = 2.93 + 0.12 * (rating of post-campaign awareness)

h) Respondents saying 'No' to Sharing Knowledge

The regression analysis was performed and the predictive effect of the post-campaign the awareness of menstrual hygiene for those respondents who said "no" to sharing knowledge on the liking of reusable pads was confirmed: $b = 0.25$, $t(81) = 4.46$ (higher than t critical value of 1.99), $R^2 = 0.20$, $F(1, 81) = 19.90$, $p < .01$ (Table 14). Essentially, post-campaign, the awareness of menstrual hygiene for those respondents who said "no" to sharing knowledge accounted for 20 percent of their liking of reusable pads. Hence, rejecting the null hypothesis 3a and retaining the alternate hypothesis 3b.

Table 14: Summary of Regression Analysis of the Impact of Post-Campaign Awareness on Liking of Reusable Pads Among Those Who Shared Knowledge (N=83)

Source	*B*	*SE B*	*t*	*p*
Constant	1.96	0.28	7.13	.000
Post awareness campaign	0.25	0.06	4.46	.000
R2 F		0.20 *19.89		

*$p < .01$

B = coefficients

SE B= standard error

(β)=coefficients

The linear equation for calculating the liking of reusable pads is as follows: liking of reusable pads = 1.96 + 0.25 * (rating of post-campaign awareness)

IV. Discussion

In the present study, the result suggests that the campaign was extremely effective in increasing the awareness of respondents aged 36-60. At the same

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time, as the rating is out of 10, the improved mean rating of 6.27 still indicates that there is considerable room for improvement. The mean rating of 6.27 for respondents aged 36-60 is higher than that of respondents ages 16-35 (5.50). [table 1-8]

The initial mean score for the entire sample denotes that the respondents were not aware about menstrual hygiene. This would seem to confirm the general literature that indicates the women in India are unaware about menstruation. Two hundred million women in India lack awareness of menstrual hygiene and associated health care practices. ("Spot On!: Improving Menstrual Management in India", 2015, p. 18). There was a significant increase in the overall mean scores suggesting that the campaign did exert a positive impact on the respondent's awareness level. This depicts that awareness workshops, specifically educational videos from credible sources like gynaecologists, could go a long way in making an impact.

Furthermore, in conversations with the respondents, the respondents were curious about reusable pads as that was something the respondents did not know about before. The respondents were restricted from activities such as entering the kitchen, they wanted to know if it was possible to gain some freedom from such restrictions by wearing the pads and whether it was really needed to follow these restrictions. These restrictions are imposed on them because of old traditions and beliefs. The respondents were reassured that they would be able to continue with all their daily activities, irrespective of their menstruation. The respondents listened carefully and their expression revealed a hope for a better future.

Although the improvement in the mean ratings was substantial, it is important to point out that there is still tremendous room for improvement with a post-campaign rating. While the girls had become more aware of the basics about menstruation (such as what it is and why it happens), they are still not aware of the diseases that can arise from poor hygiene practices during menstruation or the symptoms to recognise when they should seek medical care which is offered by the public healthcare system.

With regards to the differences between the age categories, the biggest impact was on respondents aged 36-60 with a change of 201.4%, while respondents in the 8-15 age group gave the lowest rating (change of 152.9%.) This could likely be attributed to the fact that many would not have started menstruating. As such, it would have been difficult for them to relate to the message of the campaign. When the video was being shown, the women in the 36-60 age group showed the best understanding of what was being said. The respondents in this age group were more attentive and opened up more about the problems they faced like, cramps and back pain during menstruation. [table 7-8]

During conversations with 40-50 participants after the campaign, these participants said that they liked using the reusable pad, as it was far more comfortable than using cloth. These participants also had access to hygienic menstrual practices for the first time, which had changed their lives:

> "We used to face a lot of problems when we used cloth while conducting our daily activities like sleeping and sitting. These pads gave us dignity."
>
> "I used to feel ashamed in front of my young son when I used cloth, now I have told my daughter about the pad, I have told everyone."
>
> "A lot of women in our village did not know about pads, nor did they use them. When you came and spoke to them and distributed pads, they really liked it and started using them. They also spoke to others and their next generation about it. You have helped them a lot and made a difference to their lives."

Table 13 and table 14 show that people who did not share their knowledge liked reusable pads more than the ones who did, which would seem counter-intuitive: usually, if someone likes something, you would be more likely to talk about it. Such an occurrence testifies to the extent of the taboo surrounding menstruation in the rural areas of India. Therefore, one can imagine why the participants who liked the reusable pads were afraid to share their knowledge with the people around them for fear of being stigmatised, which is articulated in the following passage:

> Discrimination against menstruating women is widespread in India, where periods have long been a taboo and considered impure. They are often excluded from social and religious events, denied entry into temples and shrines and even kept out of kitchens. ("Why India Must Battle the Shame of Period Stain", 2020).

Although the girls talked about their experiences about menstruation, none of them spoke about taboos or the restrictions. Have grown up with deeply held beliefs which have been ingrained in them over years by their mothers and elders, such as a menstruating girl is impure. In order to get the girls to talk about these beliefs and be open to change these beliefs, it will require deeper interventions than just one workshop. There may also be a fear of social ostracisation if a girl challenges the beliefs that have been widely held by the community.

The findings of this research study allow organisations in the future to see the areas which need more work, such as breaking taboos. Breaking taboos would help make conversations about menstruation normal which right now is one of the biggest problems in India. As shown by the Spot On & Off campaign, the girls want to change and learn more. More campaigns need to be done to increase their awareness further. As my campaign has shown, there is much we can do to make a change in the lives of females in rural villages. If more individuals and organisations work and collaborate

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on a bigger scale, more awareness can be created and a bigger change can be made.

V. Conclusion

The aim of this research study was to evaluate the effectiveness of a self-formulated campaign called "Spot On & Off" to raise awareness about menstrual hygiene among girls in the area of Mewat in Haryana (a rural area). The findings of this research study would allow for the formulation and implementation of future interventions to foster proper menstrual hygiene management among females in rural communities in India.Based on the results, it is evident that the workshop intervention, awareness video and pad distribution drive of the campaign created a statistically significant increase in the respondents' mean ratings of the understanding of awareness of menstrual hygiene. Additionally, the respondents' understanding of menstruation had a 19% effect on their liking of reusable pads. The study revealed that 91% of the girls used the reusable pads provided to them. This has potential to change their lives for the next two years and hopefully forever. Before this, the respondents used materials like leaves and unwashed cloth which is unhygienic and can cause diseases. The reusable pads allow them to follow hygienic practices during the days of their menstruation. After a few years, the hope is that the girls realise the importance of using pads, and start buying it themselves. Therefore, the study reveals that awareness about menstrual hygiene management and availability of sanitary pads can greatly improve menstrual hygiene management among the girls in rural areas in India.

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Appendix A

Survey Questions

Pre survey

- Which age group are you in?

8 to 15
16 to 35
36 to 60

- Which village do you live in?

Short Answer

- Rate your understanding of menstruation, "1" being "extremely poor" and "10" being "extremely knowledgeable"

Scale of 1 - 10

- What do you use during menstruation?

Sanitary Pad
Cloth
Leaf
None of the above

- If not, what is the reason?

Too expensive
My mother does not use them
I do not know the advantages
I feel shame in buying
Everyone around me uses cloth
None of the above

- If yes, at what price do you get 1 pad?

Short Answer

- If yes, where do you buy from?

Short Answer

- Would you be interested in using reusable pads?

Yes/No

- Do you have to follow any of the following restrictions?

Cannot go to school
Cannot eat with family
Cannot have a bath
Cannot wash dishes
Cannot go to the temple

- Does/Did your school have a proper toilet?

Yes/No

- Do you have access to a device where you can watch videos that we send?

Yes/No

- Would you be interested in working with us to raise awareness?

Yes/No

Post survey questions:

- Which age group are you in?

8 to 15
16 to 35
36 to 60

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- Which village do you live in?

Short Answer

Rate your understanding of menstruation, "1" being "extremely poor" and "10" being "extremely knowledgeable"

Scale of 1 - 10

- Did you use the reusable pads?

Yes/No

- How did you like using reusable pads, "1" being "not at all" and "5" being "extremely liked them"?

Scale of 1 - 5

- Did you share your knowledge and experience with different people?

Yes/No

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Women's Perception of Air Pollution and Associated Health Hazard Aspects – A Study in Low- Income Urban Space in Bangladesh

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Abstract- This paper explores women's perception of air pollution and associated health hazards they experience in the low-income urban community of Bangladesh. Following the qualitative methodology, the research employs primary and secondary data to scrutinize the linkage betweenair pollution and women's health. Data analysis in both percentages and an interpretive thematic approach was supported by two focus group discussions and 15 in-depth interviews conducted in the Mridhabari area in Matuail – one of the environmentally vulnerable areas in urban Bangladesh.The findings show that poor women's comprehension of emissions of greenhouse gases and air pollutants is unsound and erroneous. Though women suffer from multiple physical, psychological, and reproductive health sicknesses due to their stay in a place with poor air quality, their apathetic outlook on health, reinforced by socially accepted gender norms, ignorance, misconception, and blind faith, contributes to avoiding seeking any medical treatment while getting sick.

