



APPLICATION OF THEORY OF PLANNED BEHAVIOR FOR UNDERSTANDING ENTREPRENEURSHIP INTENTION AMONG FEMALE UNIVERSITY STUDENTS IN PAKISTAN

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Abstract

Promoting entrepreneurship among female can improve the socio-economic position of the female in the country. The current study was focused on understanding the relationship between the components of theory of Planned Behavior (TPB) and entrepreneurship intentions among the female students in the universities of Pakistan. Survey based on previously developed measure is used for data collection. The data is collected from 15 selected universities in Pakistan from female students enrolled at various degree programs in different disciplines (n=180). Findings of the study indicate that female student's attitude towards entrepreneurship and perceived social norms are having positive and significant effects on female entrepreneurship intentions.

1. Introduction

Entrepreneurship is defined as the person who organizes and develops their own business and may involve in gaining different knowledge areas and hand on experiences, creates visions and insights, builds network of support, and takes risk (Lope-Pihie, 2008). Several other definitions of entrepreneurship exist which also cover different aspects but mostly revolves around setting up own business or startups, small and medium enterprises, and innovation. In last couple of decades, importance of entrepreneurship is signified several times as it is turned out to be the most potential economic force of the world (Kuratko & Hodgetts, 2007). Both developed as well as developing world recognizing the importance of entrepreneurship as an engine of economic progress, solution to the problems of poverty, and unemployment (Mohar, Singh & Kamal, 2007; Levenburg, Lane, & Schwarz, 2006). Entrepreneurship among female is becoming more important for their socio-economic progress. Recently, there are several

examples of successful female entrepreneurs especially in the fashion and hospitality industry. The current study is an investigation in to the concept of entrepreneurship intentions among the female students. The selection of this particular segment is that better understanding about the predictor of entrepreneurship intention among the female students at university level can lead to better designing of policies and practices for promoting entrepreneurship among female.

1.1 Significance of the Study

The significance of the study is that it tests the theory of Planned Behavior (TPB) in Pakistani higher educational context among the female students. The findings of the study are expected to increase the understanding about the entrepreneurship intention and promotion among the female especially among students. The findings can be used by the management of universities, development agencies, government organizations, academics and so on.

1.2 Research Question

Keeping in view the broad research idea, the study put forward the following three research question.

What are the effects of attitude towards entrepreneurship, social norms, and perceived behavior control on entrepreneurship intentions among the female students in Pakistan?

1.3 Theory of Planned Behavior and Entrepreneur Intention

Initially researchers used factors including personality variations, demographic characteristics, personal history, and social context as predictors of individual's preferences towards entrepreneurial status (Rauch & Frese, 2000). However, due to broad and ambiguous nature and weak explanatory power, these factors helped little to researchers and policy makers (Rauch & Frese, 2000). Later on researchers searched for more social psychological models which involves more proximal variables and better in predicting entrepreneurship intentions. Examples of such models include entrepreneurial event model of Shapero (1982); the model of implementing entrepreneurial ideas by Bird (1988); maximization of the expected utility model by Douglas & Shepherd (2002); and theory of planned behavior by Ajzen (1991). The last model is turned out to be the most influential as it take account of both personal and social factors and tested in wide varieties of settings (Autio, Keeley, Klofsten, Parker, & Hay, 2001; Krueger, Reilly, & Carsrud, 2000; Van Gelderen, Brand, Van Praag, Bodewes, Poutsma, & Van Gils, 2008). The theory of planned behavior is a general model of planned behavior and is based on intentions which are depending on three key factors namely perceptions of personal attractiveness, social norms, and perceived behavior control. Attitude towards behavior is defined as an individual's overall evaluation of a behavior or attitude towards specific behavior which in this case is student's attitude towards entrepreneurship (Ajzen, 1991). Subjective norm is the second factor and described as individual's perception of the social pressure to engage (or not to engage) in particular behavior which in this case is societal stress from environment on students to engage in entrepreneurship (Ajzen, 1991). The subjective norm thus creates pressure to either engage or not to engage in entrepreneurial process. For example, students

may face barrier towards involving in entrepreneurial process in case their parents have unfavorable experiences of entrepreneurship. Perceived behavior control is the third component and refers to individual's belief about their capacity to perform a particular behavior which in this case is entrepreneurship (Ajzen, 1991).

Entrepreneurship intention (EI) which is focus of this study is based on theory of planned behavior and predicted by its components. Intentions can be defined as individual's motivation to make an effort to act upon a conscious plan or decision (Armitage & Conner, 2001). Despite some controversies and measurement issues, the concept (intention) is found to be a good predictor of actual behavior (Armitage & Conner, 2001). In entrepreneurship literature, entrepreneurship intention is frequently used instead of actual behavior and the approach make sense since new business cannot be started in shorter period time, therefore, justifies the use of intention as an alternative measure (Nabi, Holden, & Walmsley, 2006; Krueger, et al., 2000).

Together theory of planned behavior and its relationship with entrepreneurship intention is studied and mostly the elements of theory of planned behavior found to be positively predicting the entrepreneurship intention (Autio et al., 2001; Luthje & Franke, 2003; Shook & Bratianu, 2008). In several International studies, theory of planned behavior successfully explained the entrepreneurship intention mostly among students for example in USA and Sweeden by Autio, et al., 2001; in Netherland by van Gelderen et al., (2008); in Spain and Taiwan by Linan & Chen (2009); and in South Africa by Gird & Bagraim, (2008). Based on the empirical support from these various contexts, it can be argued that theory of planned behavior and entrepreneurship intention is a theoretically valid model. The current study is also expected to enhance the validity of the model by testing it in the Pakistani context.

2. Materials and Methods

2.1 Research Method

To answer a research question and achieving research objective, normally researcher opts between quantitative and qualitative methods. Quantitative methodology is suitable in situations when objective is to measure the degree of a phenomenon exists already or measuring the

association between different variables of interest (Marczyk, DeMatteo, & Festinger, 2005). Qualitative methodology is suitable when objective is to understand a phenomenon in depth. The current study is also about relationship between certain variables; therefore, quantitative methodology is suitable for it specially keeping in view its topic and research question.

2.2 Instrument and Data Collection Procedure

Data was collected through a survey which was divided in to two parts. First part of the survey was designed to collect demographic and institutional details of the participants. Second part of the survey was related to the elements of theory of planned behavior and entrepreneurship intention adopted from Moriano (2005). Components of the TBP were measured by 13 items and entrepreneurship intention was measured by 4 items. Responses for each statement were measured by Likert scale mostly ranging from 1 as strongly disagree to 5 as strongly agree.

2.3 Population and Participants

There are almost 180 universities in the Pakistan producing almost 45000 graduates each year. For sampling, we used the convenience sampling and collect data from 15 universities consisted of public as well as private. Total of 180 female from the selected universities participated in the survey.

The demographic information of the survey participants are given in table 1. There were total of 180 participants. In terms of age, 32 (17.77%) belonged to the 18 to 22 years old age category; 91 (50.55%) to 22 to 25 years of age category; 43 (23.88%) belonged to the 25 to 30 years of age category; and 14 (7.77%) belonged to the above 30 years of age category. In terms of degree programs, 117 (65%) were enrolled in bachelor program; 53 (29.44%) in master program; and 10 (5.55%) were in MS/MPhil program. Based on nature of program, 63 (35%) were studying in business administration related program; 59 (32.77%) were studying science related program; 33 (18.33%) were studying computer science related program; 23 (12.77%) were studying social sciences related program; and 2 (1.11%) were studying in some other program.

2.4 Data Analysis

Data was analyzed using the descriptive statistics and the regression framework. Before conducting the regression analysis, its assumptions of normality of error term, no multicollinearity, homoscedasticity, and no autocorrelation were also checked.

3. Results

Descriptive statistics on the dimensions of theory of planned behavior and entrepreneur intention is given in the table 2. Descriptive statistics on the elements of theory of planned behavior suggests that attitude towards entrepreneurship is just average (Mean=3.03, S.D=.43); perceived social norms towards entrepreneurship is high (Mean=3.93, S.D=.45); and perceived behavior control in terms of entrepreneurship is also high (Mean=3.86, S.D=.59). The entrepreneurship intention among the participant was also slightly above average (Mean=3.23, S.D=.69).

Regression analysis findings indicate that attitude towards entrepreneurship is having positive and significant effects on entrepreneurship intentions ($\beta=.491$, $P<.05$); perceived social norm is having positive and significant effects on entrepreneurship intentions ($\beta=.596$, $P<.05$); while, perceived behavioral control is having negative and insignificant effects on entrepreneurship intention ($\beta=-.083$, $P>.05$). The Rsquare shows that together the three componenof theory of planned behavior explains up to 20% change in the dependent variable of entrepreneurship intention. The model is fit and significant ($F_{stat}=32.61$, $P<.05$).

4. Discussion

The theory is also studied in several different context and found valid thus in line with our findings (Autio et al., 2001; Luthje & Franke, 2003; Shook & Bratianu, 2008). Our findings further establishes that theory of planned behavior can be used for understanding entrepreneurship intention among students in this particular context. The reason for having insignificant effects for the behavioral control can be the cultural one as mostly Pakistani culture is a male dominated culture giving less importance and is in less favor of giving control to the female.

Table 1: Demographic Profile of the Respondents

	Frequency	Percentage
<i>Age Group</i>		
18-22	32	17.77%
22.1-25	91	50.55%
25.1-30	43	23.88%
Above 30	14	7.77%
<i>Degree Program</i>		
Bachelor	117	65.00%
Master	53	29.44%
MS/MPhil	10	5.55%
<i>Program Nature</i>		
Business Administration/Management	63	35.00%
Science Related	59	32.77%
Computer Science	33	18.33%
Social Science Related	23	12.77%
Others	2	1.11%

Table 2: Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation	Cronbach Alpha
Attitude towards Entrepreneurship	2.87	5.00	3.03	.431	.710
Perceived Social Norms	2.31	4.67	3.93	.459	.634
Perceived Behavior Control	2.43	4.53	3.86	.591	.759
Entrepreneur Intention	2.87	4.37	3.34	.323	.691

Table 3: Effects of Three Components of Theory of Planned Behavior on Entrepreneurship Intentions

Variables	Model 1
(Constant)	3.065***
Attitude towards Entrepreneurship	.491**
Perceived Social Norms	.596**
Perceived Behavior Control	-.083
R	.45
Rsquare	.20
FStat	32.61**
DWStatistics	1.89

Independent Variable: Attitude towards entrepreneurship,

Perceived Social Norms, Perceived Behavior Control

Dependent Variable: Entrepreneurship Intentions

n=180, *P < 0.05; **p < 0.01; ***p < 0.00

5. Conclusion

Based on the literature it can be concluded that promoting entrepreneurship among students is vital as it can help the economy to boost, create jobs, and reduces poverty. Findings of the current study indicate that theory of planned behavior can be adequately used for studying the entrepreneurship intentions among the female students in higher education context of Pakistan. Further, their attitude towards entrepreneurship intention and perceived social norms towards entrepreneurship is important contributor in enhancing female students' entrepreneurship intentions.

6. Recommendations

The study put forward the following recommendations.

- Entrepreneurship among female students at university level should be encouraged.
- Female students should be encouraged to be involved in entrepreneurship activity through different means such as counseling.
- Family of female students should also support female in pursuing entrepreneurship based careers.
- Steps should be taken to make female student's attitude favorable towards entrepreneurship.

7. Limitations

Limitations of the study are its small sample size, cross-sectional data, and scope which only limited to the three components of theory of planned behavior and intentions. A future researcher should use more diverse sample from diverse educational setups.

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TOWARDS EXPLORING PROTAGONIST OF LMX THEORY OF LEADERSHIP IN AUGMENTING EMPLOYEE PERFORMANCE AND LEADER-MEMBER RELATIONS

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Abstract

This review paper is an endeavor to find out the degree of applicability and influence of Leader Member Exchange (LMX) theory in refining individual performance and leader-member relations in organizations. The retrospective approach and looking at the contemporary face of LMX theory in literature with the review of relevant research papers was espoused. The adopted methodology was helpful with respect to building a comprehensive and an in-depth understanding of this important theory which embraces both leader and follower perspectives in defining the leadership phenomena. It can be construed as per the findings of existing literature and chronological developments in the past few decades in organizational and management sciences that LMX theory is connected with two important constructs i.e. employee performance and leader-member relation. The theory also augments employee performance and relation with the leader in organizational settings. There is a need to empirically investigate the relationship of constructs under the umbrella of LMX theory in different contexts with a view to enhance theory's generalizability.

Introduction

Leadership is one of the most contemplated subjects in social sciences (Avolio et al, 2003; Bennis, 2007) and a prominent theme in management research where researchers are investing their exuberances for producing knowledge. The job of the researcher is not to prove anything but to analyze things in a scientific way so that the produced knowledge may qualify for more reliability and objectivity (Creswell, 2012). The literature on leadership is enriched with different theories; some are theorized within leadership discipline whereas others have taken their roots from other disciplines but mainly from management sciences. It is evident from the existing body of knowledge that theories of leadership are mainly concerned with leader traits, leader behavior and leadership effectiveness. The conventional and even contemporary leadership theories are silent on incorporating follower perspectives in determining the leadership effectiveness except the leader-member exchange, which is eminently acknowledged as LMX theory.

The theory is based on the social exchange process between leaders and followers (Yu & Liang, 2004). It has been observed over the years that the existing literature on LMX theory is rich in terms of availability of sufficient knowledge for exploring various facets of leadership and it is one of the indications about the significance and popularity of this theory. A few researchers, however, are still of the view that there is a lack of clear and commonly accepted description of LMX theory which is causing confusion about its nature and applicability (Schriesheim et al, 1999). The need for theories supporting the social exchange processes, good working relationships and positive behavior through knowledge and teamwork skills is becoming acute in the prevalence of knowledge economy and information era (Seers, 2004). The LMX theory represents dyadic work relationship between the leader and the followers. These dyadic relationships between the leader and followers are considered as socially significant and help to improve performance. Keeping this in view, there is a need to clearly comprehend the relationship

between the leader and the follower and it must be taken independently rather than considered on a group basis.

The LMX theory is relationship based style of leadership and is also recognized to have as vertical dyad linkage because it purports direct social relationship of one leader with his/her follower (s). This theory first emerged through scholarly contribution by **Graen (1976)** and a team of researchers. Initially, this theory was recognized as Variation Dependent Leadership (VDL) and was transformed into LMX later. It is pertinent to note that few researchers before the aforementioned article of **Graen (1976)** explored LMX but Graen's article gave rise to this theory and it became the popular and most cited leadership theory in research literature. The problem with the previous leadership theories is that they assumed that all followers have the same characteristics; hence, the leaders will behave with all followers in the same way (**Day et al, 2016**). The LMX theory had challenged this assumption and supports the perspective that it is not always pragmatic to treat every individual in the team in the same way.

It is important to understand the mechanics of LMX theory, which says that there are three stages through which leader-member relations emerge, developed and trusted. The first stage is regarded as role taking, it emerges upon the joining of group by a new member and the leader takes and uses time to assess the potential and abilities of the new member. The second stage is recognized as role making where new members of the team start working on different assignments and projects. The expectation of the leader at this stage is commitment, dedication, hard work and loyalty from new members of the team. This stage of role making also involves sub-conscious decision of leaders to classify members of the team into one of two groups, namely in-group and out-group. The in-group members are most trusted and find the opportunities of challenging and interesting work assignments. They are the ones who get maximum attention of their leaders and also get opportunities of training, growth and advancement.

The members of out-group are regarded as those people who have betrayed the trust of their leaders or proved incompetent and not motivated. They are the ones who will get minimum attention of their leaders and their work assignments would be restricted, not challenging and interesting. The people of out-group are also deprived from

additional training and advancement opportunities. The third stage in leader-member relations is routinization where the routines of social relationship leaders and team members are established. The people of in-group at the expense of some social cost will try to develop best possible relationship with their leaders. They work hard and do not hesitate to go the extra mile in order to win and maintain the trust and confidence of their leaders. The people of in-group use strategies such as empathy, respect, trust and persistence for the long-term survival of the relationship. The out-group members are the ones who distrust and dislike their leaders. It is difficult to get out of the out-group once perceptions are established. (**Graen, 1976; Graen & Uhl-Bien, 1995; Case, 1998; Winkler, 2010**).

The LMX theory is a useful theoretical umbrella, which supports and urges leaders to re-establish their relationship with the members of the out-group in the best interest of the organization. This review study will outline some important implications for leaders to get the best out of the LMX theory. The implications will be based on improved employee performance and high-quality leader-member relations, which is the basic research question.

Research Question: Does LMX theory help strengthen the relationship between leaders and followers and ensure effective performance of employees?

It is pertinent to note that this is a review paper and aim of this research study is to review the existing literature. The above research question has remained and will be the probable hypothesis for upcoming research studies. It is not the general research statement for finding the empirical evidence in this study.

Literature Review

The effective and operative work relationships should be differentiated from ineffective and non-operative work relationships (**Graen, 1976; Graen & Uhl-Bien, 1995; Graen 2003**). The effective work relationships and ineffective work relations are represented as high-quality LMX and low-quality LMX, respectively. Many of the researchers are of the view that quality and effective work relationships are positively related to employee performance outcomes (**Wayne & Ferris, 1990; Engle & Lord, 1997**). Good working relationship of

organizational members with their superiors leads to job satisfaction (**Wayne & Ferris, 1990; Epitropaki, & Martin, 2015; Seo, Nahrgang, Carter, & Hom, 2017**). The research study of **Graen et al. (1982)** reported that LMX theory is inversely related with employee turnover. This study also supports and is consistent with the interpretation that good and quality leader-member relations help to control the employee turnover issues in organizations. It is pertinent to note that such studies need to be replicated in different contexts in order to verify the results and applicability of the theory.

Scandura & Graen (1984) are of the view that LMX-based interventions within organizations can produce better and positive results in terms of both employee and organizational performance (**Martin, Guillaume, Thomas, Lee, & Epitropaki, 2016; Hu, Wayne, Bauer, Erdogan, & Liden, 2016**). **Turban et al, (1990)** report that LMX theory helps in building positive relationships and expectations between leaders and followers, which ultimately help both parties to satisfy their self-fulfilling prophecies. The research studies of **Masterson et al, (2000)** and **Maslyn & Uhl-Bien (2001)** report that LMX-based intrusions are positively related with employee support and helping behavior towards the organization to achieve its goals.

It is important to note over here that some research studies have also reported the organizational justice issues due to the prevalence of LMX theory where low-performing employees who are in-group employees get superior performance ratings and high-performing or better-performing out-group employees get poor or performance ratings according to their actual performance (**Duarte et al., 1993; Dusterhoff, Cunningham, & MacGregor, 2014**). This issue of organizational justice warrants attention of leaders so that they can make their sincere effort in re-establishing good relationship with out-group members of the organization according to LMX theory (**Leow, & Khong, 2015; Williams, Scandura, Pissaris, & Woods, 2016**). It will also help leaders to review their self-deception and self-betrayal process. The research studies on LMX theory also suggest that the employee performance levels are dependent upon the type of relationship, which the leader is maintaining with his/her team members. These relationships can be cultivated positively if leadership style is transformational or paternalistic and consistent with some degree of delegation for the followers because these steps will allow the leader to focus on relationship

building approach and ultimately job satisfaction and employee performance will increase (**Pellegrini & Scandura, 2006**). The research study of **Gerstner & Day (1997)** is pertinent to cite here as it outlines the implications and positive effects of quality leader-member exchange in minimizing job tension. This study also invites attention of leaders to focus on out-group team members as well for better climate and organizational outcomes.

It is important that leaders must develop series of interactions either positive or negative with followers so that organization should not face disruption in operations (**Pellegrini & Scandura, 2006**). It can be deduced from the previously mentioned statement that leader-member interactions are critical for smooth flow of organizational operations, employee and organizational performance. The research study of **Liden et al, (2006)** criticized the previously conducted studies on LMX theory as they were more inclined to explore individual and organizational level performance and not incorporating group level performance construct which also needs to be explored in future research studies based on its importance and relevance. The group effectiveness is also one of the important dimensions, but has been under-explored in the research literature (**Liden et al, 2006**). The same study also explored that LMX differentiation is negatively related with employee individual performance. The incorporation of group level of analysis can make LMX theory more holistic to measure performance outcomes (**Liao, Wayne, Liden, & Meuser, 2017**).