Keywords: *air pollution, health hazards, low-income urban community, poor women, Bangladesh.*

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Women's Perception of Air Pollution and Associated Health Hazard Aspects – A Study in Low-Income Urban Space in Bangladesh

Aziza Hena [α], Sharmin Jahan [σ], Sabrina Nasrin Sujana [ρ] & Sheikh Nayem Siddique [ω]

Abstract- This paper explores women's perception of air pollution and associated health hazards they experience in the low-income urban community of Bangladesh. Following the qualitative methodology, the research employs primary and secondary data to scrutinize the linkage between air pollution and women's health. Data analysis in both percentages and an interpretive thematic approach was supported by two focus group discussions and 15 in-depth interviews conducted in the Mridhabari area in Matuail – one of the environmentally vulnerable areas in urban Bangladesh. The findings show that poor women's comprehension of emissions of greenhouse gases and air pollutants is unsound and erroneous. Though women suffer from multiple physical, psychological, and reproductive health sicknesses due to their stay in a place with poor air quality, their apathetic outlook on health, reinforced by socially accepted gender norms, ignorance, misconception, and blind faith, contributes to avoiding seeking any medical treatment while getting sick. The sense of care and altruism drives them towards considering medical treatment for the dependent members of the household when they overlook the idea of spending on their health until and unless they suffer an illness with acute phase.

Keywords: air pollution, health hazards, low-income urban community, poor women, Bangladesh.

I. Introduction

In the present age, one of the environmental health hazards addressed globally is air pollution. Anthropogenic sources such as the burning of fossil fuels, agricultural activities, livestock farming, industrial processes in chemical and mining enterprises, solid waste generation, inept wastewater treatment, emissions from vehicles and factories (EEA, 2021, Giudice et al., 2021; Lando et al., 2021; Manuja et al., 2018) produce short-lived climate pollutants including black carbon, methane, tropospheric ozone, hydro fluorocarbons along with the most heat-trapping gas Carbon Dioxide, in large quantities (UNEP, 2019). Air pollution, notably, having the form of emissions of GHGs (Greenhouse gases), contributes to heat up the earth and consequently poses a threat to human health. Additionally, due to rapid urbanization and industrialization, artificial air pollution continues at an alarming rate and increases injuries to health and premature death. According to the estimation by WHO, 9 out of 10 people across the globe inhale highly contaminated air, and 7 million people die from outdoor and household air pollution each year (WHO, 2018). Indubitably, cities have more air pollution than rural areas because of the higher congregation of people, vehicles, and industries. Dhaka is no exception in this regard. Being ranked as the second most polluted capital city globally, it contains the worst quality of air. Apart from automobile pollution and industrial contamination, solid waste mismanagement and improper land filling practices pollute the air and grow the risk of adverse health effects. Women are considered more vulnerable to the effects of air pollution than men (American Psychological Society, 2017), and their health comparatively gets exposed to the development of maladies like "cancer, reproductive dysfunction, and immunologic and neurologic impairment" (Bryant, 1996). In a conventional patriarchal society like Bangladesh, where gender roles into public-private dichotomy are practiced as a well-built cultural norm, getting assigned by cooking, and in taking household air for women is an everyday routine. Besides, the mobility of urban working women corroborates the fact that career women cannot eschew inhaling outdoor air pollutants on a daily basis. Breathing of polluted air in two ways, both in the domestic and public domain denotes women face environmental victimization more than men though existing research did not shed sufficient light on it. This paper presented an interpretive thematic analysis along with percentages determined from both primary and secondary data to scrutinize the linkage between air pollution and women's health in an underprivileged urban setting. It examined the women's viewpoint about air pollution and their response to the health consequences that resulted from it.

II. Literature Review

Air pollution is a global health emergency that has a slow-poisoning impact on humankind everywhere, especially in the urban spheres (Rahman et al., 2006). According to a study by Bayram (2006, as cited in Türk and Kavraz, 2011), both ambient (outdoor) and indoor air pollution affect every human being similarly, regardless of which geographical location they belong.

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Though both nature-based and anthropogenic sources contribute to air pollution, human activities are responsible for the deterioration of urban air quality and public health damage (Türk and Kavraz, 2011). Manisalidis et al. (2020) argued that the industrial revolution emerged as an indication of social and economic progress. However, industrial production has failed to stop emitting many pollutants into the air. Many survival practices such as food production, high-energy use, burning fossil fuel for heat and transportation, household fuel combustion along with sanitary landfill and open dumping of solid waste raise the level of greenhouse gases like carbon dioxide (Co_2), methane (CH_4), and nitrous oxide (N_2O) in the atmosphere which heightens air pollution expeditiously (Khan and Alom, 2016; Manuja et al., 2018; Haryanto, 2018; Hussain et al., 2021).

Air pollution is responsible for causing a wide range of adverse health outcomes, including wheezing, allergy, asthma attacks, coughing, chest pain, fatigue, irritation, high blood pressure, headaches, respiratory and cardiovascular distress, changes in lung function, and premature death from pulmonary and heart diseases (Seema, 2021; Marchwinska-Wyrwal et al., 2011; Rahman et al., 2006). Even exposure to low-level air pollution is associated with increasing the risk of dementia (Rigby, 2020). In their study, Balbus and Malina (2009) showed that the subpopulation susceptible to air pollution encompasses children, older adults, pregnant women, poverty-stricken individuals, people with chronic diseases, and outdoor workers. However, women are more likely to be susceptible to inflammatory lung diseases caused by air pollution and express detrimental pulmonary health crises than men (Cabello, 2015). Chen et al. (2005, as cited in Duncan, 2006) depicted that propensity of getting affected by air pollution for women is higher compared to men since women may deposit inhaled particles comprehensively in their lungs and become subjected to severe health hazards. The authors also speculated that women's sensitivity to airborne pollution lies in having fewer red blood cells than men, which leads to more sensitiveness of women to the toxicological domination of air pollutants. Moreover, women and children suffer much from indoor air pollution caused by hugely polluting fuels for cooking and heating, mostly in developing countries (GBD, 2017, and WECF, 2018, as cited in OECD, 2020). For instance, poorly ventilated kitchen environments in low-income urban households in Bangladesh infect women and children with severe respiratory illness (Haque et al., 2017).

Some research came up with the fact that there is a linkage between air pollution and psychological health, cognitive function, and aggressive attitude. A study conducted in the American and Indian urban communities showed that air pollution is responsible for enhancing anxiety and provoking immoral behaviors among adults (Lu et al., 2019). Kioumourtzoglou et al. (2017, as cited in OECD, 2020) revealed that increased risk of depression in middle-aged and older women in the United States is the result of a long period of exposure to high levels of PM2.5 and ozone. Duncan (2006) has also claimed that women suffer both physically and psychologically during air pollution events. He further emphasized the fact that growing air temperatures victimize women with possible heat-related morbidity, psychological stress, and violence, and deteriorating air quality threatens the health of women and children who are already suffering from indoor air pollution. In addition, air pollution impacts working women's psychological health indirectly as they have to leave out their work to take care of the dependent members of their households (children and the elderly). The latter are comparatively sensitive to the health effects of air pollution (Montt, 2018). Another research (Merklinger-Gruchala et al., 2017) demonstrated that concentration of air pollutants influences women's hormonal function, and therefore affects their menstrual cycle pattern, conception, oocyte quality and increases the risk of miscarriage. Apart from affecting women's reproductive functions, fetal health, and fecundity, air pollutants, especially at ambient levels, bring about premature birth, intrauterine growth restriction, infant mortality, and male infertility crisis, as evidenced by epidemiological studies (Veras et al., 2010).

Exposure to air pollution in the capital city of Bangladesh, Dhaka, results in 15,000 early deaths and some millions of maladies each year (Faiz et al., 2004, as cited in Rahman et al., 2006). Haque et al. (2017) reported that emissions from motorized vehicles and different industrial sectors, activities in brick-kilns, smoke from traditional biomass fuels for cooking use, burning of coal, wood and municipal solid waste, etc. are the causes of air pollution in Dhaka city which leads to affecting health immunity, nervous system, respiratory and reproductive functions of human- being. The authors also revealed that respiratory illness and diarrheal disease caused by the poor condition of air is prevalently higher in Bangladesh compared to South East Asian Countries. Dasgupta et al. (2006) confirmed that in the Bangladeshi context, women's exposure to household air pollution is double that of men in their prime age, and older men's exposure is notably lower than their female counterparts. The authors further demonstrated that women's family income and academic qualification influence their cooking options, and hence the range of getting affected by air pollution. Additionally, their study found that the poorest individuals with the lowest education levels are twice as burdened by air pollution as well-educated adults in comparatively high-income households, and both the infants and low-educated females in poor families are four times more

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exposed to this pollution than men in high-income households.

Although most of the existing literature manifested multiple health crises of women in different social, cultural, and geographical settings, assessing women's understanding of air pollution in an environmentally vulnerable urban location is an under-researched area. Moreover, enough attention was not paid in the previous studies to examine the medical help-seeking behavior of women with diseases caused by air pollution. Considering the subsisting health challenges of air pollution proved in literature, this research aimed at digging dip to discover women's perception of air pollution and their responses to air pollution diseases in a low-income urban community of Bangladesh.

III. Methodology

The study employed qualitative methodology to assemble an in-depth understanding of how people comprehend, respond and perform in a particular context. Since qualitative research embraces the "subjective, constructed, multiple and diverse" reality of each individual (Sarantakos, 2005), it helps the researchers to examine diverse viewpoints, thoughts, and insights of respondents on the specific subject matter. Taking the scope of the qualitative approach into account, this study adopted the research method to quest the multiple perceptions and experiences of women related to air pollution and health.

a) Study Setting

The study was conducted in the Mridhabari area in Matuail, one of the hotspots for methane emission in Bangladesh, located in Dhaka South City Corporation. Per hour methane emission from the sanitary landfill of Matuail can be compared to running almost 0.2 million automobiles ("Matuail landfill's per hour methane emission", 2021). In addition, industrial wastes generated from the machinery industries, electronic manufacturing companies, gas and chemical industries, and warehouses located in the study site, along with fume from heavy transports, are increasing the levels of other greenhouse gases in the atmosphere and therefore contributing to a rising temperature that leads to human health hazards.

b) Selection of Samples

From the study location, the population had been selected through the non-probability purposive sampling technique. Sample for FGD (Focus group discussion) and IDI (In-depth-interview) were picked out conveniently using a locally pre-acquainted network from the study site. A sample of 21 women from different age groups was considered to conduct two FGD sessions. One FGD session consisted of 11 working women, and the another represented the participation of 10 homemakers.