The research study of **Graen et al, (1982)** also stressed upon the need of testing LMX theory within and between group working relationships. If LMX theory should be taken holistically to cover all the level of analysis, i.e. individual, group and organizational then it is also relevant to understand the multidimensionality of LMX theory. The LMX theory helps to develop good working and interpersonal relationships between leader and follower with respect to trust building (**Liden & Graen, 1980**), augmenting employee competence (**Liden & Graen, 1980**), loyalty building amongst leader and follower (**Dansereau et al, 1975**), ensuring perceived equity of exchange in leader-member relationship (**Liden & Graen, 1980; Grover, 2011**), the relationship should address the issue and also create some balance with respect to degree of mutual influence (**Yukl, 2002**) and to ensure good interpersonal relationship between leader and followers

(Dansereau et al, 1975; Graen & Cashman, 1975; Erdogan, Vidyarthi, Anand, Liden, & Chaudhry, 2014; Nie & Läsä, 2015; Epitropaki, & Martin, 2015).

Graen & Uhl-Bien (1995) pointed out that in-group team members are often regarded and respected as rising and shining stars. These organizational members are trusted with high levels of performance. The out-group employees are usually the recipient of a few challenging projects and assignments and less opportunities of training and advancement. It is also important for a leader to identify the out-group and ask few self-explanatory and judgmental questions focusing on probing reasons for employees to be in the out-group. The critical challenge as per LMX theory for any leader is to re-establish the relationship with out-group members (**Lee, 2001**). The organization can be benefitted more if leader is able to maintain strong, vibrant and productive relationship with a majority of the organizational population (**Boies, & Howell, 2006**). This sincere effort on part of the leader is helpful in building and maintaining high employee morale (**Griffith,**

Connelly, & Thiel, 2011; Matta, Scott, Koopman, & Conlon, 2015).

The interaction with out-group members is also one of the best ways to take employee feedback by asking pertinent questions such as how will they be more satisfied with their jobs, and what will make their work more interesting, challenging, rewarding and self-satisfying (**Wang, Law, Hackett, Wang, & Chen, 2005**). This exercise is effective in bridging the gap between employer and employee psychological contracts. **Graen & Uhl-Bien (1995)** also highlighted the importance of training and development opportunities for out-group members other than in-group members in positively affecting employee satisfaction, performance and leader-member relations because it should not always be discriminative when it comes to coaching and mentoring from the leader. It is imperative to see and understand the theoretical framework **Figure-I** of LMX theory highlighting four different categories of organizational employees before initiating empirical investigation.

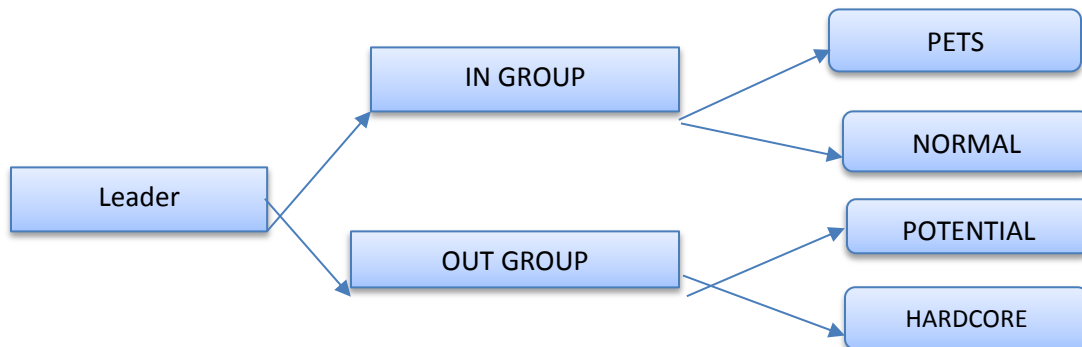


Figure-I: Theoretical Framework of LMX Theory

The pets can become hardcore if they lose their position. The hardcores are actually waiting when the leader will change his/her opinion or stance regarding hardcores. The potentials are the ones who are waiting and want to become normal. The hardcores are the ones whom the leaders are least bothered. The organizations are usually running on the existence of normals and potentials because one can expect work-place deviance behaviors from hardcores. In reality, not all team members in any organization are equally eligible for trust. The challenge for leadership is to find the right person for a given job. It is also essential that leaders are objective in evaluating the talent and not naïve in

their approach while implementing LMX theory (**Ilies, Nahrgang, & Morgeson, 2007**). It is imperative to comprehend **Figure-II** after understanding the theoretical framework of LMX theory. The three stages of leader-member relations, namely, role taking, role making and routinization are important and logical considerations for leaders and helpful in defeating their self-deceptions if these three stages are executed well and without bias. The three stages of developing leader-member relations along with the following four stages of LMX theory development are helpful in understanding the roots and basic operational framework of LMX theory.

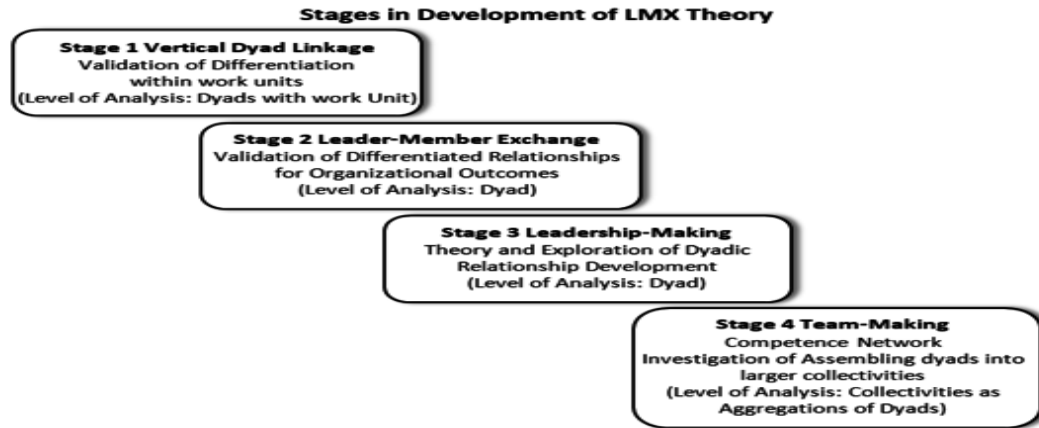


Figure-II: Stages in the Development of LMX Theory

Adopted from: Graen & Uhl-Bien (1995)

Conclusion

The organizational leadership is best defined with the help of the LMX theory. The LMX theory focuses on interaction between leaders and followers (first described in 1975 by Graen, Dansereau and Cashman). The theory had changed the idea and perception of looking at followers as groups. This theory looks at followers as individuals. It also focuses on differences that might exist between leader and his/her followers. A unique feature of this theory is that it provides the basis for descriptive leadership as well as prescriptive leadership. The prescriptive leadership urges the leader to develop the context of trust building. However, when it comes to assess the impact of LMX theory on improved leader-member relationship and superior employee performance then the research literature presents mixed opinion. There are research studies, which report that good leader-member relations result in superior employee performance (Graen, 1976; Graen et al. 1982; Scandura & Graen, 1984; Wayne & Ferris, 1990 Graen & Uhl-Bien, 1995; Engle & Lord, 1997; Graen 2003). But, some research studies have reported negative relationship between LMX theory and employee performance (Sias & Jablin, 1995; Vecchino & Norris, 1996; Liden et al, 2006). It follows that future research is needed in varying contexts in order to test the theory and its assumptions. It is established that LMX theory is the most widely and extensively researched theory in the domain of leadership in the last 40 years and researchers are still working on it for the exploration of knowledge and application of this theory at the workplace. The researchers are also criticizing certain aspects of this theory and because of criticism, new insights on the LMX theory are

emerging. The transition from VDL to LMX was due to the focus on the domains of jobs and tasks in 1980s, hence it proves that this theory though is relationship oriented, it does not compromise on job and task related aspects. After reviewing the distant literature on LMX theory, it can be concluded that previous research studies have confirmed the dual benefits such as superior employee performance and superior leader member relations in the form of high- quality LMX (HQ-LMX). The superior leader-member relations due to the prevalence of LMX theory have been confirmed by research studies (Dansereau et al, 1975; Graen & Cashman, 1975 Liden & Graen, 1980; Yukl, 2002; Liden et al, 2006; Pelligrini & Scandura, 2006; Griffith, Connelly, & Thiel, 2011).

As far as future research directions are concerned, there is a strong need to operationalize the constructs involved in testing that theory with more clarity having strong reliability and validity values in varying contexts. Moreover, novel theories in understanding and optimizing leader-member relation and performance are required apart from leader-member exchange.

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COMMUNICATION TOOLS' EFFICACY FOR ADOPTION OF HYBRID CORN SEED IN PAKISTAN

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Communication tool efficacy, agriculture, electronic media, interpersonal Communication, print media, hybrid seed corn, adoption

Abstract

Communication tools play a vital role to spread innovations amongst farmers' society; these channels include electronic media, print media and interpersonal communication. The present research study has been planned to find out the efficacy of different mediums of communication used by the farmers for adoption of hybrid corn seed. A self-structured indigenous rating scale has been used in order to collect data from 80 farmers of district Lodhran through non-probability purposive sampling. Computer software SPSS version-22 has been used for data analysis. Effectiveness of the communication channels for adoption of hybrid seed corn was evaluated. Descriptive analyses by the age group of 46-5 years with the percentage of 30.80 whereas, the mean of monthly income is Rs. 35423.08 and household is 7.71. Mean agriculture farm size is 11.83. Neighboring farmers, field staff of agriculture department and private companies were ranked to be the most common sources for collecting information about Hybrid Seed Corn followed by Television, Newspaper and Radio respectively. Further findings of the study revealed that most of the respondent i.e. 38.50% belonging to age group of 36-45 years old.

1. Introduction

Communication plays an integral role in almost all professionals' guidance communication source. In fact no one can deny the importance of communication. Through useful communication farmers get some helpful information, ideas, and also share their own experiences with others. There are many communication sources including print media, electronic media and interpersonal communication channel. In order to increase yield rate, agricultural research departments always remain in process to invent new variety of crops' seeds to be grown. These agriculture departments have recently introduced some communication tools for raising awareness on fertilizers, pesticides, weedicides, technology for land cultivation and latest irrigation system in association with local and international organizations. These innovations are transferred amongst farmers through communication.

According to Ayoda A.R (2010) interpersonal communication channel is efficient way for educating the farmers.

There is a dire need to broadcast agriculture related programs but unfortunately due to some certain reasons this area is being neglected. Zia, A. & Khan, A. (2012) concluded that "Apna" channel granted 8.3% air time to agricultural programs. Research also indicated some important reasons i.e sponsorship, low frequency of viewers and revenue etc. their findings revealed that required coverage to the agriculture related program was not given during 2005-2010 by the television news channels having high frequency of viewer ship.

The present research study is aimed to examine the role of communication tools for adoption of hybrid seed corn in Lodhran. The research explores the usefulness of different communication tools for spreading awareness amongst farmers and their

attitudinal change regarding the adoption of hybrid seed corn. Farmers depend on agriculture related programs including advertisements on PTV and Radio along with some newspapers' given coverage to agriculture sector. This study also explores more successful channel of communication for adoption of hybrid seed corn in that particular area. Chachhar et al. (2012) investigated that respondents preferred to watch agricultural-related programmes compared to other types of programmes aired on television.

Though, radio and television have been acclaimed as the most influential source of seeking agricultural information, amongst farmers, however, farmers largely depend on social network such as "Baithak System" in rural areas, including opinion leaders and change agents have also a great importance in persuading and adopting agricultural innovations. Hall, K., & Rhoades, E. (2010) stated that mass media including interpersonal communication influence individual's attitude international studies have shown interpersonal interactions influenced the farmers' decisions to accept or reject organic farming.

Electronic media includes television, radio, mobile phone and social media. Television and radio having large number of audience and opinion molding capacity are important sources of communication and dissemination of new ideas amongst the society particularly, in the field of agriculture. Radio and television have potential to influence the decision making process of the farmers while selecting innovations through its agriculture related programs and commercial adds sponsored by the agriculture based marketing companies, but the availability of these communication channels in the area is essential. According to Abbas et al. (2003) the electronic media was most effective tool of communication for seeking useful information results of their study showed that more than 50 % respondent were of the views that they could realize the messages of radio and television regarding sugarcane

Print media plays an important role agriculture sector, newspapers give special space to agriculture related stories including whereas, some educated farmers make use of print media in different ways such as agriculture based digests, brushers and banners. Rehan et al (2013) studied that print media along with neighboring farmers were most-liked medium for agricultural information, amongst farmers' community, whereas education and holding of agriculture land size had also influenced the decision-making of farmers.

2. Rationale

This research aims to explore the effectiveness of communication tools including electronic media, print media and as well as interpersonal communication in the field of agriculture. District Lodhran is situated in southern Punjab with great potential in the field of agriculture, whereas, the area under research has very low media coverage. Farmers have to depend on different communication channels for seeking agriculture related information and adopting innovations such as technology, pesticides, weedicides, fertilizers and particularly hybrid seeds of several crops. The study will help the media management in order to get farmers' attraction towards media and will also identify the scope of communication tools in the process of adopting innovations in agriculture sector.

Farmers use different sources of communication to learn about agriculture. Muhammad et al. (2004) concluded television show 'Haryali' as most accepted amongst farmers. However, the number of audiences perceiving contents of those telecasts as helpful and timely, was less. Comparatively, 'Kisan Time' was considered as better than Haryali'. Jehan et al. (2014) found that mobile phone were cheaper source of communication to participate in discussion and to get useful information about prices of goods from markets. Irfan Haider (2004) found local radio as an effective medium for adoption of farm practices. Muhammad et al. (2004) stated that a little number of regular audience preferred watching agriculture related programmes whereas, the two way communication did not exist.

Okwu et al. (2007) identified the usefulness of the radio programs and concluded that a major portion of farmers listen agricultural programmes on radio predominantly; the programmes regarding plant protection are well-liked whereas, some addressees use radio for information about livestock. Irfan et al. (2006) found a majority audience chosen television chasing by radio or print media as medium of agricultural information; however the respondents ranked TV, radio and print media on 1st, 2nd and 3rd position respect. Farooq et al. (2007) acknowledged the brochure as effective medium of information amongst posters, newspapers, books and magazines with less effective sources.

Farmers gathers agriculture related knowledge through different medium of communication in order to increase production. Muhammad et al. (2002) found out a larger portion of the farmers' community use agriculture based Digest for seeking relevant information however; there is a

difference in certain demographic characteristics influence the efficacy of communication tools. Interpersonal communication is an important and familiar channel for diffusion of innovations in agriculture sector. Das, D. (2012) stated that interpersonal channel of communication has vital role to transfer knowledge about agriculture amongst the farmers. He further added that farmers preferred interpersonal communication for seeking information. This channel can be utilized easily for gathering and sharing ideas about agricultural activities. The fellow farmers are considered as trust worthy in this process.

A large number of communication channels are available to facilitate the farmers for knowing about new practices in agriculture. Jan et al. (2011) concluded that peer groups and other close relatives influenced the decisions-making of the farmers' society. However, majority of the farmers intended to adopt best practices to increase of yields of crops". Cheboi, S. and Mberia, H. (2014) find out the interpersonal channel of communication as an effective medium in diffusion and adoption of zero grazing innovation amongst farmers of Kenya.

Most common source of information in the rural areas is interpersonal communication between the farmers. Oleas et al. (2010)¹ concluded opinion leaders play a key role for disseminating and the useful agriculture related information amongst farmers and influence them to adopt innovations in agriculture. Gathecha et al. (2012) identified the neighboring farmers as the best source of diffusion of innovation amongst farmers. Through the regular and occasionally the discussion farmers share their experiences with one another and diffuse new ideas and information related to their agricultural activities.

2.1 Diffusion of Innovations Theory

Diffusion is the procedure by which an innovation is communicated through certain channels over time amongst the members of a society. It is a special form of communication in that the messages are concerned with new ideas (Rogers, 1995, p. 5). In this study, diffusion of innovation refers to the adoption of hybrid corn seed in agriculture of Pakistan. Attributes of innovations includes five characteristics of innovations: (1) relative advantage, (2) compatibility, (3) complexity, (4) trialability, and (5) observability.

3. Objectives of the study

The main objectives of this study are:

- To measure the usage frequency of different communication tools amongst the farmers.

- To examine effectiveness of different communication tools in spreading awareness about agricultural inventions; and
- To identify the most effective channel of communication for adoption of hybrid corn.
- to analyze the role of the demographic characteristics of the farmers such as education, income, farm size and land ownership etc.;

3.1 Hypotheses

Following are hypothesis:

- Interpersonal communication is most likely to be used for seeking agricultural information regarding adoption of hybrid seed corn than other medium of communication.
- There is significant relationship between use of communication tools and adoption of hybrid see corn by the farmers.
- There is relationship between education level of respondents and adoption of hybrid corn seed.
- There is relationship between monthly income level of respondents and adoption of hybrid corn seed
- There is relationship between land farm size of respondents and adoption of hybrid corn seed

4. Method

This particular research study is generally aims to investigate the communication tools' efficacy in adoption of best practices in agriculture sector of Pakistan and specially, adoption of hybrid corn seed by the farmers of district Lodhran.

Table 01 shows the reliability of scales along with the mean score of each scale. According to above table the reliability of scale regarding use of interpersonal communication for seeking agricultural information and adoption of hybrid corn seed is $a = .960$ and $M = 57.59$ whereas, reliability score of the scale regarding Newspaper is $a = .985$, $M = 37.32$, television $a = .981$ $M = 41.22$ and reliability of the scale regarding Radio is $a = .857$ and $M = 29.97$.

Table 2 shows some important demographic information including agricultural farms size, age group of respondents, education level of respondents, monthly income level, water availability for agriculture, number of household, farming experience and frequency of using different communication channels for agriculture purpose.

Table 1: Descriptive Statistics and Reliability Coefficients for Study Variables

Scales	α	K	M	SD	Range	
					Potential	Actual
Interpersonal Communication	.960	15	57.59	9.383	15-75	38-75
Newspaper as communication tool	.985	15	37.31	11.432	15-75	15-70
Television as communication toll	.981	15	41.22	11.605	15-75	15-75
Radio as Communication tool	.857	15	29.97	9.609	15-75	15-65

Note: α = reliability coefficient, k= no. of items in scale and subscale

Table 3 depicts the ranking of different communication channels in term of frequency. According to the table respondents ranked interpersonal communication channel with the highest mean score i.e M = 2.32 as 1st followed by television with M =1.77, Newspaper M = 1.55 and Radio M = 1.10 as 2nd, 3rd and 4th respectively.

4.1 Research Design

Survey research design has been applied for this research study.

4.2 Sampling Strategy

Farmers possessing some certain characteristics specially who were earlier growing conventional corn seed and now they are shifting to grow hybrid corn seed, were selected for seeking most relevant response through non probability purposive sampling strategy.

4.3 Sample

In order to get appropriate finding n=120 farmers were selected as a sample of this study, from the area under investigation whereas; the farmers aging from 30 years to 60 years were included in the sample.

A consent profirma was also got signed from all respondents whereby, the participants were informed that “their participation in this activity were voluntary. Their provided information would be kept confidential and only would be used for academic purpose; besides this, the respondents were allowed to withdraw their participation at any time while filling up the scales for this research, if they felt any discrimination or concerns”.

4.4 Inclusion and Exclusion Criteria

In this research study only those participants were selected who were engaged with agriculture since more than 3 years. All the respondents were from district lodhran. Though, the prescribed criterion with regard to age limit was 60 years but few

respondents aging more than 60 years were included due to their active participation and agriculture related activities and having decision-making authority over their younger. Some hired personels i.e agricultural experts working on

behalf of land owners were also included. On the other hand some farmers were excluded due to some certain characteristics. Those who were dependent on vendors for using any agricultural on credit basis and individuals who are doing agriculture but have no decision powers to exercise.