Participants for face-to-face in-depth interviews were selected from the population of FGDs who showed a willingness to take part in IDI. A total sample of 15 women (N=15) from different age groups who belong to low-income urban households was used to gather data through IDI.Homogeneity in terms of socio-cultural status and lifestyle had been observed even though respondents' professional identities were not alike. The majority of the total population of IDI (n=10) had paid jobs outside the home, and the rest were (n=5) homemakers. The demographic characteristics of the women interviewed in-depth are outlined in Table 1.

The respondents of the study had been identified based on three variables – 1) respondents' occupation, 2) respondents' academic qualification, and 3) age range to which the respondents belong. The reason behind focusing on respondents' occupation is to detect the way (ambient/indoor air pollution) that affects their health. Academic qualification is an indicator to comprehend their perception about air pollution and its impacts as well as the range of their consciousness to combat health consequences derived from impure air. The last variable, age range, had been taken up for recognizing manifold physical and psychological health outcomes of the respondents and acquiring knowledge on how they cope with them.

Table 1: Demographic characteristics of the women interviewed in-depth (N=15)

Characteristic	Frequency (n)	Percentage (%)
a. Occupation		
Heavy industry worker	7	46.6%
Cook in hostel	1	6.6%
Professional beggar	1	6.6%
Animal husbandry worker	1	6.6%
Home-maker	5	33.3%
b. Age range		
(16-25)	7	46.6%
(26-35)	4	26.6%
(36-45)	2	13.3%
(46-55)	0	0
(56-65)	2	13.3%
c. Academic qualification		
Primary school	4	26.6%
Secondary school	5	33.3%
No formal education	6	40%

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c) *Data collection, management, and analysis procedure*

This study used data, both from primary and secondary sources, to accumulate sufficient details for doing utmost justice to the research topic. Secondary data were collected to figure out the research trend and progress on the interrelation between air pollution and women's health in divergent geographical settings. The raw data helped to gain a deeper view from first-hand experience. The scholarly contributions from different national and international documents, articles in journals, book chapters, online mass media contents, organizations' reports, and fact sheets were secondary resources.

The study attempted to combine interview methods (FGD and IDI) with direct observations to capture the real picture of the impact of air pollution on respondents' well-being. The purpose of conducting FGDs was to amass the collective view of the participants by building a good rapport with them. FGDs guided the researcher to understand participants' awareness about air pollution and their health sufferings resulting from it at a deeper level. Each FGD was moderated through broad questions to elicit the responses and generate the utmost discussion within 90 minutes. Fifteen in-depth interviews, each running for approximately an hour with a semi-structured questionnaire, were operated. Considering the objective of the study, the questionnaire was developed in Bangla (respondents' native tongue) with ensured reliability, slightly modified based on the response from FGDs, and later translated into English. In-depth interviews were conducted during the observations to cross-check the soundness of the information given by the respondents. Transcription and translation of audio-recorded data, along with a compilation of observation notes, were done within two days, just after returning from the study site. Transcribed data were revised several times to create initial codes for further thematic analysis of the in-depth interviewed data. The themes were appeared from the narrations of the respondents and later became subject to manual analysis. Additionally, overall analysis for the data from FGDs was conducted to address the general understanding of the participants about what the research aims at.

d) *Ethical Considerations*

Before participation in the interview, participants were informed about the objective and the details of the study. Assurance of anonymity and confidentiality were ensured, along with the participant's right to withdrawal in the event of discomfort. The respondents who showed a willingness to participate were taken on board for an interview, and no incentive of any form was given to persuade the participants for engagement in the study.

IV. Findings and Analysis

a) *Findings from FGDs (Focus group discussions) and analysis of data*

99% of the participants were found not to know about emissions of greenhouse gases and air pollutants. At the same time, the rest of the population manifested ignorance by conveying incorrect or slightly correct knowledge. Despite knowing about the poor quality of air in their locality, 90% of the participants were found living there just because of easy access to different workplaces and low living expenses. A number of the study population accused open dumping of household wastes, garbage mismanagement, and unplanned industrial growth as the sources of air pollution in the locality. They believe that proper administrative steps could change the current air quality. Nevertheless, 20% of the response regarding air quality reflected ignorance, indifference, and satisfaction about their living area. Taking pride in the current air quality of the locality was demonstrated in one of the participants' narration-

> "We have the best air quality in our area. Air status of Gulshan and Banani (posh residential area in Dhaka, Bangladesh) is not good compared to ours."

The participants were spontaneous to share the physical and mental health effects resulting from air pollution. Nonetheless, they were shy to discuss their reproductive health experiences in a group. It was confirmed by 95% of the participants that they experience cold, cough, recurrent fever, burning and tingling in hands and feet, skin diseases, headaches, allergies, eye and throat irritations, and irritative mood. However, they take these diseases lightly and avoid seeking medical care. They think that they are used to having sickness and getting cured naturally. Some participants considered their survival in a polluted environment as a demonstration of immunity that developed over the years since they had started living in the study area. The very fact was explored in the words of a participant –

> "20 years ago, when I came here as a resident and started working, I had experienced continual burning and tingling of hands and feet, fever and headache for more than two months that I could not bear. That time I had to take multiple medicines. I got used to the weather and environment gradually to the extent that the diseases could not attack me any further."

b) *Findings and analysis of in-depth interviewed data*

i. *Knowledge of the role of greenhouse gases in air pollution*

Except for one respondent, none of the interviewed population had any proper knowledge about greenhouse gases. 80% of the respondents stated, "I don't know", "I heard for the first time," "I had never heard about it" when they were asked about their basic

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understanding of the greenhouse gases or their effect. They were not familiar with the names of greenhouse gases (e.g., carbon dioxide, methane, nitrous oxides.), even though more than half of them had received primary or secondary education. Two of the respondents delivered their misconceptions about the greenhouse gases that are briefly described below-

> "Greenhouse gases are helpful for our health." (Shirina, 32 years old respondent, received primary education)

> "I know about greenhouse gases. These gases have different smells. We can't produce them now in our country, but I have hope to produce them in the future." (Safia Bibi, 40 years old respondent,received primary education).

Only one among all respondents could provide accurate information about the greenhouse effect. Apart from mentioning some names of greenhouse gases, she stipulated her understanding of the rising of air temperature too.

ii. *Perception about the air quality of the surrounded area*

Respondents shared different perceptions about the air quality and disgusting smell in the air. According to 73% of respondents, the air of the locality is highly polluted because of garbage mismanagement, industrial emissions, transport-related fumes, and dust from industrial constructions. 27% of respondents who have been living in the area for six months to almost three years could not recognize chronological changes in the air quality. However, the rest 73% of respondents residing in the area for more than five years witnessed the massive transition in this regard. The reasons behind such transition of local air quality are the expansion of heavy industries, population growth, open dumping of waste, cutting down of trees, and careless attitude of the waste collectors in managing garbage properly, as identified by 20% of respondents. On the contrary, the rest of the population did not mention any reason behind poor air quality since they had no issue with the existing air quality or they were not concerned about the matter.33% reported the improved air quality compared to previous years. Interestingly, some respondents delivered highly positive responses about the status of the air due to their ignorance or observational misapprehension about a particular event (e.g., the severity of Covid -19 in the study area). One of such responses is as follow-

> "The air status of this area is too good. Here, no one has been affected by Corona. If you don't believe my words, check it by talking with other people." (Safia Bibi, 40 years old respondent, received primary education).

iii. *Health effects of indoor air pollution*

The majority of the respondents marked cooking as the dominant source of indoor air pollution. Mud furnaces, LPG stoves, and gas stoves in shared kitchens were found getting used respectively by 7%, 13%, and 80% of the respondents. An elderly respondent (dependent member of the household) who has a mud furnace at home confirmed her coughing problem due to kitchen air, even though she does not cook. On the contrary, the LPG stove users denied the fact of facing health issues due to indoor air pollution during cooking. One of the LPG stove users, a professional cook, providing services in hostels, did not have a minimum concern about heavy fume emitted from the stove placed in her bedroom. On the other hand, almost all the gas stove users in the shared kitchen indicated the health vulnerabilities resulting from the lack of ventilation in their shared kitchens. Exposure to kitchen air pollution makes them suffer from usual health problems, including eye and throat irritation, headache, coughing problem, and shortness of breath. However,very few of the gas stove users were found not having care about kitchen pollution and associated health hazards either.

iv. *Health effects of outdoor air pollution*

The perception of 2 categories of respondents (working woman and homemaker) about ambient air pollution has been heard to comprehend if the exposure to outdoor pollution causes identical health outcomes for both categories or not. All of the homemakers, except one, disclosed the health sufferings that are experienced due to outdoor air pollution. According to the respondents with "homemaker" status, ambient air pollution affects their health in the same way it causes harm to the health of working women, even though they are not used to going outside the home on a frequent or regular basis. The working women think that the landfill sites, roads used by motorized vehicles, and manufacturing factories near their houses affect their health. In contrast, the working women think that they get affected directly by the environment of the industries they work for. 80% of the respondents specified the physical, psychological, and reproductive health hazards because of air pollution. However, the rest, 20%, strongly acknowledged that they have never undergone any health crises. Moreover, they explained their well-being by believing perspectives. They think that God is pleased with them, and it is why they never get sick. Even sickness as a form of punishment has been detected in some of the respondents' words –

> "By the grace of God, I never get sick, and I know that I won't suffer from any illness in the days to come. […] God does not punish those with illness who rely only on Him." (Kulsum, 32 years old respondent)

> "God gives illness to those who have a fear of getting an illness." (Yasmin, 25 years old respondent)

Diversified physical, psychological, and reproductive health consequences of air pollution such as headache, heat headache, stomach ache, eye irritation, skin irritation, cold, cough, shortness of breath, recurrent fever, desquamation of hand skin, burning and

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tingling sensation in hands and feet, itching, prickly heat, irritative mood, and menstrual sickness were pointed out by the respondents of the study.

v. *Physical health problems*

Headache was the most common illness for 33% of the respondents when 27% of women responded regarding eye irritation. 47% of the respondents were identified with skin-related problems, including skin irritation, burning and tingling sensation in hands and feet, itching, prickly heat, and desquamation of hand skin. Both stomach ache and recurrent fever were found in 20% of the respondents, whereas 13% confirmed that they were affected by shortness of breath. Only one among all respondents was detected with severe cold and coughing problems all year round.

vi. *Psychological health problems*

"Irritable mood" as an indicator of poor mental health was found in 40% interviewed population. Emission of the pollutants into the air results in warming the environment. As a consequence, it impacts the mental health of people by increasing irritability, fatigue, and depression. Specifically, it becomes intolerable for aged women. This fact was uttered by one of the elderly respondents-

> "I feel uncomfortable in hot, humid weather. It makes me get cranky." (Maleka Begum, 65 years old respondent)

Apart from affecting the mood and emotions, the rise in air temperature contributes to causing anger and stress illness which was demonstrated by the words of a respondent-

> "In warm weather, I feel angry. Even any kind words or good talk bother me so much at this time." (Sanjida, 16 years old respondent)

Some psychological depressions in women are associated with the sickness of dependent members (e.g., children and elderly) of their households. The respondents mentioned that they undergo anxiety, stress, and frustration when the kids and elderly of the family suffer from illness-

> "We are not well. Seeing my children suffering from cold, fever, rash, boil, pimples and allergy is depressing." (Safura, 23 years old respondent).

Another respondent pointed her finger at air pollution for causing the death of her beloved son. The unexpected loss had made her go through immense grief and trauma for a long time. Need to add, this case proved the fact that air pollution is one of the environmental risks for premature deaths.

vii. *Reproductive health problems*

The majority of the respondents ignored the reproductive health problems due to air pollution. Only 13% of the women interviewed in-depth brought the matter in front. It appeared from the respondents' observation that the shift from the previous location to the current one impacted their menstruation cycle and period flow. Moreover, one of the respondents reported the complications that she faced during her pregnancy –

> "I have two kids. I did not go through any complications during my first pregnancy when I was living in my village. After shifting to this present area, I endured persistent nausea and vomiting during my second pregnancy. I think the pollution of air is responsible for my such sickness." (Safura, 23 years old respondent)

viii. *Medical help-seeking behavior*

Different behaviors have been seen among the respondents regarding seeking medical treatment when they get sick. 60% of the respondents pay no heed to the health problems proceeding from air pollution and avoid going to the doctor. 20% of the respondents were found to have gone to a doctor once or more for the treatment of skin allergy, irritation, and severe itching. Only one of all respondents was detected with serious difficulty in breathing for what she had to take medicine and get admitted to hospital for half a week. 20% of the respondents received medical care for chronic health hazards, including diabetes and peptic ulcers. The respondents affected by peptic ulcers mentioned "in taking much oily food on a regular basis" was liable for their sickness. The patients of the chronic diseases had gone to the doctor and got admission to the hospital when their sickness emerged with severity. Though respondents were found to have a careless attitude towards seeking medical help during their illness, they had a concern about their children's health issues.13% of the respondents confirmed that they avoid seeking medication during their health crises, but do not do the same for their children. Reliance on homeopathy treatments or medical treatment from the nearby health service centers was found among the respondents. However, only one respondent marked economic insolvency as the reason behind the avoidance of seeking medical treatment.

V. Discussion

The poor urban residents in squatter settlements and nearby dumping grounds tend to be affected by air pollution more than other social classes. Among such populations, women and dependent members (e.g., children and elderly) suffer a great deal in terms of their health and well-being. Women living in the backward urban region are considered more vulnerable than their male counterparts to the impacts of divergent environmental crises, including air pollution. Sensibly, women in poor households with having no education is a common facet in urban impoverished communities of Bangladesh. Completion of primary or secondary level of education does not necessarily ensure that women get enlightened with environmental consciousness or sound knowledge relating to environmental crises. Survival in a polluted area and

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getting used to it portrays women's accepted numbness by themselves just because of their position in a particular social class. On the other hand, employment opportunities, better earning, and livelihood options drive women to compromise on the living location with highly polluted air.

Air pollution in two forms (indoor and outdoor) affects women's physical, psychological and reproductive health in multiple ways. The health consequences of air pollution for both homemakers and working women are indistinguishable. Though homemakers have less outdoor involvement and limited mobility, emissions from heavy industries, motorized vehicles, and landfill sites nearby their living locations affect their health indirectly. Conversely, working women endure straight affliction by cooking without proper ventilation in the kitchen and staying in a workplace environment with pollution. The vast majority of women take no notice of the health problems caused by polluted air, even when the signs and symptoms are visibly present. For them, homeopathic treatment or health services from nearby government health centers can be covered by an affordable low budget. However, their ignorance, misconception, and blind faith lead to their avoidance of seeking help while getting sick. Most women feel the need to consult a doctor only when the disease reaches a severe phase. Lack of environmental and health awareness among women in low-income urban communities contributes to the growing indifferent mindset of women in terms of their well-being. Being groomed with socially accepted feminine traits, women care for the dependent members of their households during their sickness and prefer seeking medical care. Moreover, it is altruistic behavior that desists them from spending on their health and promotes expenses in medical care barely for other family members. Pertinently, attaining self-contentment by sacrificing such a way stem from the gender socialization process that guides women on how to live within the cultural locale.

VI. Conclusion

Leaking a huge amount of greenhouse gases into the atmosphere from potential anthropogenic sources gives rise to immense pollution in the air and health crises for humans. However, poor women's health suffering knows no bounds in this regard. Countless expedient means and actions are serving to keep air pollution in check. Yet, women's health damages of air pollution rarely call proper attention to executives. Promoting environmental awareness and health consciousness with particular emphasis on women's health through public health campaigns and media advertisement would be ineffectual without strong moves from the government to bring down conventional air pollution everywhere in urban space. Controlled disposition of waste, imposition of pollution control regulation in industrial sectors, prohibition of unfit vehicles on the roads, and changes in production and consumption of energy are imperative essentials to improve air quality and health status as well. To conclude, this study signified the necessity of integrated policies, strategies, and implementations to be understood by planners and executors to ensure better health, productivity,and sustainability for women and all.

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Exploring Connotative Meanings and Metaphors of Saudi Animal Proverbs: A Semantic and Pragmatic Analysis

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Abstract- Proverbs tend to reflect a nation's social values, attitudes, and beliefs. The connotative meanings underlying animal proverbial sayings can either be affectionate or abusive based on the cultural aspects of the language under investigation. Although the semantic connotations of animal proverbs have been extensively studied, little scholarly attention has been paid to the proverbial expressions pertaining to animals in Saudi Arabia. The main aim of this study is to semantically and pragmatically investigate the connotations of animal proverbs in Hijazi Arabic in Saudi Arabia. The paper also seeks to deduce the representation of human-animal relation and explore the cultural values of the Hijazi society as depicted in the proverbs. The data is collected from different sources, mainly from a book of Hijazi proverbs by Atique (2018). About 11 animal proverbs were selected, classified and translated, both literally and figuratively, into English.

Keywords: animals, conceptual metaphor theory, cultural linguistics, hijazi, pragmatic, proverbs, semantic molecules, social values.

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Exploring Connotative Meanings and Metaphors of Saudi Animal Proverbs: A Semantic and Pragmatic Analysis

Animal Proverbs in Hijazi Culture

Meead Ghafoori [α] & Tariq Elyas [σ]

Abstract- Proverbs tend to reflect a nation's social values, attitudes, and beliefs. The connotative meanings underlying animal proverbial sayings can either be affectionate or abusive based on the cultural aspects of the language under investigation. Although the semantic connotations of animal proverbs have been extensively studied, little scholarly attention has been paid to the proverbial expressions pertaining to animals in Saudi Arabia. The main aim of this study is to semantically and pragmatically investigate the connotations of animal proverbs in Hijazi Arabic in Saudi Arabia. The paper also seeks to deduce the representation of human-animal relation and explore the cultural values of the Hijazi society as depicted in the proverbs. The data is collected from different sources, mainly from a book of Hijazi proverbs by Atique (2018). About 11 animal proverbs were selected, classified and translated, both literally and figuratively, into English. The analysis of data is based on Lakoff and Johnson's (1980) *Conceptual Metaphor Theory*, the approaches involving *Semantic Molecules* proposed by Goddard (1998), and the theories of *Cultural Linguistics* introduced by Palmer (1996). The findings showed that human-animal interface is depicted through the conceptual mappings where animals function as a vehicle to express human characteristics, traits and behaviors. Moreover, the results revealed that all of the selected animal proverbs are evaluated negatively, except for one animal. Additionally, certain pragmatic functions were achieved using the proverbial expressions. There was also a variety of social and cultural underpinnings underlying these proverbs, which seem to have been transmitted from one generation to another.