4.5 Measures

In order to seek information about usage and efficacy of various communication tools, well defined scales according to indigenous interpretation for measuring efficacy of interpersonal communication, newspapers, television and radio were developed in order to capture meaningful responses of the respondents. The tool was arranged in a logical order and it was administered to a representative population in order to check its initial psychometry properties. The reservations expressed by the participants during pilot study were accommodated and the tool was revised in order to make it more clear and comprehensive. That’s why the finalized tool was used in the final data collection. Each scale contained 20 items with response options of strongly agree, agree, moderate, disagree and strongly disagree which have been given values as 5,4,3,2 and 1 respectively. The Cronbach’s Alpha reliability coefficient of the tool in the pilot study and in the final collected data was $\alpha = .960, .985, .981$ and $.857$ respectively which was significantly fair enough to rely on the findings of the current research (Masood, A. Akhtar, P.,

Table 2: *Descriptive of Demographic Variables*

Variables	M	SD	f	%
Age Groups				
26-35			17	21.8
36-45			30	38.5
46-55			24	30.8
56-65			5	6.4
66-75			2	2.6
Education	6.55	4.57	--	--
Land Ownership	11.83	12.14	--	--
Land acquired on lease	5.96	7.42	--	--
Condition of underground water	--	--	--	--
Plain Water	--	--	25	32.1
Salted Water	--	--	53	67.9
Monthly income	35423.08	18134.79	--	--
Number of Household	7.71	2.58	--	--
Experience of Agriculture	20.90	11.046	--	--
Usage of conventional Corn Seed in Past	--	--	--	--
Yes	--	--	74	94.9
No	--	--	4	5.1
Frequency of Interpersonal Communication for agriculture purpose				
Never				
Occasionally	--	--	00	--
Fortnightly	--	--	00	--
Weekly	--	--	00	--
Daily			51	65.4
			27	34.6
Frequency of Newspaper reading for agriculture purpose				
Never			00	--
Occasionally	--	--	12	15.4
Fortnightly	--	--	41	50.0
Weekly	--	--	25	32.1
Daily			02	02.6
Frequency of Television for agriculture purpose				
Never	--	--	10	12.8
Occasionally	--	--	12	15.4
Fortnightly	--	--	20	25.6
Weekly			33	42.3
Daily			03	03.8
Frequency of Radio listening for agriculture purpose				
Never	--	--	40	51.3
Occasionally	--	--	30	38.5
Fortnightly	--	--	06	07.7
Weekly			02	02.6
Daily			00	00.0

Table 3: Ranking of communication channels in term of Frequency

Type Communication Channel	M	Std. Deviation	Ranking
Interpersonal Communication	4.35	.47	1 st
Television	3.22	.73	2 nd
Newspaper	3.09	1.11	3 rd
Radio	1.62	.74	4 th

Table 4: Pearson Product Moment Correlation between Variables

Variables	Interpersonal communication for agricultural purpose	Newspaper reading for agricultural purpose	Watching Television for agricultural purpose	Listening Radio for agricultural purpose
Adoption of hybrid corn seed	.325**	.443**	.486**	.055

Note: *p< .05; **p< .01; ***p< .001.

Variables	Adoption of hybrid corn seed through interpersonal communication	Adoption of hybrid corn seed through newspaper reading	Adoption of hybrid corn seed through Watching Television	Adoption of hybrid corn seed through Listening Radio
Education level of Respondents	.247*	.610**	.350**	.372**
Monthly Income level of Respondents	-.129	.056	.236*	.125
Size of agricultural land farm	-.079	.022	.208	.068

Note: *p< .05; **p< .01; ***p<

.001.

4.6Operational Definitions

Usage of Communication tools for learning about agriculture include interpersonal communication medium, television through its agriculture related telecasts, newspapers having special page for agricultural stories and radio with garniture related transmission including advertisements of agricultural products.

Adoption of hybrid corn seeds refers to the shifting of farmers from growing conventional corn seed to hybrid corn seeds in agriculture sector. This adoption of hybrid seed indicates the communication tools efficacy for adoption.

4.7Procedure

This research was initiated by the formal permission from research review committee. The sample was accessed by researcher and research supervisor from the farmers of district Lodhran. Firstly, consent form was filled by the respondents. After that demographic information sheet and scales related to use of different communication tools were given to the respondents. Some illiterate farmers were helped out through reading the scales by researcher himself however, response options were taken by the respondents. The average time utilized by the respondents was 20 minutes. **5. Analysis**

Descriptive and inferential analyses were carried out by SPSS version 22. Pearson Product Moment correlation was used to find the relationship between usage of communications tolls, demographic characteristics, communication tools efficacy and adoption of hybrid corn by the farmer. The effectiveness of each tool was check through descriptive statistics.

5.1Data Analysis

This particular research examines the communication tool efficacy amongst the farmers regarding adoption of Hybrid Corn Seed. After collection of relevant data from the respondents, detailed inferential analyses were run and findings are given as follows:

6. Results and Discussion

Communication plays an important role in every field of life for sharing new ideas and collection relevant useful information about their activities. Similarly, in agriculture sector, different communication tools have a integral role for dissemination of helpful information and bring aspiration amongst farmers to adopt innovations in agriculture sector. Although the major crops of district Lodhran are Cotton, Wheat, Rice, Sugarcane and Maize but since last few years the farmers of district Lodhran have adopted to grow maize on a larger scale. The research explores the usefulness of different communication tools for

spreading awareness amongst farmers and their attitudinal change regarding the adoption of hybrid seed corn in the area under research.

The main hypothesis of the research investigated the efficacy of interpersonal communication. Inferential analysis revealed that interpersonal communication was most common medium of communication amongst farmers growing hybrid seed corn. Gathecha et al. (2012) investigated that most effective channels that are most accessible include, another farmer, Barazas and Seed / Grain Stockiest. In this area of seeking and adopting the new agricultural inventions farmers depend on some change agents, opinion leaders and other medium of communication. Some training workshops organized by the government department in various areas are main source of learning about agricultural activities.

The second and third hypothesizes investigated the relationship between education level of respondents and use different communication channels for agricultural information with regard to adopt the hybrid seed corn and relationship between income level of respondents and usage of different communication channels for agricultural information regarding adoption of hybrid seed corn. Findings of the study depict that the education level of the farmers had significant relationship with usage of different communication channel for seeking relevant information for adoption of hybrid seed corn however; income level has no relationship, accordingly. Rehman et al. (2013) found that education and size of land holding had highly significant positive relationship with access to agricultural information while age and farming experience had non-significant relationship.

7. Conclusion

Considering the findings of present study it is concluded that the interpersonal communication channel is play very vital role in education the farmers' community with regard to collect the useful necessary information about agricultural betterment and adoption of innovation particularly, for adoption of hybrid seed corn in Pakistan. However, farmers considered different communication tools in accordance with their socioeconomic status such as education has significant positive relationship with the usage of communication tools for agriculture purpose. Data analysis depicts that in term of usage frequency, respondents ranked interpersonal communication channel as 1st followed by television, newspaper and radio as 2nd, 3rd and 4th respectively. Further findings of the study revealed that 77.90 % respondents used interpersonal communication of

daily basis and 32.10 were occasionally involved in interpersonal communication for seeking agricultural information. As far as usage of newspaper for agriculture purpose is concerned, only 5.10% respondents used to read news paper on daily basis 44.90% occasionally and 50% did never read newspaper for agricultural information. Whereas, 7.70% respondent were watching television for seeking agricultural information on daily basis, 61.50% occasionally and 30.8% did not watch television for seeking information on agriculture.

8. Recommendations

The representatives of the private companies are playing an important role in order to facilitate the farmers through spreading information regarding agricultural innovations. On the other hand the field staff of the agriculture extension department has also an important role in diffusion of innovations in agriculture sector of Pakistan. In this situation this is necessary that the private companies may consider appointing the most relevant and qualified staff to facilitate the farmers accordingly.

The agriculture extension department should also consider the impact of interpersonal communication on agriculture of the country while appointing the field staff. Agriculture department should appoint trained and qualified representatives in respective in accordance with the crops of the area.

For capacity building of the field staff of any organization, the experience sharing programs should be arranged time by time. Number of field activities such as training workshops and informative seminars should be increased.

The farmers should be made realized the benefits of new agriculture technology particularly while cultivating the land for any crop.

Media and communication organization should provided valuable relevant information through attractive and effective ways. Usage of local language for agricultural program and local prominent innovative farmers may play an effective way for spreading helping information amongst other follower farmers of concerned region or areas.

9. Limitations of the Study

There are so many limitations in every field of life these limitations may be in different shapes and nature. This study was a quantitative survey research therefore; there were many limitations to complete this research project.

Time constraint was main an limitation there was a very short time period to complete this research

work which was a difficult task to complete with full integrity because the population of this survey research was farmers community of District Lodhran which situated far away from the Islamabad therefore, in order to fulfill essential requirement of the study I have to visit frequently the selected areas to collect valuable data for research purpose.

Financial limitations may also be considered because this research is purely for academic purpose and survey research requires lot of funds which can never be arranged easily by a student.

Collection of right information from the farmers was not an easy job because there is no research culture in Pakistan particularly in rural areas people are ready to expose their personal information such as their monthly income, land owned, age etc. some people considered the researcher as official from income tax or any otherwise an official from any other government department while answering the questions for research purpose.

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SOCIO-POLITICAL AND ECONOMIC IMPLICATIONS OF US WAR ON TERROR FOR PAKISTAN

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Abstract

The terror attack on the twin towers in New York, US on the 11th September 2001 proved instrumental in shifting the socio-political and economic paradigms all across the globe. Pakistan's decision to join in as the frontline state in America's War on terror has had tremendous repercussions for the country. This study has undertaken an in-depth content analysis of the implications that Pakistan's allegiance to the US has entailed on the socio-political front. Pakistan has suffered an exponential rise in multiple types of terrorism which include religious, sectarian, ethnic and domestic violence. A simple regression model has been run to see the impact on the economy of the country over the period of thirteen years (2001-2014) ever since the war started. The impact of the terrorist acts has been negative on the FDI inflow in Pakistan; similarly the GDP growth rate has also been unimpressive over these years. One of the exogenous factors responsible for the sluggish economic growth of Pakistan has been the deteriorating security conditions in the country. Repeated acts of terrorism have deterred a smooth economic growth.

Keywords

War on Terror, Socio-political and Economic Repercussions

1. Introduction

The Term "War on Terror"

"War on Terror" is the term which was used for the very first time by Ronald Reagan's administration as a reaction to the bombings in Beirut in 1983. The term explicitly explains the American sentiment against all the actions that go against their interests. This term reflects immediate legislation to sabotage the financial status of the terrorist group and cripple all the sources that fund them. This term resurfaced in 2001 when America came under attack and George W Bush and his administration declared the War on Terror and called on to the world to support America in very strong words saying "either you are with us or you are with the terrorists". War on terror is the America led military operation against the terrorists' groups. The War on Terror began with Al-Qaeda and has not stopped there. It has been going on since 9/11 and there is no authentic analysis projecting as to when it would cease. Primarily it is the military campaign by the US, UK and other NATO and

non -NATO forces showing harmony with the Americans against the terrorists.

Objectives of the War on Terror

In 2003 Bush administration released the National Strategy for Combatting Terrorism that highlighted the basic objectives of the War on Terror which included:

1. To get hold of the masterminds of 9/11 attack i.e Osama Bin Laden and Abu Musab Al-Zarqawi
2. Identification of the terrorist groups functioning in different parts of the world.
3. Complete abandonment of sponsorship support and asylum to terrorists.
4. Persuade, enable and compel the weak states to stand up to the challenge of purging the world of terrorism.
5. To defend the US citizens and interests at every cost. (Press Release , The White House)

Pakistan's Role in the War on Terror after 9/11

Pakistan is a non-NATO member of the UN. The strategic location of the country adds to its significance to the world. It shares borders with three most important regions i.e. Middle East,

Central Asia and South Asia. Pakistan's proximity to Afghanistan has added to its strategic importance. Pakistan was an active American ally in the Soviet War in the Cold war era and has been acting as the front line state against the Taliban and Al-Qaeda in the US war on terror. In 2001, US started its military operations all around the world with the help of NATO and non-NATO allies such as China and Pakistan. Pakistan's role has been more than significant. Pakistan as the front line state did not desist to provide any and every kind of support to the US. Access to the military bases, Sea and air access, intelligence assistance and logistics were offered to US ever since the operations began in 2001. Without Pakistan's unhesitant help it was practically impossible for the US to execute its military operations for the fulfillment of its interests in the region. There was an instant shift in the US policy towards Pakistan. After 1999's coup there were several sanctions and embargoes that had been put on Pakistan: not only did the US ease its stance but also lifted many sanctions in return for the colossal support by Pakistan. Pakistan provided the most pivotal route to the US leading them to the Taliban. The scenario was of added importance for Pakistan because India for the very first time was not getting the limelight. This was primarily because of Pakistan's strategic proximity to Afghanistan and of course because Pakistani government had already been in close contact with the Taliban Regime and were aware of the Taliban dynamics. Not only did Pakistan's support to the US made their task easier but also added cost efficiency. Had America taken any other route through Central Asia things would have been untenable and enormously expensive because of the Russian influence in the region. Although China was amongst the very first countries that condemned the 9/11 attacks, but China was skeptical of providing assistance to the US because of their erratic diplomatic ties with them and also because China could foresee the perils of having the US presence in the region, their reluctance would not have helped the US proceed with its plans. Not only did Pakistan provide the land access to Afghanistan but also since it shares a long coastline with Afghanistan, it facilitated the US presence in the Indian Ocean, which provided American forces with an easy and shorter route to Afghanistan. This cooperation won Pakistan a lot of appreciation from the American media, politicians and Diplomats. Pakistan was upgraded from the key ally to the major non-NATO ally in 2004 in recognition of its support to the US. America's first target was of course Osama bin Laden whom they believed was the architect of 9/11 attacks and the second target were the Taliban who according to the

Americans were equally responsible for giving refuge to Osama bin Laden and despite America's constant emphasis were unwilling to hand him over to them and thirdly America wanted to further its efforts against terrorism at the international level. The Taliban regime was dominated by the Pashtuns who had the same traditions, orientations and culture as the Pashtuns in Baluchistan and KPK. Most of the Taliban leaders had acquired their training in Pakistani madrasahs and the Taliban were on the same wave length as of the rightists factions of the Pakistani government. America asked Pakistan for an immediate abandonment of all kinds of support to the Taliban. Pakistan was commanded to siphon all the diplomatic relations with the Taliban, cut off food supplies, freeze their assets and provide all the necessary information regarding their movement inside and along the border of Pakistan. President Musharraf seized the opportunity for four reasons. Firstly, Pakistan's security was at stake. Since Pakistan share a long border with Afghanistan, unrest there would have affected peace in Pakistan as well. Secondly, Musharraf wanted to revive the economy with the help of continuous inflow of financial aid from the US. Thirdly, Pakistani generals, politicians and intelligentsia viewed this as an exceptional opportunity to apprise the US of the significance that the nuclear programme holds for Pakistan and convince them to lift all the embargoes that had been imposed after the nuclear tests in 1998. Fourthly, Musharraf wanted to draw US attention to the Kashmir issue.

2.Methodology

(CONTENT ANALYSES)

Content Analysis of the socio-political implications

Political Costs

The legitimization of General Musharraf's military rule

On April 7th 1998, Pakistan undertook successful tests of its medium range missile Ghauri. Allegations were leveled against Pakistan for having imported the technology from North Korea. The nuclear tests earned Pakistan and the North Korea, which was allegedly involved with exporting technology to Pakistan, US sanctions. Pakistan termed the sanctions and allegations as unfair and ungrounded. In the mean while India conducted another batch of five tests. US expressed indignation and as per the Glenn Amendment Section 826-a of the Nuclear Proliferation Prevention Act of 1994 that provides for sanctions against the non-nuclear

states that detonate nuclear devices, imposed sanctions on India. Pakistan was warned of the same consequences if it did not stay away from testing the missiles. Bilateral Talks were resumed between Pakistan and the US, China and Japan offered aid if Pakistan prevented further nuclear tests. On 18th May 1998, at summit meeting of the G-8 nations, France, Britain and Russia support India and veto all sanctions that were being considered against the world's largest democracy. However on May 28th when Pakistan announced that it had conducted five nuclear tests, President Clinton was quick enough to impose sanctions against Pakistan and this decision was not vetoed by any UN member. According to the sanctions bans were imposed on any kind of financing from Trade and Development Agency, Overseas Private Investment Cooperation and the Export-Import Bank, US exports of high-tech products was restricted, International financial institutions were stopped from giving loans to Pakistan. Japan withdrew most of the development aid and vetoed any further loans by the international members. Tensions between India and Pakistan kept mounting up. Pakistan had to borrow from Jeddah to fill the financial gap. On 12th October 1999, General Musharraf ousted Prime Minister Nawaz Sharif and within a few days, state of emergency was declared in the country, parliament and the constitution were suspended and the general declared himself the Chief Executive of the Islamic Republic of Pakistan. US department of State condemned the coup and called for "the earliest possible restoration of democracy in Pakistan." (New York Times, 13 October 1999, A1, A10; *Washington Post*, 15 October 1999, A1). Section 508 of Foreign Operations Appropriations Act that requires US aid be cut off to any country whose democratically elected head of government is deposed by military coup or decree and does not renew military and economic aid to Pakistan. (*Inside US Trade*, 15 October 1999; *International Trade Reporter*, 13 October 1999; CRS 2002a, 3; *Washington Post*, 15 October 1999, A24; 16 October 1999, A21) sanctions under Section 508 of the annual foreign appropriations act as a result of which the coup remained in place. (Presidential Determination 2000-04, 27 October 1999; CRS 2002a, 3; CRS 2003, 13). 9th September 2001, Americans came under the terror attacks. Bush Called on the world to either support the US or the terrorists. Pakistan under General Musharraf's leadership offered all kinds of help. The transition from a pariah to a loyal friend was too quick. In return of Pakistan's support, America waived off all nuclear related sanctions that were imposed initially. However, coup related sanctions regarding economic and military aid persisted.

Pakistan and the US signed an agreement for rescheduling a hefty amount of 379\$ million of Pakistani arrears. Negotiations also began for a 3\$ billion three Program. Pakistan received another \$50 million emergency aid which according to Bush was imperative for US security interests. Japan also resumed its ties with Pakistan in recognition of its efforts to fight terrorism. America allowed access to Pakistani Textile Exports worth \$ 142 million to the American market. The US war on Terror and Partisan's role as the front line state helped Musharraf legitimize his rule. He introduced a Legal Framework Order 2002. LFO 2002 was an amendment just like the one made by General Yahya Khan in 1970. Supreme Court overruled the LFO 2002 saying that there was a requirement of two-third majority to ratify the amendment before it could be incorporated into the constitution. Over a year's constant wrangling between the opponents and supporters of General Musharraf an amendment named Seventeenth amendment was passed.

Pakistan's Economic Performance under Musharraf

Musharraf had inherited an economy that was in shambles. Democratically elected governments of Nawaz Sharif and Benazir Bhutto had failed to control corruption and cronyism and had focused more on extending their own personal interests. Hence the per capita income averaged at around 1% per annum which was dismal. Musharraf had inherited huge public debts, massive fiscal deficits, pathetic situation of distribution of income and a constantly increasing unemployment and poverty rates. Institutional and governance structures were in poor shapes. Musharraf's much criticized referendum made him the president for the next five years. Musharraf and his team riveted themselves to embracing globalization and made reforms to attract FDI. Pakistan's economy increased by 50 % and per capita income went up by 25 %. Although the country was badly shaken by the earthquake in 2005, Musharraf's reforms managed saving him some grace. Growth rate went up to 7%, industry's contribution to GDP increased from 22.6 % in 2000 to 26.7% in 2006. Services Sector showed impressive performance. Different schools of thought interpreted economic performance under Musharraf differently. The Take- Off school of thought gives credit to the reforms of the Musharraf Administration. On the contrary, the Fail-Take off proponents questions the sustainability of the economic expansion during Musharraf's time. There is ample proof that the high economic performance could not be sustained because of disruption of market forces which was due to immense state intervention. Musharraf's regime was criticized for being

extremely non-competitive both economically and politically which resulted in the small take off being reversed. Musharraf's reforms favored the privileged segment of the masses just like it happened during General Ayub. Musharraf failed to enhance the provision of public services such a health and education facilities due to which the condition of the general population went from bad to worse. The tragic incident of 9/11 went in Musharraf's favor. The same general who was rebuked by the Clinton administration in 1999 was applauded immensely by the Bush administration for lending all support in the war on terror. Pakistan has witnessed such episodes in the past as well. The West raises hue and cry initially when democracy is derailed but have always supported the military dictators especially in the case of Pakistan. It is noteworthy to mention here that Musharraf could not have turned Pakistan's fate without the financial aid coming from the IMF. The aid was resumed only because the general agreed to help US track down terrorists in Afghanistan.