Keywords: animals, conceptual metaphor theory, cultural linguistics, hijazi, pragmatic, proverbs, semantic molecules, social values.

I. Introduction

Proverbs are regarded as perceived truths based on people's common sense or experience. Proverbial expressions are generally viewed as an important constituent of any language, since they are believed to be scrupulously integrated with the society and the cultural ideologies and perceptions of the folk of a particular civilization. It is essentially believed that language and culture of a particular social group are intertwined and seem to reciprocally influence each other. Besides, proverbs chiefly tend to mirror the encapsulation of the social and cultural growth of various nations. Proverbs in the Hijazi society have, had, and presumably will have, immense impact on the transmission of ideas, beliefs, attitudes, knowledge and social morals from one generation to another. This can be attributed to the fact that proverbs are considered to be a primary vehicle for transmitting cultural norms and people's social beliefs in a given speech community. Therefore, examining this particular genre of folklore is significant in order to understand both the language and the general sociocultural tendencies of the people of a designated nation.

It goes without saying that examining this specific area of animal proverbs will eventually reflect certain ideologies and beliefs that are related to the Hijazi culture. It seems that the people who use such proverbs in everyday speech attempt to convey certain messages to the interlocutor in an interesting and intriguing way. Instead of being direct, the Hijazi people seem to utilize particular stylistic devices manifested in the form of proverbial expressions to get to their point in a conversation. Therefore, it can be argued that there are certain prototypical connotations attached to each and every Hijazi animal proverb, which will be explored in the current paper. Moreover, by conducting such research, a better understanding of the Hijazi culture and the people will be arrived at.

Due to the limited number of research studies that investigate Hijazi proverbs, the present study helps to fill in the gap found in the literature by tackling an interesting, and probably somewhat ignored, part of the proverbial treasures of the Hijazi culture in the Western region of Saudi Arabia. Moreover, the current research paper aims at semantically and pragmatically investigating the prototypical connotations of animal proverbs in Hijazi Arabic. Additionally, it seeks to highlight human-animal relation and explore the cultural values of the Hijazi society as reflected in these proverbial sayings.

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II. Literature Review

The following review of literature presents some definitions of proverbs, explores the connection between animals and humans as manifested in proverbs, and sheds light on various animal proverb studies that have been conducted in several communities around the world.

a) *Definitions of Proverbs*

Proverbs are said to be the words of the wise which bear fruits of subtle wisdom. Many researchers have attempted to define proverbs over the last decades. For instance, Norrick (1985) identifies a proverb as "a traditional, conversational, didactic genre with general meaning, a potential free conversational turn, preferably with figurative meaning" (p. 78), and thus, he asserts the traditionality of proverbial expressions in general. Another attempt was made by Mieder (2004), in which he defines a proverb as "a short, sentence of the folk which contains wisdom, truth, moral values, and traditional views in a metaphorical, fixed and definite, and memorizable form which is handed from generations to generation" (p. 3). In simple terms, a proverb is a short saying common among the folk that is performed to express some truth.

Proverbs can meticulously depict culturally-specific accepted beliefs, ideas, attitudes and truths about how a particular speech community actually functions. Since a proverb is characterized as a "a saying current among the folk" (Taylor, 1931, p. 3), it carries a certain degree of wisdom on the basis of people's stories, real-life situations and general experiences. Therefore, Gibbs (2001) affirms that proverbs can be described as "familiar, fixed, sentential expressions that express well-known truths, social norms, or moral themes" (p. 168). In other words, proverbs seem to establish a code of folk culture, and as a consequence, serve the purpose of successful interaction.

b) *Animals and Proverbs*

Animals play an important role in the lives of many people. Human beings and some animals can coexist and live together harmoniously which causes people to know some of the negative and positive characteristics of them well (Sameer, 2016). Since animals generally improve humans' lives, they seem to take part in the contexts of symbolic uses, such as in art, literature, religion, and mythology (Nesi, 1995). Strictly speaking, there appears to be an enormous body of words and expressions that pertain to animals in approximately all languages to describe the relationship that connects these animals to humans in various ways. Therefore, people resort to the use of animal words, expressions or metaphors when communicating with others to express their emotions, feelings, or depict some situation in various contexts (Budiarta & Kasni, 2017). Thus, one can make use of the performativity, i.e., the power of language to cause some change in the world, of such words and expressions in different communicative settings. Put differently, various types of texts, including proverbs, idioms, and literary genres can be manipulated to purposefully serve multiple communicative functions. By using animal proverbs, one can achieve many sociolinguistic purposes, such as describing, insulting, praising, and criticizing.

Animal proverbs form an important constituent of the corpus of proverbial expressions in almost any language. In various societies, people frequently utilize such powerful proverbial animal sayings to ascribe specific characteristics of people to particular animals (Al-Harahsheh & Al-Rousan, 2020). Lakoff and Turner (1989) contend that animals can be personified by symbolically attributing several human characteristics to them. Kövecses (2010) agrees that "human behaviors can be metaphorically understood as animal behavior, especially when human behavior is violent, deviant or unreasonable" (p. 153). As a result, animal proverbs are used in their nonliteral sense to reveal certain figurative meanings that heavily rely on the connotations of these proverbial expressions which in turn make their use socially and culturally bound. Hence, the symbolic functions of animal proverbs necessitate a particular attention to their meaning in context and to the cultural perspective in general.

Animal proverbs, which are of main concern here, could refer to the animal itself, part of its body, or to one of its traits in order to describe people or some of their good or bad behaviors. According to Lakoff and Johnson's (1980) *Conceptual Metaphor Theory*, the process of mapping animal behaviors and traits onto human behavior and traits is built on the conceptual metaphor, NON-HUMAN IS HUMAN. As a result, such a practice is informed by the conceptual metaphor, PEOPLE ARE ANIMALS. People's tendency to attribute other people's behaviors and characteristics to animals seems to comply with traditions, cultural aspects, and social experience.

c) *Studies of Animal Proverbs*

Animal metaphors have been tremendously explored by many researchers around the world. For instance, Pourhossein (2016) attempted to investigate the degree of similarity between Persian and Turkish people on how they conceptualize the world by means of animal proverbs. The results revealed both similarity and variation in the way the participants conceptualized the world, depending on the cultural and environmental perspective of each speech community. Another study conducted by Riyanto (2018) attempted to emphasize the idea that human behavior can be understood in terms of animal behavior which is symbolically expressed in English proverbs. The findings showed that the animal constituents found in many English proverbs

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can perform several functions as praising, advising, and warning. Thus, it appears that by understanding the sociolinguistic functions achieved by means of animal proverbs, one can gain knowledge with regards to the proper way of using these animal elements in English proverbs in order to effectively interact with other people in communicative situations.

Views about gender inequality were also analyzed in light of animal proverbs. To cite an example, Barasa and Opande (2017) inspected animal metaphors from a feminist point of view to examine the representations of men and women in two communities in Kenya. The study concluded that certain animal proverbs indicated sex inequality which was apparent in the stereotypical depiction of females as submissive to men and reliant on them. In the same line, Rodríguez (2009) carried out a study to explore sexism in terms of animal metaphors. The study revealed several gendered depictions of women as chickens, bitches and vixens. Additionally, females were stereotypically represented as inferior to men which led people to acknowledge patriarchal beliefs about the role of women in English and Spanish societies. Khan, Sardar, and Yousaf (2017) also strived to reveal the depiction of men and women as reflected in Urdu animal proverbs. Their findings asserted that gender depictions of animals, whether domestic or wild, have corresponded with the roles of men and women in the Indian community.

Other studies had a central focus on specific species of animals reflected in proverbial sayings. For example, Muhammad and Rashid (2014) examined *cat* metaphors in both Malay and English proverbs and explored the similarities and differences in their meanings. Their work showed many differences in meanings which are connected to the metaphorical schemas of the English and Malay proverbs. Such variation in meanings stemmed from the social and cultural environments that the language speakers lived in. On the other hand, Salman and Amer (2020) investigated metaphorical proverbs of *horses* in English and Iraqi Arabic to discover how the respondents would comprehend, explain and utilize such proverbs. The study affirmed that there were certain similar connotative meanings attached to horse images in both languages, as English and Iraqi Arabic shared some social variables for some conceptualizations concerning the selected topic. However, the occupation variable seemed to have a tremendous effect on the participants usage of horse imagery, as farmers utilized horse portrayals more than any of the other participants. Another study conducted by Biyela (2003) focused on human-animal and *bird* relationship by inspecting the role this animal play in shaping a composite view of Zulu society in South Africa. It also aimed at exploring the sophisticated thoughts, social values and attitudes of the people. The results exhibited that by relying on metaphorical animal and bird proverbs as the common heritage of Zulu language, several aspects that shape the socio-cultural attitudes and behaviors of Zulu people can be deciphered.