Social Costs

Pakistan's War within

Ever since Pakistan became the front-line ally state against terror, there have been almost seven major operations along with innumerable smaller military campaigns that Pakistani forces have been engaged with:

1. Al-Mizan Operation : It was conducted in South Waziristan in 2001-02.
2. Sherdil Operation: It was launched in Bajaur in 2007.
3. Zalzal Operation: It was conducted in South Waziristan in 2008.
4. Rah-e-Haq Operation: It was launched in Malakand Swat in 2008.
5. Rah-e-Rast Operation: It was launched in Malakand Swat in 2009.
6. Rah-e-Nejaat was conducted in South Waziristan in 2010.
7. Zarb-E-Azb(2014-ongoing)

It is a sad reality that the reason for escalating terrorism in Pakistan is the use of Military forces against its very own people. One has to take a deeper view of the historical perspective here. Pakistan shares a 1500 miles long border with Afghanistan. There are Pakhtuns living on both the sides of the border. These Pakhtuns are people with strong religious orientations. Never was Pakistan army ever had to step on the soil of FATA, because these Pakhtuns were always considered true patriots and were deemed adequate to guard the borders of the country. When the soviets were defeated in 1979. Many Pakhtuns on our side of the border were inspired by the victory of Taliban and opted to become a jihadi. More than 1.6 million Jihadis were trained and manufactured during the Afghan

War. The eruption and spread of militancy was anything but inevitable. There was a huge network of Madrasahs that were set up in FATA and PATA these madrasahs were financed by Saudi Arabia and the US. So there was an element of Talibanization that was present in the tribal areas of the country much prior to the 9/11. But it never caused an upheaval and was never considered to be a threat. In fact Pakistan treasured the presence of Taliban and Pakhtun fighters on the borders as they defied the Indian presence and intervention. So what is now known as militancy has always been viewed as a strategic asset. It was only when Musharraf announced support against the Taliban, that the militants got infuriated and started attacking Pakistan forces. Some significant causes of Militancy and Talibanization in Pakistan:

- a. US constant unabated, unchecked and poorly planned support for the Jihadis in the 80's.
- b. Pakistan's support of the Jihadis on both the sides of the borders for strategic reasons.
- c. The exploitation of the socio-economic similarities of the Pakhtuns on both the sides of the Durand Line at the hands of Taliban.
- d. Pakistan military operations in FATA and PATA.
- e. Pakistan Government's failure to address the pressing issues of FATA AND PATA and integrate them into main stream political system.

Repeated military operations against insurgents have turned the US war into Pakistan's war against its own people. This war within has unleashed sectarianism of unprecedented magnitudes. Maulana Fazlullah with Bait ullah Mehsud's support attacked many shrines in Swat which were held in high esteem by the people of that region. It was felt that there was an imposition of Wahibism by the Taliban which was resisted by the other sects of Islam. Shite killings in KPK which were totally unprecedented earlier have started manifesting in huge numbers. Ahmadis are being targeted, Sunnis are being killed. According to the Pakistan Institute of Peace Studies there were 687 sectarian killings in 2013 which is 22% more than what occurred in 2012. This is an enormous increase.

Implications of the military operations for Pakistan:

Strong feeling of mistrust amongst the tribal natives

All the operations conducted by Pakistani forces in FATA and Swat have given birth to more unrest and chaos in the region and the rest of the country. Khyber Pakhtunkhwa is the worst suffered province in this US war on terror being fought by Pakistan. These operations have

created a lot of mistrust and have raised the feeling of animosity amongst the locals against the Pakistani government and Pakistani Forces. Pakistan Institute of Peace Studies (PIPS) conducted a survey according to which almost 18% of Madrasahs in Pakistan are strongly linked with the Jihadi networks. 80% of Pakistani are totally anti-military operations and 20% of these people are of the opinion that the insurgency in SWA and FATA is a reaction of Pakistan's collaboration with the US in the war on terror. The people of FATA and PATA feel that their identities, culture and ethnicities are threatened by the military operations conducted by Pakistani forces. These tribal people feel that the military is just meddling with their autonomy and are endangering their traditional values and authority. Maulvi Fazlullah in Swat supported the narrative. In 2009, almost three million residents of FATA and PATA regions were forced to leave their homes and move to safer areas.

The Internal Displacement of People:

These IDP's who were once peace loving patriotic citizens of Pakistan were compelled to face the worst fate. Young children were deprived the right to education. As the attacks by the militants and the counter attacks by the Pakistan forces left almost among the Millions of IDP's were almost 69000 pregnant women. The military operations had adverse psychological implications for the inhabitants of FATA and PATA. They felt helpless, abandoned, betrayed. There is a constantly tensed environment that pervades the region. Mental illness, anxiety, depression and suicidal tendencies seem to have increased manifold. Many children witnessed the grotesque scenes of their families dying and their schools being destroyed by the militants. Such acts of terror have affected their innocent minds and have left ineradicable scars for years to come. Almost 60% of the affected are women, who have witnessed the loss of their children and are reported to have lost sanity. They are suffering from fear and post-traumatic stress. More than 54% of the affected population is psychologically disturbed. Most of these people live in far-flung areas, they do not have access to medical facilities and hence cannot get treated. The political and administrative infrastructure in FATA and PATA is totally disrupted. The locals feel abandoned and isolated. They have developed mal feelings for Pakistani governments and Pakistani armed forces. FATA is administered by civil servant who then reports to the governor of Khyber Pakhtunkhwa. The civil servant acts as the liaison between the elderly known as the Maliks and the government of KPK. Now the terrorists are targeting the Malik in order to

disrupt the remaining system. All that the tribal people have ever wanted is peace and security of their lives and property and a proper judicial system. Government of Pakistan has always left their demand on the end of the priority list. Amidst the political chaos, many looters murderers, smugglers have emerged in the region deteriorating the already dismal affairs. Since the inhabitants of FATA and PATA have constantly been denied their political right, there has been a severe sense of deprivation and anger amongst them. These feelings have been exploited by the Taliban to worsen the situation (Fair and Jones 2011) 6 Internal Displacement of people. US War on Terror has entailed consequences of unimaginable magnitude. Apart from burgeoning terrorism, sectarianism, target killings, millions of Pakistanis have been forced to leave their homes, property and move to unidentified destinations. Interestingly, the basic origination of Jihadi trends in Pakistan can be traced back to the Afghan war in 1979. Ironically, it is the same breed of Jihadis that y=the US forces are bent upon defeating now. "FATA the land of tribesmen is home to 3.5 million Pashtuns. It comprises of seven agencies i.e. Bajour, Orakzai, Khyber, Mohmand, North Waziristan, South Waziristan and Kurram agency. FATA is said to be the hub of mutiny in the country by non-state armed forces and militant groups, posing immense challenges to the socio-political stability; security; and most importantly socio-economic prosperity of the country" (FATA Research Centre 2014).

Increase in the sentiment of Anti Americanism

Prior to the 9/11 attacks, Pakistan was encumbered by embargoes and sanctions and was on the verge of being declared the pariah state. Sanctions were imposed as reaction to the nuclear tests conducted by the Nawaz Government in 1998 and of course there sanctions that were imposed to denounce the military coup of General Musharraf. The incident of 9/11 seized an opportunity for Musharraf to rehabilitate the dwindling economy and redeem himself. He seized the opportunity and agreed to support the US in its much rhetorical War on Terror or US struggle against EVIL. Pakistan allowed the US forces access to its naval, army and air basis and willingly acted as the logistical conduit to supply all that was needed by the US and NATO forces present in Afghanistan. Initially Bush Administration went to every extent to acknowledge Pakistan's unflinching support and did not desist from rewarding General Musharraf government. Sanctions pertaining to nuclear and missile proliferation were lifted and loads of financial aid flew into the country. Since 2001 till 2011

the US had disbursed almost \$21 billion which was used for economic uplift and to bolster Pakistan's defense situation. Pakistan was equipped with the most sophisticated weapons which have definitely improved its capability against India. Despite mutual favors to each other from both the sides, there is a grave sentiment of anti-Americanism that prevails in Pakistani society, amongst the general masses and especially in the army. There have been a series of incidents since 9/11 that have aggravated the situation and have added to the ill feelings of the people for the Americans.

Raymond Davis Episode

In 2011, Raymond Davis, a CIA contractor, killed two of Pakistani citizens in broad day light in a very busy city of Lahore. Davis who was declared a brutal murderer was flown out of the country without even being tried for his cold murder on the pretext that he had diplomatic immunity. Analysts from Pakistan believed that the entire episode was staged by the ISI because CIA was unilaterally conducting operations in Pakistan and the two victims were the undercover intelligence officials. The entire episode sent off a negative signal and there was a huge outcry in the media and the anti-American slogans were raised and there was general hatred against America and Americans. (Fair 2007)

Abbottabad Operation killing Osama Bin Laden

2nd May 2011, marked one of the most humiliating days for the Pakistani Civilian and military officials. American Navy SEAL team, without informing or taking any formal consent of the Pakistani government conducted a heliborne raid in Abbottabad the very city that has PMA in it. The operation resulted in the death of Osama Bin Laden. The military was humiliated and offended because they were not informed about the raid and this incident proved their failure in tracking down the most wanted terrorist. Apparently the military officials were not even aware of Osama's abode in Abbottabad. The Civilian government did not desert the military rather supported them all along which aggravated the anger amongst Americans for Pakistan. Pakistani people, media, military and the democratically elected government felt betrayed and there was a renewal of hatred and antagonism for America and Americans. (Fair 2007)

2.2.5.4 Pakistan

Memo gate Scandal:

During the same time period there was another incident that added to antagonistic feelings towards America. Memo gate scandal revealed some unsavory facts. Pakistani businessman settled in America named Mansoor Ijaz had delivered a memo to Admiral Michael Mullen on behalf of the then Pakistan's ambassador to the US Hussain Ahmad Haqqani requesting the American government to help Pakistani Civilian government weaken the interference of Pakistan's military into Politics. According to the research if the US helped the democratically elected government achieve this goal they would promise to extend every help in abandoning Islamist militancy and would also ensure that all nuclear black market activities were checked. Hussain Ahmad Haqqani was put into a house arrest without any charges being filed against him but was freed shortly. This incident was a severe blow to Pakistan's sovereignty. Pakistani media condemned the involvement of Americans into internal affairs and denounced the stages such as Haqqani who could go to any extent in toing the US stance. The timing at which the scandal surfaced was rife with anti-Americanism and this scandal added to the strain between the two countries.

There came an impasse between the two states. This impasse seemed inevitable because the two countries had seemed to develop a lot of differences and disagreements. The series of events that took place in 2011 made it very difficult for the US to keep depending on Pakistan for its engagement in Afghanistan. (Fair 2007)

America could not keep up the three assurances made to Pakistan

The incident of 9/11 took place at times when the US was all set to bolster its ties with India. Time and again President Bill Clinton had expressed how important America felt India was in South Asia and that it was imperative for the US and India to strengthen diplomatic ties. Clinton's administration engaged in many dialogues with India, which were followed by a presidential visit as well. This progress in the US-India ties did suit Pakistan. The newly elected government under the premiership of Atal Bihari Vajpayee conducted nuclear test in 1998 which triggered Pakistani missile tests as well. These tests left the Clinton's administration utterly embarrassed as they had constantly been harping about the strategic importance of India. Although there were sanctions imposed in India but Clinton's administration did not cease the process of strengthening bilateral ties. This situation unease Pakistani military and the government. Because of Clinton's strong stance of Nuclear Non-proliferation his government did not engage in developing military ties with India

but when George Bush sworn in this dream of India seemed plausible too because Bush administration was way too keen to withdraw from Anti Ballistic Missile Treaty and develop a space based defense system and they seek international support and India was more than ready to extend support. Bush Administration had clearly chalked out their policy for South Asia. Firstly they intended to decouple both India and Pakistan. US relations with each country would not affect nor would be affected by its relations with the other country. Secondly, the US strongly recognizes and highlights India's growing importance in the region and would engage with India for greater cooperation. Thirdly, US would recognize that Pakistan was in an utter state of crisis and needed serious help and that the US administration would engage with the Pakistani society than the state. (Fair 2007)

This de-hyphenated policy for India and Pakistan unnerved Pakistani military government, because India was made superior to Pakistan and there was a serious bias towards India and against Pakistan. The improvement of the US India ties demanded removal of sanctions that were imposed because of the nuclear tests. Hence Glenn-Symington Amendments sanction was removed. This called for the removal of sanctions from Pakistan as well who had a plethora of other sanctions as well. The Bush administration played it wise and in order to keep Pakistan content, announced that it would remove the missile related sanctions that is Pressler Amendment sanctions and Glenn-Symington sanctions but the sanctions related to Musharraf military coup would stay in place. These policy changes were to be announced on 13th Septmbr 2001. But when 9/11 happened Bush administration went ballistic and called on the world to be either with them or against them. General Musharraf felt it was the right time to steer the US away from India and towards Pakistan. He announced that Pakistan would support the US. Musharraf vowed to support the US in its war on terror but asked for three assurances in return. Washington assured Pakistan that once Taliban government was brought down, Kabul would not be given over to Northern Alliance as it was not in Pakistan's favor. Northern Alliance was anti Pakistan and was receiving a lot of support from India, Iran, Russia and Uzbekistan. Northern Alliance had a full fleet of helicopters which were provided by the RAW. Pakistan always saw the Northern Alliance as an Indian proxy, stance that was condemned by the US. When Northern Alliance took over Kabul in December 2001, Pakistan felt betrayed. It was inevitable that India would now be able to expand its presence in Pashtun belt

along the southern and eastern belt, area that is the most crucial to Pakistan. (Fair 2007)

The second assurance that was given to Pakistan in return for the support in the war on terror was that the US would take a more serious stance on the issue of Kashmir but on the contrary, US showed little deviation from the previous nonchalance and this promise was flouted as well. (Fair 2007). Thirdly, the US had promised Pakistan's nuclear assets would stay intact. There was not any direct deviation on this stance but when the US signed the Civilian Nuclear deal with India in 2005 and not with Pakistan. It came as a major blow because this deal meant more nuclear prowess to India adding to their comparative advantage. The deal meant missile cooperation more military assistance and provision of high tech weaponry to India. This deal revealed American intention of strengthening India and promoting it as a regional power to counter China (Fair 2007). With such strained relations, Pakistan's position after 13 years of participation in the war in terror has become very vulnerable. Not only has Pakistan suffered huge direct and indirect losses, it has put its sovereignty at stake, and to have India emerge as a major player, the situation poses serious threats for not only Pakistan but for the whole region. The increase in anti-Americanism is inevitably going to reduce America's dependence on Pakistan and especially in 2014 when America plans to roll back completely from Afghanistan. Pakistan is apprehensive about the future of the region as there is going to be more Indian presence in Kabul which is detrimental to Pakistan's security. (Fair 2007)

Emergence of Multiple types of Terrorism in Pakistan **Domestic Terrorism**

Organizations such as Tehreek-e-Taliban Pakistan, Sipah-e-Sahaba, Lashkar-e-Jhangvi, Mehdi Militia etc, are some of the banned entities that have been involved in creating internal unrest. Sectarianism is another type of domestic violence that has shaken the country badly. D.I. Khan, Kurram and other areas of South Punjab have witnessed an umpteen number of acts of sectarian extremism.

There was exponential rise in suicide attacks on schools, banks, hospitals and other infrastructural set up after 2007. President Musharraf was attacked. Marriot Hotel, Sri Lankan team, Benazir Bhutto's assassination, attack on GHQ, PNS Mehran Base, Police stations are some of the tragic acts that have been committed with International and state sponsorship.

Ethnic Terrorism in Pakistan

Baluchistan and KPK have suffered from repeated acts of ethno-nationalistic terrorism. The nationalists are fighting from within to get their cause recognized and identified with the federation. The sensationalists are supported by the tribal militants as well as India to destabilize Pakistan. Baluchistan's grievances against Punjab, which is the most populated province, keep mounting as the federal government continues to spend on military and civil bureaucracy in Punjab. The Baloch feel betrayed and cheated. They feel their resources are being exploited by other regions without them getting their due share. The level of backwardness in Baluchistan has added to the indignation of Baloch people which is convincingly exploited by the external forces.

Religious and Sectarian Terrorism is rife in Pakistan. The callous act of Gojra in 2009 is one such instance that brought shame to the country. Religious intolerance has caused deaths of thousands of innocents; Hazara community is the worst hit. The sectarian extremism has its origin in the Afghan War, where the hated core Mullahs polarized the Jihadis and trained them in the Sunni doctrines. These religious zealots were funded by Saudi Arabia, US, and Pakistan during the 80s.

Radicalization: Major threat to Pakistan's internal security

Religious fundamentalism entails radicalization. Religious fundamentalism means rigid practice and advocacy of orthodox original religious views. In Pakistan, religion has played more than its due role in shaping the socio-political set up of this relatively young state. Right from the very inception, religion has been used as a tool by the politicians for their political motives. Islamic fundamentalism seeped into Pakistan after the Soviet invasion of 1979. When the Taliban were prompted, supported and facilitated by the US to wage the holy war against the Soviet invaders and their backed ruling government. Sophisticated weapons were provided to the Jihadis by the US through Pakistan. After the war ended there was a huge influx of almost 5 million Afghan refugees in Pakistan who brought with them their own cultural and social tendencies. Most of these refugees were Pashtun who shared the same cultural and social values as the Pashtun in FATA and KPK. So there was no difficulty for them to assimilate into Pakistani society. These refugees set up their Madrassas in Pakistan to accommodate the Afghan refugees and to provide basic religious education to them. (Tariq 2011)

The madrassas were funded by the central government and by Saudi Arabia and many Muslim countries. Jamait Ulema Islam JUI set up many Madrassas in KPK and Balochistan.

The basic objective of the madrassas was to impart religious knowledge to the impoverished rural population most of which were the abandoned Afghan refugees. But ironically the very madrassas have been one of the very sources which have sowed the seed of sectarianism in Pakistan. The victory of Afghan War was claimed by the religious fighters who were trained in the madrassas. Many Pakistanis who participated in the JIH against the Soviet invasion were educated, and trained in the madrassas. With the passage of time, these madrassas transformed from religious institutions to organizations breeding political motives. Hence they started striving for political power. Most of the students of these madrassas have developed hatred and despondency. They feel marginalized and deprived as their lack of formal modern education and inability to communicate in English has kept them from bagging better job opportunities in the society. Most of the Afghans have nourished the feeling of deprivation because they felt they were never given a fair chance to make decent living in Pakistan. All these deprivations and despondencies that have been piling up for more than two decades have turned into a treacherous menace, which we call Islamic militancy, or Islamic Fundamentalism terrorism or Jihadis. (Tariq 2011)

General Zia ul Haq with the support of the US and Saudi Arabia mobilized fundamentalism in Pakistan. This fundamentalism later entailed sectarianism. Zia rallied the support of the religious groups who boycotted democracy and elections facilitating the dictator's long ruling period. (Tariq 2011)

"According to investigative reports for the Washington Post, over the past 20 years the US has spent millions of dollars producing fanatical schoolbooks which were then distributed in Afghanistan. These books were developed in the early 1980's under a US AID grant to the University of Nebraska-Omaha and its center in Afghanistan. "The primers, which are filled with talk of jihad featured drawings of guns, bullets, soldiers and mines. They have served since then as the Afghan school system's core curriculum. This led to the radicalization of Islam as well as through the enhanced interest of the Arab world in the region and the activity of fundamentalist preachers in Pakistan, many receiving funds from Arabian Peninsula: The Islamic nature of the Afghan resistance highlighted the close relationship between religion and politics and encouraged the establishment of approximately

1,000 Islamic madrassas (religious schools) and Dar-ul-Ulum. This was done with aid from Middle Eastern countries to provide an ideological base for Afghan jihad. When Musharaf took over as the military dictator, fundamentalism and sectarianism had strengthened their roots in the society. There were sporadic instances which indicated that there was Lava of religious extremism burning under the surface of an apparently calm society. 9/11 attacks and Pakistan's allegiance to the US unleashed the radicals and the insurgents and the Jehadis. Many announced their support for the Al Qaeda. After the fall out of the Tliban government in 2001, many militants fled to Pakistan and there were splintered militant groups which reorganized themselves on our soil. The red mosque incident triggered a new wave of militancy in the country. The mosque was allegedly involved in training of militants. The clerics of the mosque, two brothers Maulana Abdul Aziz and Maula Abdul Rasheed Ghazi had openly declared their support for Al Qaeda. The irony is that the mosque is located at the

centre of the capital city of Pakistan and has been there for many years. If it could be possible for the religious zealots to carry out their tasks in such crucial localities, there couldn't be any possibility of stopping their activities which are spread all over the country. (Tariq 2011)

In 2009 Maulana Fazalluh took over the beautiful valley of Swat. The reason that was sighted for such an act was the imposition of Islamic Laws in the area which according to him had deviated from the very teaching of Quran and Sunnah. Maulana Fazalluh's ruling style was identical to that of Taliban's. His ultimate emphasis was on the oppression of women. Girls' schools were shut down. CD and Video shops were burnt. Pakistan Army had to conduct Operation in Swat to clear it off but unfortunately it left the most picturesque valley of Swat in the most Grotesque condition. This act of militancy by a radical not only resulted in loss of thousands of human lives, hundreds of thousands of IDP's but tarnished the already tattered image of Pakistan. (Tariq 2011)

Table 1: Suicide attacks in Pakistan 2002-2014

Year	Incidents	Casualties	injured
2002	1	15	32
2003	2	69	103
2004	7	89	321
2005	4	84	219
2006	7	161	352
2007	54	765	1677
2008	59	893	1846
2009	76	949	2356
2010	49	1167	2199
2011	41	628	1183
2012	39	365	607
2013	43	751	1411
2014	18	102	257
Total	400	6038	12565

Source: www.satp.org/satporgtp/countries/pakistan/database/Fidayeenattack.htm

Radicals' Influx into Border Areas: Impact on Inter-state Relations in South Asia (Muhammad Amir Rana)

Strategic Implications for Pakistan



Figure 1: The strategic location of Pakistan

When the US embarked on its rhetorical war on terror demanded Pakistan to be its ally, it did not evaluate the strategic priorities and implications in the region. Pakistan was given the status of the front line state and a major non-NATO ally, Iran was declared an enemy and Iraq was the major threat. Hence Pakistan managed bagging the monopoly status in the region. The situation seemed quite appealing to General Musharraf at that time who wanted to seize every opportunity to rehabilitate its economy and legitimize his rule. Pakistan became the sole supplier of almost 84% of the material for the US-NATO forces in Afghanistan and ISI was the only agency providing information to the CIA regarding the terrorists' hideouts in Afghanistan and its affiliates in Pakistan. Ever since the soviet invasion in 1979, Pakistan has had strong ties with the Taliban. Pakistan had always felt that it

has suffered a great deal and rehabilitation of millions of Afghan refugees has had its toll on the internal state of affairs. Afghan refugees however have bred ill feelings for Pakistani for treating the refugees with disdain and reducing them to menial jobs only and accommodating them for white collared jobs. Supporting Taliban has been a priority in the foreign policy against India as Taliban have been giving a tough time to Northern Alliance. In the wake of 9/11 Pakistan pledged to cease its support for Taliban which angered the latter. When Indian Parliament was attacked in December 2001, Pakistan was charged with allegations for having planned and executed the attack with the Taliban. US forced Pakistan to stop their support for the Jihadi proxies. Musharraf complied by adopting a "Moderated jihad" approach. According to this approach the Islamist Jihadis were "allowed to exist, recruit, train and raise funds (Howenstein 2008).

Lashkar-e Taiba who had started getting involved into Pakistani politics with their support for Maulana Fazalur Rehman of the MMA, agreed to comply with Musharraf's strategy, where as other Deobandi groups did not comply. Rather this new strategy angered them and they dealed a war against Musharraf and the State for betraying the Taliban. Musharraf aware of the lurking animosity did not hand over the captured Taliban to the US. This triggered suspicion amongst the American officials and they blamed Pakistan for supporting Taliban and they believed that was the reason that Taliban resurfaced in 2005 in the shape of Tehreek-e Taliban Pakistan TTP whose main target was the Pakistani state and TTP leaders had divided themselves into two groups. One group targeted the Pakistani officials and the other group under the leadership of MaulviNzir and Gul Bahdur riveted their focus on targeting the US and NATO forces in Afghanistan. Because of its unflinching support to the US Pakistan has suffered the most on the strategic front. Firstly, it has triggered the wrath of the Taliban and once allies have been transformed into foes who keep on engaging themselves in creating disturbances within the country. Taliban felt betrayed and have vowed to take revenge from Musharraf by spreading themselves all over the country. Pakistan has conducted many operations against them in Swat , KPK FATA, PATA and the most recent operation Zarb-e-Azab in progress. But there these operations seem to be worsening the situation. Pakistan's law and order situation has gone from bad to worse. The war that was once being fought for the US has now turned into Pakistan's war against allies-tutned-enemies. The irony is that as the operations continue, they leave masses displaced thus creating more

frustration amongst them and thus ending huge majorities volunteering to become Jihadis. With an increased representation of Northern Alliance in Afghanistan, India has managed to increase its presence in the belt which deteriorated the security of Pakistan. India has reopened its consulates n Afghanistan .some is near the Pakistani border. India claims that since there are around 350 Sikh families and 30 Hindu families in the area of Jalalabad in Nangarhar Province, India needs to perform the consular services there. India with Iran's help has successfully linked Afghanistan's ring road to Iranian ports on the Persian Gulf. This infrastructural development has reduced Afghanistan's dependence on Pakistan's ports and has reduced the significance of the Gwadar port. US recognition of India's status as nuclear power and constant condemnation and suspicion over Pakistan's nuclear program, is indicative of the fact that the US wants to establish India's hegemony in the region. Pakistan's cooperation with the US has had serious strategic repercussions for Pakistan. India's increased presence in Afghanistan has deteriorated the separatist elements in Baluchistan. Iran that is Shiite populated country is not on good terms with Pakistan as there is a continuous shatter killing in Pakistan after the sectarianism increased manifold in the post 9/11 era. US has now engaged itself in dialogues with Iran which indicates that America's dependence on Pakistan has gone down further. Now Iran would provide an access to Afghanistan.

RAW agents have allegedly been involved in training Uzbeks, Chechens and Tails and have been expediting acts of terrorism in Pakistan. Killings of Chinese had an alleged involvement of RAW. Reason was to sabotage the ties between china and Pakistan. China is Pakistan's largest investor and is also vying to become the largest investor in Afghanistan. A project worth \$3.5 billion in the Alana copper mines, south of Kabul is in progress. With the completion of the project not only would China's presence increase in Afghanistan but it would also give China access to the Central Asia's warm waters. India disturbed by China's presence is bent upon backwards to halt any further progress and hence is constantly exporting terrorism into Pakistan. Some analysts believe that the US is secretly financing the Al Qaeda and other Islamist jihadist to keep creating disturbance in the region so as to counter China. China is keen to have peace in the region. It has invested heavily on the expansion of Karakoram Highway which has formed a link between China and the North of Pakistan. China's interest in the development of Gadara Port and Karakoram Highway lies in the fact that there would be a corridor through

which trade would be facilitated from Xinjiang to the Arabian Sea ports and also oil and gas pipelines could carry energy from the Persian Gulf and Iran to western China.

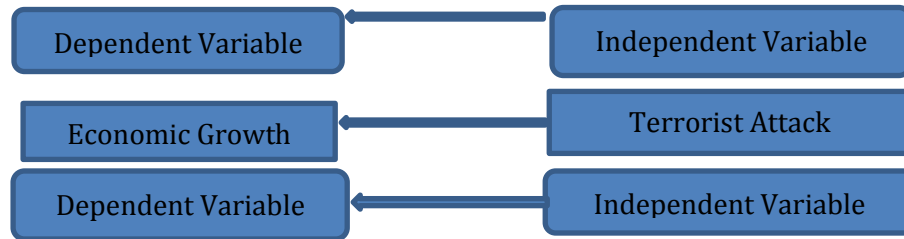
In return China would be more than interested to provide Pakistan and Afghanistan with water and electricity which would promise better future for both the countries. This whole scenario does to suit both the Americans and the

Indians. Hence they are engaged in perpetrating instability in the region. (Rubin and Rashid)

Methodology for the analysis of Economic Implications:

Theoretical Framework:

MODEL 1:



MODEL 2:



Model:

The function for first model has been derived in the following form:

$$GDP = f(TA) \dots (4.1)$$

Where,

GDP = Gross Domestic Product

TA = Terrorist Attack

The function for second model has been derived in the following form:

$$FDI = f(TA) \dots (4.2)$$

Where,

FDI = Foreign Direct Investment

TA = Terrorist Attack

Estimation Technique:

Ordinary Least Squares (OLS) has been applied to see the impact of terrorist attacks on foreign direct investment and economic growth. Test for serial correlation and detection of ARCH in error terms has also been conducted. For serial correlation Breusch-Godfrey LM Test have been applied and ARCH test have been applied for detection of ARCH in error terms.

Variables

Terrorist Attack

All acts of terrorism that includes religious, sectarian, domestic and ethnic terrorism.

Foreign Direct Investment:

Foreign direct investment are the net inflows of investment to acquire a lasting management interest (10 percent or more of voting stock) in

an enterprise operating in an economy other than that of the investor. It is the sum of equity capital, reinvestment of earnings, other long-term capital, and short-term capital as shown in the balance of payments. This is taken as percentage of GDP, shows net inflows (new investment inflows less disinvestment) in the reporting economy from foreign investors, and is divided by GDP.

Economic Growth:

Economic growth is measured through Gross Domestic Product (GDP). GDP is the sum of gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the products. It is calculated without making deductions for depreciation of fabricated assets or for depletion and degradation of natural resources.

Data:

Annual data ranging from 2001 till 2014 is used in this study for all three variables naming terrorist attacks, foreign direct investment and economic growth. Data for foreign direct investment and economic growth (GDP) are taken from World Bank site (World Development Indicators) and for t Introduction: Under the methodology discussed in previous section, the results of estimation and diagnostic tests; ARCH test, Breusch-Godfrey serial correlation LM test are mentioned and discussed in this chapter. For both the models we have applied Ordinary Least Squares (OLS) separately. First section consists of results for model 1; in second section model 2 results are mentioned.

Model 1:

First model explains relationship between terrorist attack and economic growth (which is measured through Gross Domestic Product). In this model terrorist attack is independent variable and Gross Domestic Product is dependent variable. The results obtained from OLS estimation are mentioned below (t-statistics are given in parentheses):

$$GDP = 5.486787 - 0.001649 TA \dots (5.1)$$

$$(8.590083) \quad (-2.536338)$$

$R^2 = 0.348998$, Breusch-Godfrey LM Test $\chi^2_1 = 0.089772$, ARCH Test $\chi^2_1 = 0.727169$

We conducted test for serial correlation and detection of ARCH in error terms. For serial correlation Breusch-Godfrey LM Test was applied and ARCH test was applied for detection of ARCH in error terms. As it is annual data so we apply LM test on first lag with 0.05 level of significance and result show that the error term is white-noise and there is no autocorrelation in the residuals. ARCH test has been applied on first lag with 0.05 level of significance and result show that there is no evidence of presence of ARCH in the error terms. 5.486787 is the intercept of the equation which is equal to GDP if terrorist attack is equal to zero. -0.001649 is the slope of the equation which shows that if terrorist attacks increase by 1 unit economic growth (or gross domestic product) will fall by 0.01649 units. As evident from the t-values both the intercept and slope are significant.

Model 2:

Second model explains relationship between terrorist attack and Foreign Direct Investment. In this model terrorist attack has been taken as an independent variable and Foreign Direct Investment is dependent variable. The results

obtained from OLS estimation are mentioned below (t-statistics are given in parentheses):

$$FDI = 1693.976 - 0.590236 TA \dots (5.2)$$

$$(3.077093) \quad (-1.053115)$$

As the value of terrorist attacks is insignificant we may drop the constant term to make it significant.

$$FDI = -1.531214 TA \dots (5.3)$$

$$(-2.536858)$$

As we dropped the intercept from the model our variable of interest has become significant as mentioned in the equation above.

$R^2 = 0.637385$, Breusch-Godfrey LM Test $\chi^2_1 = 0.08279$, ARCH Test $\chi^2_1 = 0.093257$

We conducted test for serial correlation and detection of ARCH in error terms. For serial correlation Breusch-Godfrey LM Test was applied and ARCH test was applied for detection of ARCH in error terms. As it is annual data so LM test has been applied on first lag with 0.05 level of significance and results show that the error term is white-noise and there is no autocorrelation in the residuals. ARCH test has also been applied on first lag with 0.05 level of significance and result show that there is no evidence of presence of ARCH in the error terms. -1.531214 is the slope of the equation which shows that if terrorist attacks increase by 1 unit foreign direct investment will fall by 1.531214 units.

1. Discussion

Pakistan's journey of its alliance with the US as its strategic partner in the War on Terror has been anything but easy. Before the 9/11 incident happened, Pakistan was struggling within. The economic and political crisis were at their peak. Because of Musharraf's military coup Pakistan had been declared a pariah state and was facing innumerable economic and nuclear embargoes. The growth rate was dwindling quite low. General Musharraf was rebuked by the Clinton administration who had asked for an instant return to democracy. Immediately after 9/11 Pakistan's status changed from that of a Pariah state to the Frontline Ally. Musharraf was declared the "Man of Action". This paradigm shift was because of Musharraf's instant willingness to offer all kinds of strategic and logistic support to the US against the War on Terror. Pakistan allowed the US forces to use its bases and Pakistan was to act as the corridor for

the supplies to the forces fighting in Afghanistan. Pakistan also agreed to fight militancy on its border and check its cross border movement of Taliban. This allegiance won Musharraf and his administration laurels, removal of nuclear and economic embargoes and an instant inflow of FDI. Musharraf got an opportunity to turn around the economic condition without realizing that the boom was a façade and was to be short lived. Within a short span of 3 years that is from 1999 to 2002, the FDI swelled up from \$ 472 billion to \$800. Basking under the patronage of the Bush administration, Musharraf got intoxicated by the temporary boom. According to the economic appraisal done by IBA Karachi, inflation came down from 5.7% to 3.1%. Growth rate went as high as 7% in 2007. Exports of goods and services shot up from \$ 9574 million in 2000 to \$21202 million in 2007. Workers' remittances went up from \$ 983 millions to \$5500 million. US assistance increased manifold. In a nutshell social and economic indicators presented a rosy picture which encouraged General Musharraf to continue with its support in the US war on terror. It has been 13 years since the War started, it has caused more damage than good to the country. The very first implication of the support that Pakistan offered to the US was the political legitimacy that a military dictator earned. Musharraf was not the first military ruler, like his predecessors he was also the apple of the eye of the West. As long as he toed the American stance he continued basking under their mighty benevolence and when the Americans felt that his presence or absence made no difference, they very conveniently retracted their generosity which led to ultimate removal from the seat. The terrorists groups have very successfully challenged the writ of the state as government establishments. Pakistan's political machinery has been targeted repeatedly. Killings of the former prime minister Benazir Bhutto, Politician Salman Taseer, attack on General Musharraf, and innumerable killings of political workers and leaders implies that Political fallout of the terroristic activities has been enormous. The analysis corroborates the study of Nadia Abbasi. The US war on terror has created an irrevocably adverse situation of law and order within the country. With the tribal natives extremely disgruntled with Pakistan's stance against Taliban and their prompt willingness to let the Americans strike them down with Drones. People of the tribal belt are indignant and feel abandoned. They are disgruntled because the government did not take them into confidence and instead of devising an internal policy to address the issue, Pakistan stood up against its own people which has created animosity, apprehensions and lawlessness. Ever since

Pakistan joined in the US war on Terror, extremism of varied natures had sprung up and increased manifold. Domestic violence that includes suicide attacks, kidnappings for ransom and target killings have increased from Sectarian extremism has witnessed an unprecedented rise. There have been 1093 incidents of sectarian killings from 2004 to 2013. In total almost 54000 people have lost their lives from 2002 to 2014. Human loss is enormous. This analysis is in accordance with the work done by Nadia Mushtaq Abbasi. Interestingly, no one seems safe. With people like Nawab Bugti, Benazir Bhutto, Salman Taseer becoming prey of different types of terrorism, the vulnerability of a common man is even higher. With high profile attacks such as Marriot Hotel, GHQ, Mehran Air Base, Naval Academy Lahore, Chinese tourists at Fairy Meadows, Wahgah border, APS Peshawar, security conditions of the country have gone from bad to worse. Responsibilities of such acts were claimed by the notorious terrorists groups such as TTP and Haqqani Network. The recent attack on Army Public School Peshawar has been the most latest blow to Pakistan's national security and even to its sovereignty. With Indian involvement quite evident, Pakistan is stuck on multiple wars. The internal security is extremely poor. Situation on the western borders is scary with a constant battle with the Talibans irrespective of their ethnicity. Eastern borders are no different; India is constantly creating trouble on the borders and with the country by financing separatist movements in Baluchistan. The Indian consulates in Afghanistan are busy recruiting central Asians and training them to create trouble in the country. The problem is acute because the enemy is not easy to identify. With TTP being notorious for creating terrorism in the country it has become a lot easier for the exogenous factors to play their part and add to our trouble. This finding is supported by Muhammad Irshad.

The soaring number of the internally displaced people is another grave issue. Approximately 5 million have been displaced ever since 2004. Millions still remain unregistered. These tribal nationals are insecure and disturbed not only because they have been forced to leave their homes but particularly because the governments have failed to rehabilitate them respectfully. This maltreatment has added to their misery. Some researchers even say that this massive displacement would be another cause of the increase in the recruitment of locals into Talibans. This analysis is in accordance with the work of Nadia Mushtaq Abbasi. General Musharraf allowed the Americans to conduct drone attacks in the country, there have been 367

drone strikes which have killed approximately 3347 people so far. The drones not only kill our people most of them are innocent civilians, but they have also been threatening our sovereignty. The way the US marines landed in Abbottabad and hunted down Osama Bin Laden is a huge question that is yet to be addressed by the government. Raymond Davis incident also left Pakistani extremely disturbed and even more vulnerable. Pakistan's allegiance to the US has undoubtedly put our sovereignty at stake. We are more prone to foreign interference than we ever were in the past. The repeated and frequent acts of terrorism have had adverse strategic implications for the country. Balochi separatists are striking for their agenda to gain independence from Pakistan. Indian involvement cannot be overruled. Because of this whole War on Terror Pakistan's relations with Afghanistan are shattered. Shitte populated Iran is not too cordial with Pakistan and constant killings of Shittes in the country is adding fuel to the fire. The US is engaging with Iran which would now provide a corridor to Afghanistan. After all that Pakistan has done for this War this is what we get in return. India is hyper active to grab every opportunity to defame Pakistan and to create trouble on the diplomatic front as well on the borders. US constant support for India is testimony to the fact that the US wants to strengthen India's position in the region to contain Russia and China. Obama's recent visit to India on its national day speaks volumes of their partial treatment against Pakistan. China, Pakistan's all times friend wants to invest in Pakistan but constant attacks on Chinese nations working in Pakistan are indicative of the fact the exogenous factors would do every bit to keep Chinese from supporting Pakistan. On the strategic front Pakistan's allegiance to the US has resulted in a complete failure. This analysis supports the study of Rashid and Rubin. Pakistan's image in the world is in tatters. The transition from a pariah state to the frontline ally and now to the failed state has been both dramatic and tragic. Despite all the support to the Americans, Pakistan has been the recipient of constant flak from the West for not doing adequately to counter terrorism. On the contrary, Pakistan has been labeled as the breeding ground of terrorists. This tarnished image has furthered the socio-political and economic crisis in the country. Economic indicators are no different. With constant terroristic activities, FDI has plummeted down. As the results of the regression model indicate forever one unit increase in terrorism FDI gone down by 1.531214 units. Same is the case with the economic growth, for every one unit increase in terrorism economic growth rate comes down by 0.01649 units. These results are in accordance

with the study conducted by Hafeez Pasha. With terrorism increasing rapidly, expenditure on counter-terrorism is increasing too which is an unproductive burden on the economy creating unmanageable budgetary deficits.

Conclusion

This study concludes that Pakistan has suffered immensely because of its participation in the US War on Terror. The socio-political and economic implications have been horrendous. The nation has paid a huge price for America's war imposed on the world. Direct costs in terms of human lives and collateral damage have been extremely high. Indirect costs that include various blows to the economic growth and political machinery have been acute as well. Today's Pakistan is worse than what it was thirteen years back when we embarked upon this treacherous journey with the Americans. Fear is rampant, future seems bleak and unfortunately, the politicians have failed to tackle the worsening situation which leaves the nation in an unfathomable state of confusion and insecurity. Religious intolerance is rife. Lawlessness and weaponization have become extremely common. Nation seems divided on the stance of the military operations conducted in the tribal areas. Pakistan's image in the internal arena is tarnished. We have become an extremely vulnerable country in the region with practically all the neighbors at odds with us.

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THE ROLE OF PAPARAZZI IN THE LIVES OF PAKISTANI CELEBRITIES

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Keywords

Media; Paparazzi; Pakistani celebrities; In-depth interviews; Social Responsibility Theory; Expectancy Violation Theory; television rating points; code of ethics.

Abstract

The research titled as “The Role of Paparazzi in the Lives of Pakistani Celebrities” examines the perspective of celebrities about Paparazzi interference in their lives through in-depth interviews as a tool of data collection. The respondents were selected from media, political and sports fields, using convenience sampling. The hypothesis tested was “celebrities perceived that paparazzi interference in their lives is unethical and their solidarity of life is being affected”. The theoretical framework comprised of Social Responsibility Theory and Expectancy Violation Theory. The general findings revealed that paparazzi invade into the solitude life of the celebrities so that they can capture exclusive photographs of them by using different tactics to boost the television rating points (TRPs) of their channels and increase the circulation of their newspapers. Whereas according to the opinion of celebrities’ paparazzi do not follow the code of ethics hence create troubles in their private lives.