There seems to be only few studies cited in the literature which addressed the issue of animal proverbial expressions in revealing human-animal interface in Saudi Arabia. For example, Salamh and Maalej (2018) discussed animal proverbs in Saudi Arabic and Tunisian Arabic from a cultural and cognitive-linguistic viewpoint. Their study revealed that the two varieties of Arabic may make use of the same animal names, but with a different focus. Moreover, many animal names were associated with cultural desirable/undesirables or positive/negative traits of humans. Another study conducted in Saudi Arabia by Alghamdi (2019) investigated animal proverbs socially and eco-linguistically to highlight the representation of human-animal relationship. The findings revealed that Al-Bahah animal proverbs were not only sociolinguistic-specific, but also ecological-specific in such a way that asserted certain behaviors that can save the ecosystem. Due to scarcity of research in Saudi Arabia, the current research shall attempt to investigate the figurative meanings and the pragmatic functions of Hijazi animal proverbs. Furthermore, it will seek to explore the various representations of human-animal relationship manifested in these metaphorical proverbs.

III. Purpose of the Study

The present research aims to investigate the connotative meanings and the pragmatic representations of animal proverbs in Hijazi Arabic in Saudi Arabia. It also seeks to deduce the representation of human-animal interface and explore the cultural values of the Hijazi society as depicted in the proverbs. Therefore, the research will address the following research questions:

1. What are the figurative meanings (prototypical connotations) embedded in the selected Hijazi animal proverbs?
2. What are the pragmatic functions of the metaphorical animal proverbs as it relates to Hijazi culture?
3. How is human-animal relation depicted in Hijazi proverbs?
4. What are the cultural Hijazi norms embedded in these animal proverbs?

IV. Theoretical Framework

The theoretical backbone of the study consists of three major components: Lakoff and Johnson's (1980) *Conceptual Metaphor Theory*, the approaches involving *Semantic Molecules* proposed by Goddard (1998), and the theories of *Cultural Linguistics* introduced by Palmer (1996).

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Lakoff and Johnson's (1980) *Conceptual Metaphor Theory* centres around the metaphorical 'mapping' across conceptual domains, namely the source domain and the target domain. According to Kövecses (2016), a conceptual metaphor refers to "*understanding one domain of experience (that is typically abstract) in terms of another (that is typically concrete)* [emphasis added]" (p. 13). In other words, the animals included in the selected proverbs of this study represent the source domain through which other human experiences are conceptualised as target domain. Therefore, the current study will seek to explore the mental connection between animal behaviours and human characteristics as portrayed in Hijazi proverbs.

Animal proverbs can be studied in light of the approaches involving *Semantic Molecules* proposed by Goddard (1998). Drawing upon Wierzbicka's (2007) *Natural Semantic Metalanguage (NSM)* theory, Goddard (2012) defines *Semantic Molecules* as "complex meanings which are decomposable into combinations of semantic primes but which function as units in the structure of other, more complex concepts" (p. 6). As a result, the explications for animals like *parrot, sparrow*, and *eagle,* for example, have to include the semantic molecule of 'bird'. Goddard (1998) further argues that various semantically complex words may be contained within several animal explications that are derived from "describing their habitat, referring to their sizes and appearance, revealing their characteristic behaviour and specifying their relation with human" (p. 247). Therefore, he asserts that the semantic molecules of animal explications are "composed directly of primitive semantic features" which can be supported by linguistic evidence (p. 255). The present study will reveal the semantic molecules encapsulated in the Hijazi proverbs in order to reach a better understanding of animals' characteristics, behavior, and their relation to humans.

The theories of *Cultural Linguistics* introduced by Palmer (1996) refer to the interface between language, culture, and conceptualization. He affirms that *Cultural Linguistics* is "primarily concerned not with how people talk about some objective reality, but with how they talk about the world that they themselves imagine" (p. 36). Consequently, *Cultural Linguistics* is aimed at exploring "the conceptualizations that have a cultural basis and are encoded in and communicated through features of human languages" (Sharifian, 2017, p. 34). Thus, this study will attempt to highlight several social norms and values of the Hijazi culture as reflected in the Hijazi animal proverbs.

V. Methodology

The data is collected from several sources: online websites, interviews with some old Hijazi speakers, and the researchers' own repertoire of proverbs, being themselves native speakers of Hijazi Arabic. Nonetheless, the researchers relied mainly on a book of Hijazi proverbs titled '*Amthal Hijaziah Ma9a Jaddu Qaddori*' by Atique (2018). The researchers selected about 11 Hijazi animal proverbs and verified their figurative meanings with Hijazi speakers. The present study makes use of the three aforementioned theories of *Conceptual Metaphor Theory*, *Cultural Linguistics,* and *Semantic Molecules,* through which the meaning of proverbs will be manifested and clarified.

VI. Data Analysis

The animals included in the proverbial data are classified into five classes: donkeys, monkeys, wolves, dogs, and camels. Each class of animals contains 2 animal proverbial expressions (except for 'donkey' proverbs; n = 3), and will be qualitatively examined below.

Drawing upon the conceptual metaphor PEOPLE ARE ANIMALS (Lakoff & Johnson, 1980), the various animal characteristics embedded in the Hijazi proverbs will be mapped onto human behaviors and traits. Therefore, the identification of the source domain and the target domain for each expression on the basis of the semantics for each animal is provided (Lakoff & Johnson, 1980). Moreover, the semantic molecules for each animal are extracted based on the explications of each animal's size, appearance, habitat, characteristics, behaviors, and its relationship with people (Goddard, 1998), as exemplified in the following table.

Table 1: The semantic molecules of different animals as reflected in Hijazi proverbs.

Animal	Semantic Molecules
Donkey	animal, head, mouth, dull, stupid, dumb, dopey, worthless, slow, impatient, wasted efforts, lazy, moody, annoying, scruffy, unfriendly, flimsy, mischievous, bite, careless.
Monkey	animal, head, mouth, ugly, noisy, worthless, scruffy, foul, disturbing, vexing, insignificant, ill-tempered, shrill, intolerable, pugnacious, irritating, hideous, unlucky.
Wolf	animal, head, mouth, teeth, strong, fierce, jumping, courageous, deceitful, vitality, powerful, greedy, hungry, dangerous, violent, cruel, untrustworthy, sneaky.
Dog	animal, head, weak, scruffy, humble, worthless, slow, impatient, gluttonous, moody, impure.
Camel	animal, head, strong, brave, noble, thoroughbred, worthy, clean, ignorant, arrogant.

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The previous semantic molecules of the animals are verified by the following animal proverbs, each of which will be thoroughly discussed in a separate section. Note that *Lit. Tr.* and *Fig. M.* are abbreviations for 'Literal Translation', and 'Figurative Meaning' respectively. In addition, the phonetic symbols and the sounds of the Arabic words used in the transcription of the collected data are shown in Appendix A.

a) Donkeys

Table 2: Donkey proverbs associated with the identification of the source domain and the target domain.

Proverbs	Source	Target
1. المكان ضيّق، والحمار رفّاس (*'l-maka:n Dayyiq wo 'l-Huma:r raffa:s*) Lit. Tr. The place is narrow, and the donkey is kicking. Fig. M. Some people can be so annoying when dealing with others.	Donkey	An annoying/irritating person
2. مزحه زي مزح الحمير، عض ورفس وتحفير (*mizHu zai mizH 'l-Hami:r 9aDD wo rafs wo taHfi:r*) Lit. Tr. His sense of humor is like donkeys': biting and kicking and carving. Fig. M. Some people have a really annoying, bad sense of humor and make horribly lame jokes.		
3. الحُر من غمزة، والحمار من رفسة (*'l-Hur min gamza: w-'l-Huma:r min rafsa:*) Lit. Tr. A free man from a wink, and a donkey from a kick. Fig. M. A shrewd person can understand an implicit message quickly, but a stupid one could take a while to grasp a particular concept.		A stupid person

A donkey can be defined as a four-legged domesticated member of the horse class with long ears and dorsal hooves that is found in dry, warm areas as deserts and savannahs. Donkeys have long served as pack animals in many parts of the Hijazi community ages ago. They are viewed as working animals which are used by humans for carrying heavy loads or as means of transportation, even though nowadays they seem to be an uncommon sight in cities. Thus, donkeys have been depicted in many Hijazi proverbial expressions as part of the people's cultural heritage.

As indicated in Table 2, the first two proverbs have similar meanings, indicating relatively the same target. The first proverb describes a specific context in which a person finds himself in a really small place, yet he is being annoyed by the hard kicks of a raging donkey. If the current proverbial saying is used in a certain Hijazi situation, the donkey would immediately refer to an annoying addressee who cannot stop arguing in the wrong direction or doing a particular action that is considered irritating to the other party. As a consequence, the speaker attempts to sarcastically prevent the interlocutor from invading his/her personal space by paying more attention to what he/she is saying or doing in a particular social interaction. Eventually, a donkey's annoyance is mapped onto an annoying human being who seems to disrespectfully disturb others. In the same vein, the second proverb appears to portray donkeys negatively by mapping their unfavorable trait of harassment onto a lame person who has a really bad sense of humor, i.e. someone who makes horribly bad or offensive jokes. The proverb generally criticizes people who annoy others by intruding into others' lives or by making silly and offensive jokes

As for the third proverb, the donkey represents a stupid person who is so slow in comprehending concepts and is incapable of understanding anything except when he/she is being kicked hard. On the contrary, a smart person is depicted as حُرّ '*a freeman*' who would grasp the meaning of anything simply from a غمزة '*wink*' (see Table 2). The proverb scorns people who lack the necessary mental ability to understand something and encourages them to promote their intelligence.

In sum, it seems that the donkey in the Hijazi proverbial expressions is associated with negative and abusive connotations. The Hijazi people relate donkeys to a number of negative characteristics as dullness, stupidity, and stubbornness. Such depiction of donkeys appears to be in concordance with several other research studies (Nadim, 2000; Estaji & Nakhavali, 2011; Salamh & Maalej, 2018; Alghamdi, 2019; Al-Salem, Ali & Alrashdan, 2020).