1. Introduction

Media is the most dominant and influential tool of communication as said by Imtiaz (2008). It plays a significant role in the society and has the power to influence the lives of ordinary people. Razzaq (2010) in a research article titled as "importance of media in Pakistan towards change" states that media of any country depicts how people of that country behave. People's behavior and their perceptions are related to media since it affects people's minds about the content it covers. As a dominant tool sometimes in quest of breaking information and giving sensationalized stories, media interferes in personal lives of celebrities and interrupts the private life of popular figures. Devrani (2008) argues in a study that people need media in their life like food and clothes. Media carries out a key role in strengthening the society since it informs people, educates them and creates awareness among them. Based on previous research, it can be said that media as a powerful

tool has informative and constructive role in modern era. Despite being an integral part of the society, media interventions in the privacy of individuals particularly celebrities is a matter of concern. Privacy is the right of every human being but paparazzi due to their intriguing nature interfere in personal lives of celebrities to the extent of spoiling their reputation.

The incident of Princess Diana's death occurred in Paris France, on August 31, 1997. After conducted investigations, Paris police arrested seven photographers found to cause the accident that killed Princess Diana because they were chasing the Mercedes that the Princess and her fiancé were in, to get some pictures of them. They would certainly, sell these pictures to British and American tabloids. There are many incidents of paparazzi causing accidents and creating chaos among celebrities. It has also been reported that there were some photographers continued to take pictures of the badly injured Princess Diana after the accident instead of helping her.

The paparazzi mean the photographers who are in search of renowned public figures instantly to capture them while they are unaware. (Madere, 1999). Merriam Webster dictionary defined paparazzo as a self-employed photojournalist who deliberately takes open photographs of the celebrities.

The word "paparazzi" was used and originated in the 1960 film "La Dolce Vita" directed by Federico Fellini. The photographer (news) named as "Paparazzo" was the one character in the film which was played by Walter Santesso. Robert Hendrickson (1987) writes in his book "Word and Phrase Origins" that the director Fellini took the name from an Italian dialect that describes a particularly annoying noise, that of a buzzing mosquito. It was his childhood inspiration when during his school days, he recalled a boy who was nicknamed as "paparazzo", because of his talkative nature and relentless movements, a name Fellini later used to the imaginary character in his film "La Dolce Vita".

A celebrity is any person who is being famous in a society by any reason. According to Encarta dictionary, a celebrity is a prominent person who is well-known during his or her own time. The word "celebrity" derived from early Roman civilization. The word we now know to mean as "a condition of being famous" or "a famous person" derived from the Latin word *celeber*, meaning "frequented or populous".

This article discusses that how paparazzi intervene with the privacy and secrecy of celebrities. This study focuses on the kinds of problems Pakistani celebrities face by media interruption and how their personal lives are being disturbed and affected by intrusion of media especially by paparazzi.

This research provides an understanding that celebrities do have right to make their lives private according to law and media ethics. Hence, without their permission media cannot forcibly publicize them.

Feig (2006) in the article titled "Paparazzi: Photographers Who Stalk Celebrities: A Necessary Nuisance and a Law to Combat" explained that celebrities and sensationalist photographers (paparazzi) relate to each other somehow. The sources of revenue of the paparazzi are those famous pictures of renowned people which they capture in candid moments.

However, the reason that instigated the paparazzi to use forceful and sometimes unsafe or risky means is to get those shots in the interest of the public's mania with these star gossip publications full of sensational photographs. To get their photographs, paparazzi will wait in backstreets,

public places, sometimes will hang on trees for a celeb to come into view. Most photojournalists have a huge linkage of informers, including hair stylists, servers, attendants, watchman and sales people who are rewarded to share information about known figures.

Celebrities do have a right to privacy according to international law that is Article 8 of the European Convention on Human Rights, and article 14 of the Pakistani constitution as well; like all other individuals but paparazzi just for the sake of money and popularity violate the law and hence create trouble in their lives.

In Pakistan, we have many examples in the past and present, the celebrities who became victims of these paparazzi like at present the case of Veena Malik and Meera, in past even popular female pop singer Nazia Hassan was scandalized. So, this study focused on these issues related to celebrities and hence emphasized that media and paparazzi should understand that everyone has a right to keep his or her life personal and private so paparazzi should not get in the way of celebrities. Thus, this study is very important in order to get opinion of different celebrities about paparazzi interference in their lives and what problems they are facing due to media.

2. Literature Review

Nordhaus (1999) talks the trouble that comes in ways to keep safe rights of confidentiality of stars from the aggressive pranks of paparazzi. Mostly, a celebrity's right to maintain his or her life private is attacked in a public place, where such a right is restricted. The question of privacy raises when a photojournalist captures a prohibited picture of a celebrity. Whereas, the right to promotion or publicity ascends when a periodical issue those pictures. Nordhuas discusses both and then argues that the solution to paparazzi intrusion posed by Onassis is indeed the suitable way to resolve or settle the paparazzi problem. The solution is that interference by the press in the privacy of the individual cannot be the dominant public interest so it is not necessary to highlight them in fact the press rather tilts its attention towards more productive issues related to the press, luminaries, the general public, and the courts etc.

Pamela Sobotka stated that Princess Diana Spencer's death occurred in Paris France, on August 31, 1997. She died in a car accident, while being chased by paparazzi.

Bisdee (2011) explained that the rise of the film industry increased public demand for information about the known figures and the publicity of film stars added to the sales of newspapers and magazines. He said that television has brought celebrities into our homes and made us intimate

about these people. So now people want to read their news and want to see their pictures. In this culture obsessed with celebrity, the paparazzi providing more pictures of them during their vulnerable, unguarded and embarrassing moments that we want to see.

Los Angeles Times (2010) told that despite having solid condemnation from news organizations, Gov. Arnold Schwarzenegger signed a bill furious on photographers who drive recklessly to chase celebrities or block the roads or paths and create the sense of captivity or "false imprisonment" for Hollywood high society. The paparazzi bill, AB 2479 proposed by then Assembly woman Karen Bass (D-Los Angeles), enforces firm penalties including possible jail time for photographers who cross the line. The bill provides that any person who tries to halt or create a sense of caging for someone intended for getting any candid shot will be punished according to the law. Mendelson (2010) narrated that one group of "journalists" is consistently observed more harmfully than others – the paparazzi. Whenever we talk about the paparazzi, it is always being discussed in relation to known figures and their privacy issues. The paper explains this issue by investigating it through the lens of image and reputation management, the concepts engrained in the field of public relations. This involves that we begin to think of celebrities less as human beings or individuals whose privacy is vulnerable and more as industries which are trying to produce the most unified image possible to increase their cultural and economic power. In this view, celebrities, along with their related support staff, are repetitively struggling to present a unified image, one that may be contradicted by the paparazzi. Campbell (2009) stated that among the most significant of these cases, the one was related to the wedding photos of Michael Douglas and Catherine Zeta Jones and a tussle between two famous mags. Basically, the couple sold the exclusive rights to their wedding day photos for one million pounds to *OK* magazine. Whereas, *Hello* magazine created a plan to let its disappointment over the agreement between them, and designated a freelancer journalist pretended as a waiter in their wedding and thus captured the couple on their big day, and sold the copies to *Hello* magazine. Ultimately, *Hello* paid a small amount to the Douglas's for breaching their privacy. Moreover, as per law it was also found that *OK* will extract a significant cost from *Hello* for breach of its confidentiality.

Corrice (2007) stated that as human beings, we all have rights of privacy and solitude. But when it comes to the celebrity, the term privacy grasps

different meaning. Most of the celebs admit the fact that they will be caught by the media the time they step out their places. Celebrities lives revolves around the cameras most of the time, so it seems obvious that the stuff related to their private lives will highlight. However, it isn't impossible for a celebrity to keep their private lives private. There are many celebrities that seem to keep a low profile, yet remain famous.

She quoted the example of Johnny Depp that he is one of the most famous actors across the world, but we don't regularly see stories on him posted in the magazines or newspapers. It does not mean that there is nothing in his life worth mentioning, everyone does, right? The fact is that he abandons from speaking about his personal life when being interviewed and he doesn't let the cameras to catch him in any uncomfortable public displays.

Majority of the studies support researcher's stance that paparazzi invade into the solitude life of the celebrities by using different tactics. Princess Diana Spencer's death occurred in a car accident while being chased by the paparazzi. Just for the sake of taking some pictures they crossed their limits and caused her to death. Some studies also express that this is celebrity obsessed society, media supply what people are demanding. It is the fact that the public sometimes seem to be possessed with these celebrity gossips and has compelled the paparazzi to use extreme and inappropriate ways to get the snaps.

Hypothesis

This study is focused on the impact of interference of media and paparazzi in the lives of Pakistani celebrities. The aim of the study was to explore the opinion of celebrities about paparazzi interference in their lives. The objective is achieved by using research methodology of intensive interviews. The respondent's answers make clarify the role of media and paparazzi in their lives.

In this research study the researcher has tested the following hypotheses.

H₁: Celebrities get disturbed by paparazzi interference in their lives.

H₂: Media is not following the code of ethics regarding coverage of celebrities

Research Questions

RQ 1: Do celebrities have bad experience regarding the interference of paparazzi in their lives?

RQ 2: Is the media following the code of ethics according to celebrities?

Objectives

This study aimed to:

1. To find out the opinion of celebrities about paparazzi interference in their lives.

2. To give the solutions that how the celebrities have a calm life.
3. To give certain recommendations for further study.

Method

The researcher adopted method of in-depth interviews and designed questionnaire to collect data from its population. Opinion based (open-ended) questions were asked from the sample. Through these interviews, the researcher learned the interference of Paparazzi in celebrity lives.

This research was conducted to find out the role of Paparazzi in the lives of Pakistani celebrities. For this purpose, the researcher has taken different people known as celebrities from different areas i.e. from TV, Film and Politics. The celebrities selected from Film and TV were Reema Khan, Meera, Syed Noor, Pervaiz Kalim, Rukhsana Noor, Nisho, Sheikh Rasheed from politics and Imran Khan from Sports.

In-depth interview is, "a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation." (Boyce & Neale, 2006 as cited in Tabassum 2010, p.31). This method was used to check out the government's role in the progress of film industry of Pakistan.

The universe of this study was Pakistan's film and Television industry and government related people. The population of this study were film and TV actors and government officials associated with some scandals. The researcher has applied "convenience sampling method" to collect the data.

Checklist was prepared by the researcher based on related broad areas of research and used at the time of interviews. This checklist was helpful for the researcher to collect the maximum relevant information from the sample audience.

Reliability of the Method used:

The researchers conducting this study went to the selected celebrities in person and on phone since a few people whom the researchers needed to interview were out of station during the time when the research was being conducted. Face to face communication, also termed as interpersonal communication is one of the most reliable method to communicate- the other person sits across and detailed information can be obtained and questions can be rephrased in some other way if the respondent does not answer directly. Interviewing in person has a great advantage since the interviewer can use open ended questions instead of restricting the respondents to a simple yes or no.

Results

Majority of the respondents told that the paparazzi should not hurt the personal feelings and family life of celebrities and should not disclose their delicate issues. According to them it is unethical to interfere in any one's private life without his or her consent. Majority of the respondents said that paparazzi should realize that there are some private decisions of celebrities in which they should not interfere. Media and paparazzi should not go in so extreme that leads to damage the reputations of that celebrity or stake his or her future.

Celebrities' stance not to unveil their personal lives has been proven by a study with reference to the literature review by authority of the House of Commons. The House of Commons Culture Media and Sport committee members (2002) stated that Privacy is a part of one's self-respect and independence and almost everyone respects privacy as essential and Article 8 of the European Convention on Human Rights states that every person holds the right to respect for his or her private and domestic life.

Discussion and Analysis

Media plays a significant role in our society and thus is the most powerful tool of communication. It is the reflection of our country and is said the fourth pillar of state. We are informed, educated and entertained by media. The result from the research shows that paparazzi interference has a strong impact in the celebrity's lives. It is revealed that the lives of celebrities get disturbed by the untimely interruption of the paparazzi. Different opinions of known people are found to have strong impact and effect of media and paparazzi in their private lives.

The previous studies discovered that media has a strong impact on the society. Media behavior towards the personal lives of celebrities is criticized. And paparazzi being part of media are viewed so negatively towards the privacy of celebrities. Hence different studies suggest that there should be a unified relationship between them. The celebrities told that although media played a prominent role in projection of them and promoted them well they can't deny it but it should understand the fact that besides show business celebrities do have family life also and that life cannot be exchanged by celebrities so it should not be highlighted by media and of course paparazzi. Because it is their right not to share their secrets and hence they can keep it personal and private.

On asking the question regarding paparazzi interference actress Reema narrated that she doesn't agree that artists are public property. According to her that public property is his art not

his personal life. She said that she knows people are curious but the celebrities who don't want to share their secrets they can keep it personal and private. It is in our religion that if you hide's any one's secrets Allah will never disclose yours. She quoted the example of Lady Diana who had an accident due to Paparazzi.

Sheikh Rasheed told that he believes a celebrity's life is not personal. If any one hides is lucky. But any ways the paparazzi should not destroy their lives. He said that paparazzi do this for sake of rating. They look into the issue for sake of rating and do compete with others for it. He explained that publishing candid pictures of celebrities is very wrong act and should not be done. Everyone has the right to live life freely. One should not look into the clothes. One should must expose financial corruption but not publicize the personal lives.

Conclusions and Implications

This study is focused on the impact of interference of paparazzi in the lives of Pakistani celebrities. The main objective of the study was to find out the opinion of celebrities about paparazzi interference in their lives. The objective is achieved by using research methodology of intensive interviews. The respondent's answers make clarify the role of media and paparazzi in their lives.

The research has explored that media and paparazzi interfere in the private lives of celebrities. They do so for the sake of ratings, fame and notoriety. They try to publicize all the content that is related to their personal lives and do not hesitate to highlight someone's private and confidential matters.

Hypothesis of research:

H1 Celebrities get disturbed by paparazzi interference in their lives.

H2 Media is not following the code of ethics, regarding coverage of celebrities.

The research answers the above-mentioned hypothesis that celebrities get disturbed by paparazzi interference in their lives and despite proper rules and regulations media is not following those code of ethics regarding coverage of celebrities.

Research questions:

1 Do celebrities had bad experience regarding the interference of paparazzi in their lives?

2 Is the media following the code of ethics according to celebrities?

The researcher also found the answers of the research questions by interviewing celebrities that they do had bad experience with the media regarding their personal lives and according to them media is not following the code of ethics.

Majority of the respondents stated that although media play a pivotal role in our society and hence get to know everything about them but it must realize that they do avail some privacy rights, so anything that is related with the country with the show business media has been allowed to highlight that but it has not been permitted to enter in the bedroom of any one with out his or her consent.

This study can lead towards the new dimensions of research. This research has been conducted to check the impact of interference of media and paparazzi in the lives of celebrities. Other researches can be done to determine the line between privacy and freedom of media. The researchers also conduct a research on the living standards of Paparazzi by the famous photographs they capture. Another research can be conducted to create awareness about the rights of celebrities among the general public. So, there are many fields and dimensions to be explored and to be researched on role of paparazzi in interfering the lives of celebrities. Research involving journalists, and photographers can be done too.

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VALUES, BELIEFS AND MEDIA NARRATIVE

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Abstract

The artifact discusses if current news media can no longer be considered to occupy the position of a fourth estate. In order to hold a discussion on news media's position of fourth estate, it is essential to examine the terms 'news media' and 'fourth estate'.

Keywords

News Media, News Media

Position, Fourth Estate

1. News Media

According to information gathered by Sciencedaily.com, it is understood that news media is a part of mass media which focuses on news content. It is delivered to target audience or public in general. It consists of three categories; print media, broadcast media and the internet. In today's world we consume news from various sources within these three categories like newspapers, television, radio and internet.

Newspaper has been one of the most ancient form of new media, it is a disposable publication printed on newsprint, a low cost paper. Newspapers are published daily, weekly, twice a month, monthly, or quarterly. It contains general interest content as well as specific content on business, sports and entertainment. With advancement of technology, newspaper content introduced illustrations and images to inform its readers of events and occurrences. Broadcasting system, also known as television and radio were introduced by the 19th century (sciencedaily.com). The audience of this form of media is general public or large groups within the public. Broadcasting has been the greatest source of news media since decades. The trends in broadcast news media have changed in recent times due to distribution of audience between broadcast media and the internet. The news content available through broadcast media is gathered, edited and framed by journalists. News anchors, also known as news analysts are members of the broadcasting teams who examine, interpret

and analyze news received from different sources. Broadcasting organizations use audio and video clips to give out news. The length of these clips depends on the news content. Sometimes, special documentaries are hosted for content that requires more detail or is in special interest of the special groups, general public or organization itself.

Lastly, online journalism is now the biggest source of news media. News is given out through internet by formal and informal means. This form of media allows every user to spread and share any kind of content that appeals them.

The dominant culture, political and social picture of the society is shaped by the daily media. News on politics, sports, weather, entertainment and major events create the daily news media in our societies. It is not just the organizations that create the daily news content, independent news sources like blogs and v-logs now report content that present personal experiences and individual perceptions. The changing trends in news media will be discussed further in this artifact.

2. The Fourth Estate

The Fourth Estate is a section of society that exercises a secondary but noteworthy influence on society however it is not an officially recognized part of the political system (Dictionary.com, 2017). News media or the press is the most commonly recognized element of the fourth estate.

The term fourth estate derives from traditional European concept of the three estates of the realm: the clergy, the nobility, and the commoners (Dictionary.com, 2017). The concept three states explain dissemination of powers in government into legislation, executives and judiciary. In some European languages it is also termed as “Cuarto poder” and “Quatrieme pouvoir”. The importance of fourth state is expressed by Edmund Burke in the following words, “There are three estates in Parliament but in the Reporters’ Gallery yonder there sits a Fourth Estate more important far than they all (Burke 2005, p. 3).

It is important to understand that why was press coined as the fourth estate in order to achieve most desirable state of democracy. Liberal theorists have debated on the role of press, for strengthening human development, good governance and democracy. It is argued that presence of an unconstrained and independent press within each nation is crucial in the development of democratization (Asante, 1997). It is long debated that press and journalism gives freedom of expression, speech and conscience in reciprocal, validating the compulsion of government’s accountability and responsibility towards all citizens. It is also stated as a pluralist platform for diverse groups and interests (McQuail, 2001).

To further strengthen the argument, it is presented that freedom of speech is recognized as a basic human right in the Universal Declaration of Human Rights adopted by the UN in 1948, the European Convention on Human Rights, the American Convention on Human Rights, and the African Charter on Human and Peoples’ Rights (Norris, 2009).

In particular, Article 19 of the 1948 Universal Declaration of Human Rights states: *“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”*

The role of media as a watch dog has set the foundation of the whole debate of news media being the fourth estate of realm. The farther a society moves from autocracy, the closer it gets to liberalization. Private ownership of media allows access and reduces state censorship of information and content. Therefore, public receives diverse information, sometimes in raw form, from various sources like TV, radio, internet and mobile phones. The liberalized media acts as a watch dog in

detering corruption, mismanagement, malfeasances by finding ways of enforcing transparency and accountability by government. This process reinforces democratic consolidation, highlights socio-political problems, encourages public debate and reforms policy agenda (Hyden, Leslie and Ogundimu, 2002).

It is essential to first examine in detail, the role of news media as fourth estate of a democratic system. The fourth estate implements orthodox functions which collectively aim at edifice of an ideal society, able and vigorous enough to nurture a true democracy. Some of the functions are as follows:

Information: any kind of news or information of socio-political, economic, religious and international nature is what media informs people about. Information transfer is an important element in any democracy. It is media’s role to give accurate information to citizens as citizens base their decisions and opinions on information they are given.

Socialization: every democratic system has ethnic entities having distinct qualities. The role of media as a fourth estate of realm is to maintain co-operation between these entities, especially with regard to national interest. Socialization by ethnic groups is a distinct aspect in itself which highlights them as a strong group. **Motivation:** media is also acting as a fourth estate of democratic system when it releases information to inspire and motivate the citizens based on a specific set agenda. For example, motivation on education and health issues makes citizen aware of their rights and motivates them to achieve better living standards.

Debates and Discussions: media provides a civic platform to the public for exchange of views. News outlets often becomes public forums of debate, the exchange of views by members of society gives them opportunity to voice their opinions about the democratic and political situation in the country. This in return also becomes a source of information for political entities and policy makers as they get informed about public opinion on certain issues, the then use it to step up their game.