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b) Monkeys

Table 3: Monkey proverbs associated with the identification of the source domain and the target domain.

Proverbs	Source	Target
4. القرد في عيون أمّه غزال (*'l-qird fi 9yu:n umu: ġaza:l*) Lit. Tr. A monkey is a gazelle in its mother's eyes. Fig. M. People must become less biased when dealing with others.	Monkey	An ugly person
5. ارضى بقردك لا يجيك اليّا قرد منه (*'rDa: biqirdak la yiji:k 'lli: 'qrad minnu:*) Lit. Tr. Be content with your monkey, so you won't have someone/something worse than it. Fig. M. One must be satisfied with what he/she has (money, job, materials, relationships, etc).		A person with bad habits

The above table exhibits the proverbial sentences that pertain to monkeys. A monkey is a tropical, long-tailed primate that lives in hot countries. In the fourth proverb shown in Table 3, a monkey is personified with certain negative connotations which are attached to an ugly person. In other words, the unflattering physical qualities (ugliness) of a monkey are mapped onto an ugly human being. However, such hideous, bad-looking person is conceptualized through the eyes of his/her mother as a lovely, beautiful human being which is perceived as a غزال '*gazelle*' in the proverb. This points out that people might have a bias, rather than being neutral, when they have a preference for or aversion to particular people whom they love. Therefore, if the present proverb is articulated by a Hijazi speaker in a designated communicative situation, it directly warns the hearer not to become biased and settle matters to the benefit of the ones whom he/she loves at the expense of others.

In the fifth proverb, a person with bad habits is being conceptualized in terms of its behavior as a monkey. If some person does not endure this person's mischievous or child-like behavior, he/she will end up having another individual in his/her life whose actions are even worse than the one with the monkey-like traits whom he/she resented before. The proverb does not only apply to the context of relationships among human beings in the Hijazi culture, but also to such other entities as objects, properties, materials, and anything that a person may own. As a result, the proverb advises people to be content with what they have (money, partners, friends, possessions, etc.), so as to avoid losing everything, or having things that are worse than what they already possess. Again, it is evident that the connotations evoked by monkeys are abusive and deliver a distorted imagery to the hearer (see Table 3).

It is indisputable that the connotative semantics of a monkey in the Hijazi speech community are loaded with negative characteristics, such as ugliness, noisiness, intolerability, and hideousness. This finding of ascribing negative connotations to monkeys is consistent with the results of several other research studies around the globe (Yusuf, 1997; Krikmann, 2001; Pourhossein, 2016; Saragih & Mulyadi, 2020).

c) Wolves

Table 4: Wolf proverbs associated with the identification of the source domain and the target domain.

Proverbs	Source	Target
6. لو الضمير يغسّل زي الثياب، ما صارت الناس زي الذيابة (*law 'DDami:r yiġassal zai 'ttiyab ma: Sarat 'nna:s zai 'ddeyab*) Lit. Tr. If conscience is washed like clothes, people wouldn't have become like wolves. Fig. M. Some people are insincere and manifest two-faced characteristics.	Wolf	A deceitful/two-faced person
7. زي الذيب طبعه غريب، ان شفته هرب، وان ما شفته وثب (*zai 'ddi:b Tab9u: ġari:b: in šuftu: harab wo in ma šuftu: wasab*) Lit. Tr. Like a wolf with a weird disposition: if you saw it, it ran away; and if you didn't see it, it jumps. Fig. M. Some people show a double-faced card in certain situations.		

A wolf is the largest wild member of the dog family which prefers to live in remote wilderness and forests, and tends to hunt in packs. The Arabian wolf is a subspecies of gray wolf which has long lived on the Arabian Peninsula. A wolf is typically a complex, highly intelligent and playful predator. It has a large head with a wide forehead, powerful jaws, bone-crushing teeth, and long, blunt muzzle. More importantly, its limbs are long

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and powerful. Therefore, it has been depicted as a strong, fierce, deceitful and dangerous animal in many Hijazi proverbs.

People with deceitful attitude are rightly likened to a wolf as conceptualized through the sixth proverb included in Table 4, which in turn evaluate wolves negatively. Its bad trait is mapped onto a fierce or two-faced person who acts in a particular way in certain situations and then in a contrary manner in others. Due to this person's craftiness and deceitful traits, his/her conscience is corrupted and is depicted quite the opposite to a clear one, which is represented by '*freshly washed clothes*' (refer to Table 4). Such a cruel person is represented as a wolf in the sense that he can easily lie and deceive others. Similarly, the seventh proverb depicts someone with the tendency or disposition to deceive as a wolf. Put more clearly, an individual who displays such negative attitude is regarded as a 'backstabber' who attacks another person deceitfully behind his/her back. Thus, in front of people, he would act in a certain manner. However, he might simply betray them and act in another way behind their backs (see Table 4).

The proverbs certainly reprimand people with such negative behavior, and encourage them not to attack, whether actually or figuratively, when someone's back is turned. On the whole, it seems that a wolf is unfavorably evaluated, due to the negative association of the wolf with deceptive habits in the selected Hijazi proverbial expressions. Hence, a wolf is systematically thought of as cruel, tricky, and untrustworthy, just as indicated in a number of other studies as well (Krikmann, 2001; Barasa & Opande, 2017; Alghamdi, 2019; Saragih & Mulyadi, 2020).

d) Dogs

Table 5: Dog proverbs associated with the identification of the source domain and the target domain.

Proverbs	Source	Target
8. اذا عندك عزا عند الكلب قله: اي سيدي (*iza 9indak 9aza: 9ind 'lkalb qullu: ya si:di:*) Lit. Tr. If you need something from the dog, say to it: my master. Fig. M. Some people act in a 'sycophantic' way to get what they want.	Dog	A bad-tempered person
9. صار للكلب بيت ومواشيه، وعزوه وحاشيه (*Sar lil-kalb beyt wo ma:šiyah wo 9uzwa: wo Hašiyah*) Lit. Tr. The dog came to have an abode and cattle, and a manor and bodyguards. Fig. M. Sometimes trivial people get undeserved attention from others.		A trivial person who suddenly gained fame and became important

A dog is one of the most common four-legged domesticated animals, usually used by people to hunt and guard livestock, or to be merely kept as a pet. In proverb 8, the concept of a person's bad temper is conceptualized using dogs, which in turn evaluate them negatively. If such a proverb is performed in a particular Hijazi social interaction, it urges one to 'lick someone else's boot', especially if he/she is in a powerful position. By doing so, one can obtain what he/she needs or wants, even if the other person has a terribly bad character. Depicting the situation in this particular way in which a person attempts to put up with an arrogant person who deserves to be called a dog (a negatively-perceived animal in the Arab culture), and instead one calls him سيدي '*my master*' emphasizes such an idea. The proverb applies the metaphor of PEOPLE ARE ANIMALS, where a powerful person is understood in terms of a foul-tempered dog. The fact that a person acts in a 'sycophantic' way, i.e. to use flattery to get what he/she desires, in this specific situation seems to be the right action to be done and is, in fact, recommended. Since the other party has a bad personality and is unwilling to help, the proverb encourages a person to think and act in his/her best interest (see Table 5).

By inspecting proverb 9 in the above table, a dog is conceptualized as a trivial person who suddenly gained fame and people's interest from the society around him/her. The proverb ironically characterizes such a person as living a life of hypocrisy and belittles him/her as he/she clearly does not deserve people's attention. The individual is depicted as a degraded dog which, being an animal itself, suffers from being looked down upon by almost all the speakers who belong to the Hijazi community. The current proverb seems to severely mock people who can easily put a 'façade' on by pretending to be something that they are clearly not. Indeed, dogs carry negative connotative nuances generally in Arabic cultures, unlike Western societies which appear to appreciate and value dogs more (Estaji & Fakhteh, 2011; Liu, 2019). In the Western culture, the dog is commonly considered as a loyal creature, a favorite pet, and also referred to as a man's best friend (Fu, 2008).

In sum, dogs are conventionally viewed in the Hijazi culture as being impure, scruffy, humble, and

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moody. Such negative characteristics seem to be in line with the connotations assigned to dogs in a number of other cultures as well (Fu, 2008; Estaji & Fakhteh, 2011; Petrova, 2015; Liu, 2019).

e) Camels

Table 6: Camel proverbs associated with the identification of the source domain and the target domain.

Proverbs	Source	Target
10. اذا حاط الجمل كترت كساكيه (*iza TaH 'l-jamal kitrat sakaki:nu:*) Lit. Tr. If a camel falls, many knives appear. Fig. M. People usually seize any moment of weakness displayed by powerful people to gloat about them.	Camel	A powerful/successful person
11. الجمل ما يشوف سنامه (*'l-jamal ma: yešu:f sana:mu:*) Lit. Tr. The camel does not see its hump. Fig. M. Some people tend to forget about their own faults and focus on others' mistakes.		A person who ignores his own faults and blames others

A camel is a large animal with a long neck and one or two humps which lives in the desert. It goes without saying that the Arabian camel is the undisputed favorite animal of the whole populations of the Arab world. Therefore, it is the only animal that has been found to be evaluated positively in the study as indicated in Table 6 above.

In the tenth proverb, a powerful camel is mapped onto a powerful, successful human being. In fact, a camel is positively portrayed as a powerful and successful person whom, unfortunately, everybody else feels jealous or envious of. Accordingly, everyone attempts to seize the opportunity to gloat about this successful person in his/her moment of weakness. The situation is depicted in the proverb in terms of the appearance of many knives when the camel has apparently been slain, which evidently shows the cowardice of such people as they could not face that mighty camel when it was alive. Thus, it seems that a camel is conventionally conceptualized as a strong, brave, noble, thoroughbred, worthy and clean animal in the current proverb (see Table 6). This result is harmonious with the study findings of Alghamdi (2019), which revealed the positive conceptualization of the symbolic importance of camels in Al-Baha proverbs.