Education: knowledge and information has now become the new currency. It can work your way out from any situation, anywhere around the globe. The acclaimed fourth estate helps in intellectual development of citizens which enables them to influence society in a positive manner.

Cultural Promotion: the fourth estate also claims to promote and safeguard the cultural heritage of its community. Media often displays the cultural journey of a community; it keeps on reminding its citizens of their cultural legacies and background.

Entertainment: last but not the least, role of fourth estate is to entertain the masses. Media has taken this role rather seriously as it has been topping the list in every society today. Music is given more preference over news, fiction over reality and sports over real life struggles. A large portion of any society is actively involved in entertaining itself via media, at all times.

Theoretically speaking, social responsibility philosophy of media explains that media is obligated to provide right information to citizenry and promote discussion on important societal issues (Moemeka, 2000). The Social Responsibility Theory also “acknowledges the right of the nation, through its government, to ensure the security of the state”. In other words, the media as the fourth estate of the realm help in informing members of the society and also help in ensuring the security of a nation. Its major tenet is “striking a happy balance between the freedom of the media to spread information and the right of the state to maintain national security (Moemeka, 2000).

3. Discussion

Now the actual debate is whether news media in today's world actually deserves the status of fourth estate or is it just an outdated title given to it by liberal theorists. The discussion is further supported by using various theories and examples.

Research on cross national work on democratic institutions depicts that the focus has always been on electoral and political party systems, federal institutions and parliamentary executives, and judicial frameworks, while neglecting the role of press in power sharing arrangements (Lijphart, 1999). However, as part of anti-corruption and promotion of transparency in governments, many constitutions have generally provisioned rights of free press and freedom of speech. This development encourages the role of media as a watch dog over institutes of public sector, non-governmental sector and private sector. It is also considered to be a patent for human rights reservation as nongovernmental organizations argue that free media helps to increase government's response towards human rights (Amnesty International, 2006). This does make sense however empirical research presents that

effects of free media differ across regime types (Whitten-Woodring, 2009).

Roumeen Islam debates that the patterns of information reach and availability vary substantially all over the globe, depending on the statutory provisions set by law makers. These revisions include ownership status, taxation, licensing for broadcasting stations and journalists, official secrecy, libel and intellectual property rights (Islam 2002). The trends on news media have overstepped the limit to these provisions due to access to internet. It is very much possible for every individual now days to attain and share news information from across the globe.

For centuries, governments and public have used different types of media for the struggle of control and power. Is it contradictory to mention news media as fourth estate where it is highly influenced by external pressures like government legislation through ownership and censorship; and commercialization to maximize profits. It is also noteworthy that news content produced all across the globe is strictly manufactured under some agenda. Again, it arises a question on the position of news media as fourth estate, it is very much possible that contradicting agenda holders manipulate and use news media to achieve their desired objectives.

We cannot defy the fact that critical role of free media is to hold government accountable as citizens basically rely on news media to gather information about government's actions, policies and behaviors. However, countries with public ownership of media outlets and less freedom of press have low level of political and economic freedom for its public (Djankov, Nenova, McLiesh, and Shleifer, 2003). It is also likely that their systems have high malfeasance, higher infant mortality and lower life expectancy rates. News media does not fulfill the role of a watch dog or affirms the status of fourth estate as news given out is highly controlled and censored. Furthermore, media owners have strong affiliations with government, their agenda and journalist's approach does not allow criticism or exposing of government's actions thus self-censoring is allowed, depleting the role of media as a watch dog (Djankov et al., 2003).

Government officials are the primary source of information for journalists in this set up, the risk of losing valuable source and inside information restrict them from perform critical analysis of government activity (Bennett, Lawrence, & Livingston, 2007; Schudson, 2003; Sigal, 1986).

On the contrary, study on freedom of media and attacks on journalists by nongovernmental organizations states that media workers in countries where media is not free often report on government repression even if it comes with consequences (Committee to Protect Journalists, 2009; Karlekar, 2010; Reporters Without Borders, 2010). Many attacks on journalists have been witnessed in countries like Russia, Sri Lanka and Pakistan, where news media breeds in not necessarily repressive media environment (Karlekar, 2010). This explains that Media workers strive to give real news despite of risks associated with it.

Karlekar (2010) also suggest that journalists are more likely to hold opinionated and public service motifs in a less commercialized and more state owned media. He also emphasizes on considering the different perspectives of news sources in such environment. In his study of the Black Panther movement, Davenport (2010) found that media coverage was increasingly driven “by the political orientation of the source.” This also confirms that niche media or activist-oriented media is less likely to be affected by commercial pressure whilst criticizing the government. The right news coverage of social movements serves the purpose of not only facilitating it, but also legitimizing it (Gamson and Wolfsfeld 1993). Media does play as fourth estate of realm when it defines political opportunities for people power movements in autocratic environments. But this does not mean it carries on like that because this role of media is quickly recognized by governments, as the immediately seek to suppress media coverage during protests and movements. For example, restrictions imposed on news media coverage of protests following elections of 2009 in Iran. The biggest news source of the country, Al-Arabiya network, was shut down for a week and many international journalists were told to leave the country (Associated Press, 2009). Therefore, it is not wrong to state that news media can be easily muzzled by authorities in restricted environments. It has been done in history and is still applicable in current time.

In addition to government control, news media commercialization is another aspect which puts its position as a fourth estate, at stake. Gathering information to furnishing it as news is not an easy process, it consumes resources of media outlets and is also time consuming. Media organizations need to commercialize in order to meet expenses. As in this case, multinationals and corporations having ownership of media have intensified news

organizations to maximize profits mostly at the expense of covering important information from public affairs and politics (Hamilton, 2004).

Commercial pressure in such a case can easily affect media's role as a watch dog. A case in point is the disappointment of most mainstream media in the United States to question the government's rationale for invading Iraq (Bennett et al., 2007). Where free media is supposed to be a civic forum for public voice, incidents in history represent that commercialization has led to failure of this merit, many times.

The discussion is carried further by referring to some theories of mass media. The agenda setting theory explains the relationship between the importance of an issue and the importance that mass media attributes to that issue (Encyclopedia of Communication Theory, 2009, p. 31).

However, the foundation of this theory was laid by Bernard Cohen in a famous quotation he made in 1963: “The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.” In simpler words, it explains that media has a subtle power of making an individual think of an issue in certain perspective. It also presents the relationship between news media and public's ranking of social, political or religious issues. News media in current scenario can easily make civic forum to discuss matters of priority according to their own agenda. Conglomerate ownership of media is highly vulnerable to this form of news manufacturing. Such news outlets can create notion of any certain issue and create public debate on that. Political reality is designed and shaped by newsroom staff, editors and broadcasters of news media. Audience learns not only about a given issue, but also how much importance to attach to that issue, from the amount of information in a news story and its position (McCombs, 1972, p.176).

It is debatable that agenda setting theory can help establish news media as fourth estate of realm but the vulnerability of using it to serve specific agenda rather than national agenda, makes news media less credible to be titled as the fourth estate.

Priming is another theoretical concept linked with the agenda setting theory, confining to issues and news related to politics. It explains the process of drawing more attention to political news at the expense of other news content (Baran, 2010, p. 295).

Holt (2013, p. 110) states, "Media scholars define priming as a mental process in which certain aspects of an issue are made more prominent by media and thus more influential in guiding a person's judgment. Priming works because people tend to be cognitive misers, paying more attention to information that is readily available or more easily accessed, than that is readily available to them." Iyengar, Peters and Kinder (1982) first identified the facet of media effects that go beyond agenda setting theory. Therefore, political media priming proves to be the process through which only political issues all over the world consume the biggest chunk of news media content, thereby influencing the standard of public assessments of the performance of political actors and entities. However, the process of democratization requires political awareness in public but that does not mean, to keep public less informed of other social issues. This also does not mean that news media has performed its role as fourth estate of the realm. Framing is another theory used to understand the systematic interpretation of actions and texts. This theory provides a rather interesting way of calculating how media can intricate and highlight a dominant public culture (Baran, 2010).

Framing makes us understand the influence of news media and our experience of the social world. Media research is one of the most prominent features in framing with regard to journalism and political communication. Affirming the notion that media acts as the fourth estate in democratic societies, media researchers find framing extremely helpful in analyzing the imbalance of power structures in reflection of political issues. Nevertheless, in terms of news media content, framing can be and is used widely to formulate new context of news, all depending on hidden agendas.

Conclusion

After having considered all factors, the analysis extends substantial support to the claim that news media is still the fourth estate of realm. The role of free press, in a consolidated and democratic system is supported by liberal theorist as a critical one. Although the role of news media is to maintain a check and balance on government activity, but which specific role of media, still remains an open question.

It is ultimately important to understand which role of media makes it eligible to the status of fourth estate, as a watch dog, a civic forum or an agenda setter. The changing trends in these active roles

played by media over the course of history, has also distorted its status as fourth estate.

Conceivably, the effect of free press as watch dog should have greatest impact on eradication corruption from the system, promoting transparency and freedom of information. Its role as a civic forum it should bring attention towards social issues by specifically and functionally increasing government's responsiveness towards it. However, the role as an agenda setter is the most commonly performed role in today's world of media which does not necessarily guarantee public or national interest.

While seeking transition from autocracy, the fourth estate has to be established in a free environment; however, it has never been the case. Policy makers and private media oligopolies have always tried to impose limitations on news media, either through state censorship, taxation, political reasons, and misuse of power, agendas or commercialization. Thus it is a vague statement to declare news media as a fourth estate in current situation. (Word count: 3349)

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IMPACT OF SOCIAL MEDIA MARKETING ON SELF-IDENTITY AND BRAND RELATIONSHIP QUALITY: THE MODERATING ROLE OF PRODUCT INVOLVEMENT

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Article Info	Abstract
Corresponding Author malih.sameeni@gmail.com 0092-333-8753166	The current study aims at investigating the impact of social media marketing on self-identity and brand relationship quality with moderation of product involvement in the relationship between variables of interest. The study is carried out for the cosmetics sector. Using cluster sampling technique, a sample of 181 senior business students were selected to participate in the survey research. The results reveal that social media marketing has a positive significant impact on self-identity and on brand relationship quality. Further, self-identity has also positive impact on brand relationship quality. Moreover, the moderating role of product involvement in all the three direct relationships has been found significant. For practitioners, the findings will be helpful for understanding the importance of social media marketing in establishing two-way communication, designing appropriate strategies for developing self-identity and ultimately leading to improved brand relationship quality. This study opens a new horizon for identifying ways in which brand outcomes can be improved. Theoretically it measures the empirical significance of product involvement by linking it to self under theory of identification.
Keywords: Brand relationship, Product involvement, Self-identity, Social media marketing.	

1. Introduction

The market trend is changing in the current era. Companies and brands are using *social media marketing* for engaging their consumers into many activities (Lee, 2017) that are favorable for the brand and even small companies are performing well via social media platforms (Safko and Brake, 2009). The success of these social media marketing activities is dependent upon how properly the strategies have been developed for using media options (Kim, 2017). The consumers in the present century are very busy, they are more likely to buy from quick options and also get quick information through forums like Facebook, Twitter and blogs (Gordhamer, 2009). Consumers who have better familiarity and association with brands are likely to form a close bond with them, as they help them develop and express their *self-identity* (Kuenzel and Halliday, 2008;

McEwen, 2005; Rodhain, 2006). This bonding may be seen in the form of consumer's sense of community, engagement and attachment, ultimately leading to a long-term persistent and improved *brand relationship quality* between the consumer and the brand. This brand relationship quality is an indication of how deep or strong is the link between the consumer and the brand (Smit et al., 2007). Fournier (1998) has done much work from the consumer-brand relationship perspective. The findings state that relationship is of many types that exists between the consumer and the brand and the degree of intensity changes the bonding type. This self-identification and bonding depends upon how much the consumer exhibits *product involvement*. Consumers who exhibit more loyalty seemed more involved in the product (Bruwer and Buller, 2013). Social media

marketing is playing its role in this perspective; companies hire the relevant expertise that can help them connect to their consumer through this fast media way so that loyal customers can be attained (Coon, 2010). Consumer-brand interactions have a direct effect on the consumer's emotional state and also on the word of mouth created as a result of this emotional state (Hudson et al., 2015). Social media has different forms and applications; brands on the basis of their target market use appropriate combination of these forms for interacting with consumers to emphasize brand loyalty and engagement (Kim and Adler, 2011; Leggett, 2016). Social media helps in better communication, and also facilitates a sense of community which leads to positive impact on brand awareness and loyalty (Gunelius, 2011). Consumers and brands, through social media, are crafting new products, services and value creation, which enhances the relationship quality between consumers and brands (Kim, 2006; Park and Kincade, 2010; Seo and Park, 2018). Nevertheless, despite the point that social media users are increasing, there is insufficient work available for measuring the quantitative effects of social media. Considering this, there is need to investigate how people identify themselves with various brands by using social media and how this media is used efficiently for managing and enhancing the consumer-brand relationship quality (Do et al., 2015).

Therefore, the main objective of the study is to measure how various marketing activities on social media play their role in influencing consumer self-identity and brand relationship quality. In addition to this, the study also investigates the moderating role of product involvement in the relationships established in the research model. This study is based on the data collected from youth; they will be the future consumers, their familiarity and usage of various brands is more as compared to other age group categories. Marketers are focusing on their future needs and how those needs are shaping as a whole; therefore this study would provide knowledgeable insights in the area of interest. The next section explains the literature review, and then methodology is discussed followed by the results and discussion section.

2. Literature review

2.1 Social Media Marketing

The activities, behaviors and certain practices in communities who come online and share their experiences, opinions and knowledge about brands or topics come under description of social media actions (Lee, 2017; Saffko and Brake, 2009). Consumer is knowledgeable today and uses quick forums for collecting/comparing relevant brand related information

such as descriptions, promotional messages and deals (Leggatt, 2010; Mangold and Faulds, 2009); they not only collect but also share it with their friends and colleagues through social media (Mangold and Faulds, 2009; Stileman, 2009). So it is important for companies to make themselves available at communication forums like Twitter, Facebook and Blogs (Gordhamer, 2009) and promote themselves by online using various prominence strategies (Broeck et al., 2017) for instant support and create brand communities using various networks (Weinberg, 2009; Zarrella, 2010). Social media is strongly related to sports, entertainment (Rothschild, 2011) and relationship marketing; companies can leverage the social media advantages in shaping the consumer discussions (Kaplan and Haenlein, 2009; Mangold and Faulds, 2009) and designing appropriate strategies for measuring success of their marketing campaigns (Hoffman and Fodor, 2010).

2.2 Self-Identity

Self-identity refers to how consumers identify themselves and relate to different brands for expressing their self (McEwen, 2005). This is explained by theory of identification (Lasswell, 1935, 1965) which states that consumer considers the sameness between brand and him/herself in symbolic terms. There are two approaches to consumer identification: sociological & psychological. Sociological approach is concerned with the structure in which the process of identification takes place and psychological approach is processes corresponding to those structures, at individual level (Ravasi and Van, 2003); the former explains strong link of consumer behavior while self-construction process is going on. Relating to the research in consumer society and culture (Warde, 2008), marketing researchers indicate that brands are signifiers of goods and play important role in creating & expressing consumer identity (Brakus et al., 2009; Kuenzel and Halliday, 2005). Consumers are found attached to the brands that help them in their identification process (Sen et al., 2008).

2.3 Brand Relationship Quality

Brand relationship quality refers to the depth and strength of relationship between the consumer and brand (Smit et al., 2007) as indicated by the consumer. When consumer and brand interacts, they form a relationship similar to what consumers can form with their friends. In this perspective (Fournier, 1998) work is most cited and conceptualized for brand relationship quality framework. She identified that consumers through brand personification, develop partner relations with the brand. Brand relationship quality is based on combination of marketing and social psychology and the concept provides insights into the part played by brands in shaping consumer needs (Breivik and Thorbjornsen,

2008; Fournier, 1998). Previous literature on brand relationship depicts that some brands have more potential and are suitable for relationship establishing process, as compared to other brands (Smit et al., 2007).

2.4 Social Media Marketing and Self-Identity

Companies hire experts from the social media field so that the right content, including offer and other engaging activities, can be designed for capturing the minds and hearts of consumers, that affect their brand awareness & brand image (Bruno et al., 2016), ultimately forming loyal consumers (Coon, 2010). Interacting with the brand using social media has a direct effect on emotional attachment and emotional attachment affects word of mouth (Hudson et al., 2015). It also facilitates expanding social networks and exercising the role of an expressive actor by updating statuses, creating profiles by actively writing about their self and exhibiting it to others (Bechmann and Lomborg, 2012). Dijck (2013) finds that social media profiles do not reflect the true identity of a user rather that consumers shape it according to what they want their friends, employers and society to perceive about them. The above discussion leads to test the following hypothesis:

H1. Social media marketing has a positive impact on self-identity.

2.5 Social Media Marketing and Brand Relationship Quality

Many forms of social media such as mobile applications and favourable experiences (Hosany et al., 2013). When a consumer has a strong feeling of identification with the brand, he/she tends to get in strong commitment with the brand and generates positive word of mouth for it (Tuskej et al., 2013). The value a brand provides to its consumers has positive association with the brand commitment; brand identification has full mediation in this relationship (Tuskej et al., 2013). When there is a fit between the personality of brand and the identification aspect of consumer, the result will be a deep and rich self-brand association (Giroux and Grohmann, 2015). Individuals use brands for depicting their unique self-concept; the brands which have distinguishing characteristics and meanings for their users. Independent construal has more dominating effect than interdependence construal when it comes to continuance intentions (Wang et al., 2015). This discussion leads to the need for investigating the following hypothesis:

H3. Self-identity has a positive association with brand relationship quality.

(Bruwer and Buller, 2013). It may be possible that some product categories are more involving, as compared to 2009; McCutcheon et al., 2009). More interest leads to a that consumers used this product knowledge in decision making (Barber et al., 2007). Product involvement may play its role in the self-identification process and

are facilitating consumer-brand engagement through regular interactions and positively impacts brand loyalty (Kim and Adler, 2011). Social media is helping marketers in better customer communications (Kang and Kim, 2017) and loyalty creation as compared to traditional methods (Akhtar, 2011; Jackson, 2011). These interactions between company and peers facilitate community development and promote brand awareness, recognition, recall and increase loyalty (Gunelius, 2011; McKee, 2010). The social media campaigns that qualify for driving attachment and loyalty are on the basis of relevancy (Ding and Keh, 2016), popularity and availability on multiple forums and applications (Erdogmus and Cicek, 2012). Social media helps people in getting rid of their harsh realities for some time, provides entertainment, sharing and fun (Erdogmus and Cicek, 2012). The brands which has its equity and conduct meaningful consumer interactions on social media observe positive impact on bottom line profits (Bruno et al., 2016; Dholakia and Durham, 2010) and information sharing has a moderating effect in this regard (Adjei et al., 2010). The above discussion sets the ground for establishing the following hypothesis:

H2. Social media marketing has a positive association with brand relationship quality.

2.6 Self-Identity and Brand Relationship Quality

The higher the similarity between self-concept and perceived image, the more will be the congruity effects

2.7 Product Involvement and its Moderating Role

Product involvement is related to ego involvement which occurs when the product relates with those unique self attributes and values that are of central importance to the consumer (Houston and Rothschild, 1978). Product involvement is said to have its impact on brand attitude and memory nodes (Vashisht, 2018); it is used for explaining consumer behavior (Lesschaeve and Bruwer, 2010) and this type of involvement is often stated as personal or product class involvement. The product class and purchase involvement is said to have its effects on meeting specific consumer goals and decision choices (Cox, 2009). It indicates how personal relevance exists in the purchased item. It is assumed that consumers who exhibit a high loyalty level also have a high awareness (Seo and Park, 2018) and involvement level

others, because of more pleasurable values and associated risk as well (Lacey et al., higher degree of product knowledge and findings reveal consumer brand relationship quality. Less significant work is available on understanding the role of product involvement among the association of variables taken in

the study which sets ground for investigating the following hypotheses:

H4a. Product involvement moderates the relationship between social media marketing and self-identity such that the relationship is stronger for more involvement than for less involvement.

H4b. Product involvement moderates the relationship between social media marketing and brand relationship quality such that the relationship is stronger for more involvement than for less involvement.

H4c. Product involvement moderates the relationship between self-identity and brand relationship quality such that the relationship is stronger for more involvement than for less involvement.