Nonetheless, there are certain negative connotations attributed to a camel, as it has also been personified as an egotistical, arrogant, and ignorant person. When a Hijazi speaker utilizes the eleventh proverb mentioned in Table 6 above in a specified communicative context, he/she is trying to emphasize the fact that the interlocutor is ignoring his/her negative traits and is focusing on others' flaws instead. Therefore, the speaker is indirectly trying to draw the hearer's attention to his/her own imperfections, rather than concentrating on the other party's negative qualities. This case is certainly emphasized in the proverb through the portrayal of the camel as not being able to see its own سنام *'hump'*; a further negatively-depicted physical characteristic of this animal. As a deduction, a camel is systematically conceived as a censorious, captious, and hypercritical person who is inclined to look for and point out faults and defects of others. When such a proverb is utilized in a particular Hijazi setting, it immediately reprimands a person who is overly focused on people's small faults and who overlooks his/her own mistakes (refer to Table 6).

All in all, this finding seems to be in line with the negative depictions of camels in other studies (Krikmann, 2001; Estaji & Fakhteh, 2011; Salamh & Maalej, 2018). In spite of what preceded, a camel has been observed to be positively portrayed as mentioned earlier.

VII. General Discussion

It seems that the human-animal relation is evidently depicted in the selected Hijazi proverbs through the conceptual mappings where animals function as a vehicle to express human characteristics, traits and behaviors. Therefore, the animals portrayed in the Hijazi proverbs are used metaphorically to convey the specific characteristics of human beings. Moreover, the analysis of Hijazi animal proverbs revealed that there are certain prototypical connotations attached to each and every animal included in the study, which eventually turned out to be mostly negative. The proverbs seem to comply with the conceptual metaphor PEOPLE ARE ANIMALS proposed by Lakoff and Johnson (1980), in such a way that the various animal characteristics embedded in the Hijazi proverbs are mapped onto human behaviors, characteristics, and traits. Therefore, donkeys have been depicted as annoying people; monkeys as ugly people; wolves as deceitful people; dogs as bad-tempered people; and camels in one occasion as powerful people, and as arrogant people on another.

It can be argued that all of the animals, namely donkeys, monkeys, wolves and dogs, depicted in the Hijazi proverbs were associated with negative connotations. These animals showed negative

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evaluations of human behaviors and characteristics, except for camels which have been found to be also positively evaluated. Strictly speaking, donkeys were mostly referred to as dull, stubborn and stupid; monkeys were viewed as ugly, noisy, and intolerable; wolves were perceived as cruel, deceitful, and tricky; and dogs were conceptualized as impure, scruffy, and inferior. As for camels, they were evaluated positively in one proverb as brave, noble, and powerful, while they were negatively thought of as arrogant, hypercritical, and ignorant in another.

The study also showed that the conceptualization of people as animals seems to achieve different pragmatic functions of these metaphorical animal proverbs when linked to the Hijazi culture. For instance, some of the proverbs can be used to criticize, scorn, reprimand, belittle, advise, urge, warn, or perform a satirical function. Consequently, the selected Hijazi animal proverbs can be perceived as performative speech acts with designated pragmatic functions (Austin, 1962), in the sense that a person is performing a specific act by uttering a particular proverb in a specific social interaction.

By applying the theories of *Cultural Linguistics* proposed by Palmer (1996) which indicate the interconnectedness of culture and language, several social values have been deduced from the Hijazi animal proverbs selected in this study. For instance, certain proverbs have asserted the importance of respecting other people's boundaries, being objective by considering the other person's point of view, and being content with what one already owns. In addition, the proverbs have warned people from the effect of deception on people's relationships, from living a life of hypocrisy, and from focusing on other people's flaws. To conclude, many such cultural norms and social values seem to be symbolically embedded in the selected Hijazi animal proverbs and tend to have a significant influence on people's lives, thoughts, ideas, and beliefs within the Hijazi culture.

It can be argued that the negative connotations that arise from equating people with animals can be ascribed to the hierarchical system of the Great Chain of Being (GCB, hereafter) advanced by such ancient philosophers as Plato and Aristotle (Nisbet, 1982, p. 35, as cited in Kiełtyka & Kleparski, 2005) and its mechanism was employed by Lakoff and Turner (1989) to investigate the meanings of different metaphors. The organization of GCB tends to designate a place for everything that exist in the whole universe in a strict hierarchical structure that is vertically chained (Kiełtyka, 2015). The GCB presupposes that the chain begins with God and descends through angels, humans, animals, and plants, to minerals at the bottom (Rodríguez, 2009). Clearly, people stand above animals, as the chain places humans at the top of a hierarchy of intelligence, complexity, and value. This hierarchical system tends to have critical conceptual and sociolinguistic consequences since people are being degraded by attributing certain innate animalistic qualities to them. Therefore, the conceptual metaphor PEOPLE ARE ANIMALS seems to function as a means to express negative human traits, characteristics, and behaviors (Talebinejad & Dastjerdi, 2005) in different communicative situations.

VIII. Conclusion and Recommendations

The present study has sought to investigate the connotative nuances and the pragmatic functions of animal proverbial sayings in Hijazi Arabic in Saudi Arabia. It has also attempted to deduce the human-animal interface and to explore the cultural norms and social values of the Hijazi society as portrayed in the selected proverbs. The findings showed that animals take part in the constitution of the social, moral and cultural context of a human's life. It has been observed that animal proverbs assign animalistic characteristics to human traits and qualities. Therefore, the animal names are utilized as linguistic means to portray human behaviors, beliefs, cultural norms, and social values. The study had also a central focus on revealing the semantic molecules and prototypical connotations of five animal classes, namely donkeys, monkeys, wolves, dogs, and camels. Most of the animals included in the study were conceptualized negatively by Hijazi speakers within the Hijazi culture, except for camels which were, in only one occasion, evaluated positively.

Like any other human endeavor in diversified fields of knowledge, this study is certainly not without limitations. It seems that this particular area of linguistic investigation demands more research, by virtue of the scarcity of studies that tackle animal proverbial sayings in Hijazi Arabic and in other dialects found in Saudi Arabia. Due to the challenges posed by the COVID-19 pandemic, the researchers have analyzed only a confined set of animal proverbs despite the fact that Hijazi people's repertoire of proverbial expressions is full of other examples that have not been explored. Hence, researchers are encouraged to study different collections of animal proverbs, and from such other linguistic perspectives as cognitive, syntactic, phonetic and phonological viewpoints. In so doing, a better understanding of the people and the language under investigation can be achieved by examining such linguistic vehicles which tend to undoubtedly reveal some of human behaviors, thoughts, beliefs, cultural norms, and social views.

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Appendix A

Phonetic Transcription

List of PHONETIC TRANSCRIPTION representing the Saudi-Arabic data throughout the present study, (adopted from Abdul-Raof, 1998, pp. 13-14)

A. The consonants	Phonological Description	Arabic letters
/'/	Glottal stop	أ
/b/	Voiceless bilabial stop	ب
/t/	Voiceless alveolar stop	ت
/θ/	Voiceless dental fricative	ث
/j/	Voiced palatal affricate	ج
/H/	Voiceless pharyngeal fricative	ح
/x/	Voiceless uvular fricative	خ
/d/	Voiced alveolar stop	د
/ḍ/	Voiced Dental fricative	ذ
/r/	Voiced alveolar flap	ر
/z/	Voiced alveolar fricative	ز
/s/	Voiceless alveolar fricative	س
/š/	Voiceless palate-alveolar fricative	ش
/S/	Voiceless velarized alveolar fricative	ص
/D/	Voiced velarized alveolar stop	ض
/T/	Voiceless velarized alveolar stop	ط
/Ḍ/	Voiceless velarized alveolar stop	ظ
/9/	Voiced pharyngealized fricative	ع
/ġ/	Voiced uvular fricative	غ
/f/	Voiceless labiodental fricative	ف
/q/	Voiceless uvular stop	ق
/k/	Voiceless velar stop	ك
/l/	voiced (or Voiceless) alveolar lateral	ل
/m/	Voiced bilabial nasal	م
/n/	Voiced alveolar nasal	ن
/h/	Voiceless glottal fricative	ه
/w/	Voiced bilabial semi-vowel	و
/y/	Voiced palatal semi-vowel	ي

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B. The Vowels

Monophthongs	Phonological Description
/a/	short half-open unrounded
/a:/	long open-front unrounded
/e/	mid-front unrounded
/i/	short half-close front unrounded
/i:/	long close-front unrounded
/u/	short half-close back rounded
/u:/	long close-back rounded
/o:/	long half-close rounded

Monophthongs	Phonological Description
/aw/	Open front unrounded vowel moving towards a close back round vowel.
/ay/	Open front unrounded vowel moving towards a close front unrounded vowel.

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- 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.

.

Informal Guidelines of Research Paper Writing

Key points to remember:

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

Final points:

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

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

The discussion section:

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

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

General style:

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

To make a paper clear: Adhere to recommended page limits.



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Mistakes to avoid:

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

Title page:

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

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

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

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

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

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

Methods:

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

Approach:

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

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

What to keep away from:

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



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Results:

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

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

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

Content:

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

What to stay away from:

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

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

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

Discussion:

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."



Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

The Administration Rules

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

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

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

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

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

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

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