3. Methodology

This is a descriptive and correlational study, based on responses from individual consumers. The sample consists of female consumers who are users of multiple brands in their routine life, including cosmetics brands. Four institutes were selected randomly from the list of institutes in Lahore with established business administration departments. Then by cluster sampling technique, the data was collected by surveying senior sections of business students (female students) in the form of clusters through self-administered questionnaires. The respondents were asked to fill the questionnaires during the last 15 minutes of their routine lectures. The researcher asked the respondents to think of the cosmetics brand they use and like most in their routine life and then fill their responses for the questions, keeping in mind certain cosmetics brands. Out of 410 filled questionnaires, 29 were discarded due to

incompleteness and a total of 381 complete responses were obtained.

There are four variables involved in the study i.e. social media marketing, self-identity, brand relationship quality and product involvement. Social media marketing was measured by 18 items adopted from Kim and Ko (2010). The self-identity is measured by four items adopted from Escalas and Bettman (2005) and Einwiller et al. (2006). The items for brand relationship quality are 22 and taken from Do et al. (2015). Finally the product involvement is measured by adopting five items from Van et al. (1996) and Malar et al. (2011). All the variables were measured on a five-point Likert scale in which 1 indicates Strongly Disagree and 5 indicates Strongly Agree.

4. Results

Descriptive statistics of the study variables are shown in Table 1. Also the reliability of variables can be observed from Table I. All the variables have Cronbach's alpha value is greater than 0.7, which indicates the internal consistency of the variables.

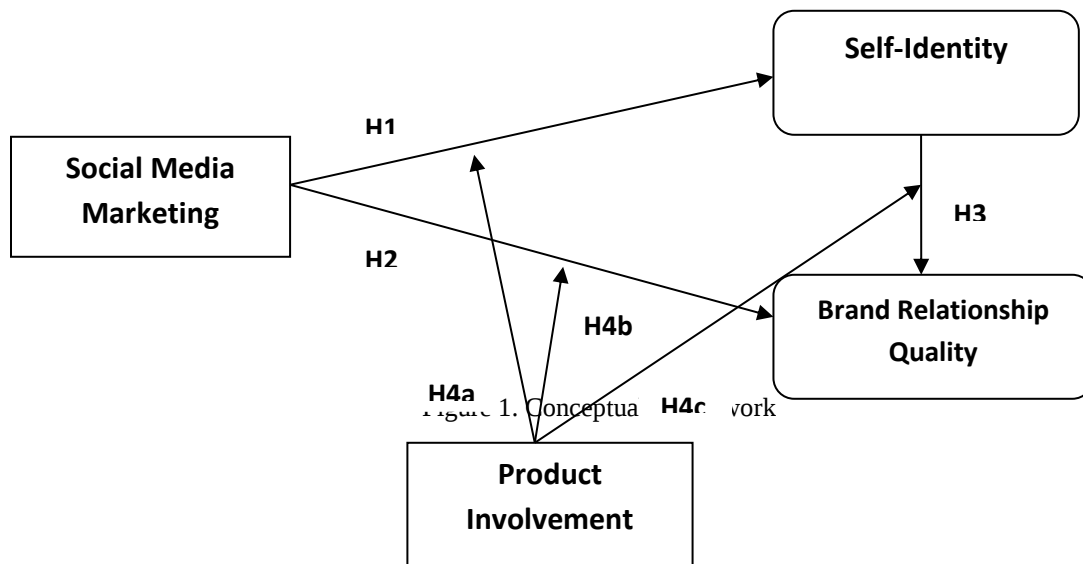


Table I. Descriptive statistics and reliability

Variables	Mean	SD	Alpha
1. Social media marketing	3.81	0.370	0.757
2. Self-identity	3.60	0.694	0.720
3. Brand relationship quality	3.64	0.517	0.904
4. Product involvement	3.77	0.583	0.764

Next, the correlation among the study variables is observed. All the variables have significant positive correlation with each other at $p < 0.01$. The correlations are shown in Table II.

Table II. Correlations

Variables	1	2	3	4
1. Social media marketing	1			
2. Self-identity	0.467**	1		
3. Brand relationship quality	0.384**	0.573**	1	
4. Product involvement	0.240**	0.413**	0.680**	1

** $p < 0.01$

4.1 Hypotheses Testing

H1. Social media marketing has a positive impact on self-identity.

For testing hypotheses, hierarchical linear regression has been used. In hierarchical linear regression, the hypotheses are tested by adding variables in blocks. From Table III, it is observed that when the independent

variable social media marketing is regressed over the dependent variable self-identity (step 1), it gives a positive significant value of the beta coefficient (coefficient = 0.467, $p < 0.01$). The R^2 value is 0.218, which means that 21.8% change occurs in the dependent variable due to the independent variable, thus we can say that H1 is supported.

Table III. Regression analysis: Self-identity

	Step 1	p-value	Step 2	p-value
<i>Constant</i>	0.269		0.744	
<i>Independent Variable</i>				
Social Media Marketing (SMM)	0.467**	0.000	0.200*	0.015
<i>Moderator</i>				
Product Involvement (PI)				
<i>Two Way Intersection</i>				
SMM X PI			0.411**	0.000
R ²	0.218		0.316	

Adjusted R ²	0.214	0.308
ΔR^2		0.094

n = 381, * p < 0.05, ** p < 0.01

H4a. Product involvement moderates the relationship between social media marketing and self-identity such that the relationship is stronger for more involvement than for less involvement.

For testing the moderation effect of product involvement in the relationship between social media marketing and self-identity, the intersection term is added in the model (step 2), which gives a significant beta value for self-identity (coefficient = 0.411, p < 0.01). The R² value is 0.316, which means that when product involvement is also added in the model, the change in dependent variable caused by the independent variable is now 31.6%, ΔR^2 is 9.4%, and this indicates that H4a is supported. The same is exhibited in Table III.

H2. Social media marketing has a positive association with brand relationship quality.

Table IV indicates that when social media marketing is added in the model (step 1) to observe its effect on brand relationship quality, the beta coefficient is significant

(coefficient = 0.384, p < 0.01). The rate of change i.e. R² value is 0.148, which means social media marketing has caused a 14.8% change in brand relationship quality, hence H2 is supported.

H4b. Product involvement moderates the relationship between social media marketing and brand relationship quality such that the relationship is stronger for more involvement than for less involvement.

Next, for testing moderation effect of product involvement in the relationship between social media marketing and brand relationship quality (Table IV), the intersection term of social media marketing and product involvement is added in the model (step 2), it give positive beta value (coefficient = 0.811, p < 0.01). The R² is now 0.528, which means that the after the moderation effect, the independent variable causes a 52.8% change in the dependent variable. ΔR^2 is 0.38 or in other words, a 38% change occurred after adding a moderator in the model, hence H4b is supported.

Table IV. Regression analysis: Brand relationship quality

	Step 1	p-value	Step 2	p-value
<i>Constant</i>	1.596		2.294	
<i>Independent Variable</i>				
Social Media Marketing (SMM)	0.384**	0.000	-0.142*	0.037
<i>Moderator</i>				
Product Involvement (PI)				
<i>Two Way Intersection</i>				
SMM X PI			0.811**	0.000
R ²	0.148		0.528	
Adjusted R ²	0.143		0.523	
ΔR^2			0.38	

n = 381, * p < 0.05, ** p < 0.01

H3. Self-identity has a positive association with brand relationship quality.

Table V shows that self-identity is regressed over brand relationship quality (step 1). In this case a positive significant value of the beta coefficient is obtained (coefficient = 0.573, p < 0.01). The R² value is 0.329 indicating that a 32.9% change is caused in brand relationship quality by self-identity, thus H3 is supported.

between self-identity and brand relationship quality such that the relationship is stronger for more involvement than for less involvement.

H4c. Product involvement moderates the relationship

Table V: Regression analysis: Brand relationship quality

	Step 1	p-value	Step 2	p-value
<i>Constant</i>	2.103		2.615	
<i>Independent Variable</i>				
Self-Identity (SI)	0.573**	0.000	-0.285**	0.006
<i>Moderator</i>				
Product Involvement (PI)				
<i>Two Way Intersection</i>				
SI X PI			0.983**	0.000
R ²	0.329		0.557	
Adjusted R ²	0.325		0.552	
ΔR^2			0.227	

n = 381, * p < 0.05, ** p < 0.01

For testing the moderation effect of product involvement in the relationship between self-identity and brand relationship quality (Table V), the intersection term is added in the model (step 2), which gives positive beta coefficient, significantly (coefficient = 0.983, p < 0.01). The R² value is 0.557, indicating that a 55.7% change is caused in brand relationship quality by self-identity. The rate of change i.e. ΔR^2 is 0.227 or in other words, a 22.7% change is increased after adding the moderator, product involvement in the model, thus H4c is supported.

5. Discussion

There are six important results of the study. First, the result is the positive significant association of social media marketing with self-identity. This is consistent with previous work which states that when consumers interact with their favorite brand or company on social media, it evokes their emotional and cognitive feelings and in turn their attachment to the brand is affected (Hudson et al., 2015). That is why companies hire experts when it comes to designing their interactive strategies on social media, because one way or the other, social media has become a necessary part of consumer's life and that's why brand carry certain activities on such forums to cater and create awareness, image and hence loyal consumers (Coon, 2010; Seo and Park, 2018). This study also indicates the same, that through social media usage, consumers establish their self-identity; it can be said that social media marketing is a means of helping consumers in identifying the important aspects of their personality by continuous interactions with the brand, which also shape their usage habits and helps them relate socially. The second result is the positive significant confirmation of the impact of social media marketing on consumer-brand

relationship quality. The previous literature confirms that consumer communication is better through social media as compared to traditional media, and hence loyalty can be better created by social media forums (Akhtar, 2011; Jackson, 2011). The two-way communication that is facilitated by social media forums links to brand awareness, recognition, recall and brand equity (Bruno et al., 2016; McKee, 2010). Not only does it provide product related information, but it creates clutter in traditional message delivery method by creating some fun, entertainment, relevance and customization through different forums (Ding and Keh, 2016; Erdogmus and Cicek, 2012). These positive consumer interactions and communications effect the firm's profits (Dholakia and Durham, 2010) and consumer reach. Thus, we can say that through social media marketing companies are in a better position to engage consumers in positive activities and pass on the relevant information and offers in a better way. This in turn leads to better consumer-brand relationship and with the passage of time, the quality of this relationship improves through constant interaction and responsiveness. The third result confirms that self-identity has a positive significant impact on consumer-brand relationship quality. Consistent with prior research, the more the consistency between perceived image and self-concept, the more will be congruity (Hosany et al., 2013). When consumers have self-identification with the brand, he/she is likely to relate positive word of mouth for the brand (Tuskej et al., 2013) and this increases as the identification become strong. Giroux and Grohmann (2015) demonstrate that the appropriate fit between the brand's personality and the consumer personality will lead to rich consumer-brand associations. Thus it can be said that when the brand and consumer characteristics match, such that the self-

identification process takes place, it would lead to many positive consumer behaviours in the favour of the brand, ultimately improving the relationship quality. The more the consumer identifies with the brand; the better shall be the consumer-brand relationship quality. The fourth result indicates that product involvement has a moderating effect on the relationship between social media marketing and self-identity. This finding matches with the previous investigations. Product involvement and ego involvement is on the same page, which occurs when there is match between product attributes and self- attributes (Houston and Rothschild, 1978); this involvement is the best way for explaining consumer behaviours like brand attitude and memory nodes (Lesschaeve and Bruwer, 2010; Vashisht, 2018). As social media marketing has been identified as an important source of self-identification, it is said that product involvement plays an important role in consumer goals fulfillment and choice decisions (Cox, 2009). So, it indicates that companies which use social media marketing can better help consumer with their self-identification process by highlighting their promotion message in the main stream (Broeck et al., 2018) and this is possible only if the consumer considers that brand an important one for his/her life goals and is involved in it.

The fifth result is the significant positive confirmation of the moderating role of product involvement in the relationship between social media marketing and brand relationship quality. The product relevance is always of concern when the purchase decision is taken (Brennan and Mavondo, 2000). Consumers, who are very loyal to the brand, also have product involvement (Bruwer and Buller, 2013). It seems that the social media forums help in close consumer-brand interactions, if these communications with consumers are carried out when they have deep involvement in the product category or brand, this communication then becomes more effective and leads to the improved quality of relationship between the brand and consumer. The sixth result indicates that there is a moderation effect of product involvement in the relationship between self-identity and consumer-brand relationship quality. Consumers use product knowledge for decision making (Barber et al., 2007), and this knowledge seeking intention is backed by their interest or involvement in the brand. Product involvement is found to have its impact on consumer attitudes more towards brands and their brand preference (Schiffman et al., 2008) compared to other elements like brand prominence (Vashisht, 2018). It can be depicted that when a consumer has self-identity with the brand and also

his/her product involvement level is high, and it will lead to a better relationship quality between the consumer and the brand.

Overall the study contributes in many ways. First, previous studies investigate the impact of social media marketing on purchase intention, actual purchase and trust; this study measures the impact of social media marketing on self-identity and brand-relationship. Second, the study would be helpful for understanding the prediction role of social media marketing for a long-term desirable and profitable relationship between the consumer and the brand. Third, the study investigates the moderating role of product involvement in the relationship between variables of interest.

5.1 Implications and Future Directions

From the academic point of view, this study adds to the existing knowledge on improving brand outcomes and relationship quality. The brand managers and practitioners are recommended to use the findings of this study for understanding the crucial role of social media in developing one's self-identity. It is now understood that marketers can use social media to stay in touch with their consumer and provide them with latest product knowledge and any deals. Moreover they can take consumer suggestions and in many cases, marketers make a visual dummy of their product and it interacts with consumers through social media. This way they make their product behave like a human being and consumers feel more involved in the product as they communicate with it through website or any social media forum. When interacting with their consumers. This way marketers can build their consumer identification system through social media. Also, the findings would be useful in particular consumer segment for developing their brand strategies by using social media. If managers can devise strategies that can use social media in improving the involvement of consumers in brands, then their consideration set will become narrower and the chances of selection of a more involved brand would increase. This study provides the tool for better brand results by investigating one of the most important sectors in the country, cosmetics. Also the findings can help managers understand and predict the future moves of their consumers by investigating the relationship quality between the brand and the consumer.

The study has many limitations which lead to future research directions. First of all, due to time and money barriers, the study is conducted only in a limited area and so future study must focus on collecting data from a wider range of the population. Secondly, the data is collected from

female university students only and who are no doubt young and are active users of cosmetics, but collecting data from a diverse set of sample i.e. including working women, the self-employed and housewives would give more clear results. Next, the self-identity is studied as a whole, yet there are two aspects of self-identity, individual identity and social identity, and studying these two dimensions separately with other variables of the study would provide significant insights.

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ACADEMIC SUPPORT AND ACADEMIC ACHIEVEMENT OF UNIVERSITY STUDENTS: MEDIATING ROLE OF ACADEMIC STRESS

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Abstract

The current study aims to gauge the relationship between the academic support (supports from teachers & classmates) and academic achievement of university students; mediating role of academic stress. The total sample comprised of 180 university students whom were selected from two Government universities (IUB, & BZU) of Southern-Punjab, Pakistan by using convenient sampling. The sample for the study was justified by employing online A-priori statistics multiple regression analysis (Soper, 2018); where power and precision was 0.9% at the 95% confidence interval and the attrition rate was 20%. The present research was quantitative-cross-sectional in nature. There were two questionnaires utilized for data collection; Teacher and Classmate Support Scale by Torsheim, Wold, and Samdal (2000) and Academic Stress Questionnaire (Lakaev, 2009), whereas academic achievement was calculated through (CGPA) Cumulative Grade Point Average. To analyze collected data, SPSS (23.0) was used. The results of this research revealed positive correlation ($p < .01$) between academic support (support of teacher & classmate) and academic achievement of university students. Whereas, the outcomes of mediation analysis through Process by Hayes (2013) endorsed academic stress was significant mediator (partially) between academic support and academic achievement of graduate university students. As far as the gender differences are concerned, female students received greater level of academic support, academic stress and academic achievement. The limitations and future avenues have also been furnished. This study would be beneficial for academia of Pakistan.

1. Introduction

University life is full of such demanding tasks and roles which are necessary to be carry out by the student and on the chance of facing a failure the student become prone to the stress (Calaguas, 2011; Lessard, 1998). In Various studies by Wentzel (1999, 2005, 2009) it was depicted that, in order to maintain the constructive relations there should be positive relationship with the peers, which impact on the student's academic engagement in promising manner. The degree to which the students have the sense of acceptance from their peer groups and if these relationships are made on the basis of friendship and emotions, through this student will be become more

motivated even they can also get influenced by the idea of becoming active and much engaged in the activities which are related to their academics (Juvonen et al. 2012). The main goal of this research study is to measure the association between academic support (supports from teachers & classmates) and academic achievement of university students; mediating role of academic stress.

According to Bronfenbrenner (1986) Although the opinion from the ecological studies shows that the students have significant influence of their social environment and surroundings. So according to Dennis, Phinney and Chuateco (2005) it offers the

user with an idea of considering the relationship between the social support and the results of student's learning (2005). Here, in the university students, due to the social support there come the idea of safety and capability, in return of which it helps them to report the challenges in the intellectual stream more efficiently and effectively (Sarason, Sarason, & Pierce, 1990). As Brouwer, Jansen, Flache and Hofman (2016) stated that according to the theory of social capital, the possessions in the social network benefits allow the individuals in achieving of the different aims and goals.

The people who have the stronger level of social support are more surrounded in a helpful system and they are socially combined in the environment of their university academics thus they have the chance to recover their academics and achievements more properly (Rayle & Chung, 2007). Many researches have concluded that the students depict the high degree of perceived social support report the good appearance in their academics (Rosenfeld, Richman, & Bowen, 1998) and the adjustment in the environment of university could become easier (Rueger, Malecki, & Demaray, 2008, 2010). Whereas a longitudinal study, proposed for one year has shown that the student's academic achievement is significantly predicted by the social support in the university (DeBerard, Spielman, & Julka, 2004). In 2004, Robbins et al. inveterate the positive association between the social support and the Grade point average (GPA) students in the university. They Meta analyzed 109 studies, therefore it is suggested that the social support is positively related to the academic achievement of the students. On contrary to this, academic stress was negatively associated with the academic achievement.

With respect to some anticipation the academic stress which is related to the academic failure is the stress regarded as the mental stress is caused in case of failure in the academic (Gupta & Khan 1987). This includes several demands in which the list was the course requirement, (Misra, 2000) adjustment to the environment, time management and financial burden up, social activities and lack of support networks (Kariv & Heiman, 2005; Von Ah, Ebert, Ngamvitroj, Park, & Hang, 2004). There are four areas of academic stress, Academic pressure, academic conflict and academic anxiety (Bisht, 1987). There are a number of causes of stress in the academics especially to those who have just entered the university or are having the first year in their university life. Along with these changes of joining university, there semester

system is also one of the most complicated method. These semester credit system (SKS) provide the students with the opportunity to come again and represents with the talents, interests and the capabilities. So this system has the greatest demanding of the responsibilities in the students that they should determine that how you can get the credit. Besides with the results to demands of previous students, there is also another thing that students must obtain 2.0 GPA. In the first two semesters. If any students would obtain less than 2.0 they will be terminated. So this system has the most demanding of responsibilities but seriously you must take some schedule (Greenberg, 1981). Greenberg (1981) also explains about the stressors which exists in the students of 1st year explains that these stressors should be repeat off, then it will be easy to understand that all the lifestyles, values, problems in the academics. According to Dwyer and Cummings (2001), the students of first year do need the social support otherwise it cannot be possible for them to get succeeded Social support is special in the buffering of Individuals of performance, it is termed as the most important to think. (Parrack & Preyde, 2009).

Whereas, in the life of individuals, social support is regarded as very important and it also shows the significant impact on the achievement of student in the academics (Yasin & Dzulkifli, 2010). Even the perceived social support is influential moderator of the success. The social support which students received is a good for such students who have higher stress level (Lawson & Fuehrer, 2001). The social support in the students is gathered from the parents, classmates, teachers and friends as well (Bokhorst, Sumter, & Westenberg, 2009). In Asia, some researchers have depicted that the social support is the vital part for the management of many psychological problems. Due to such inadequacy of social support, it has been recognized as one of the factors that would lead towards the numerous psychological problems which the students have to face (Yasin & Dzulkifli, 2010).

Apart from the social support which the students receive either by the family or from the friends, they can subsidize in the good academic performance in the university. It is crucial to consider that the performance of students in the academic is not only recognized in the matters which are related to academic but also by the social support which they usually get from their society and the people who are in their surroundings (Yasin & Dzulkifli, 2011). The above cited literature provides sufficient avoidance for objectives and hypotheses of this research.

1.1 Objectives

- To measure the association between academic support and academic achievement of university students.
- To check the academic stress as a mediator between academic support and academic achievement.
- To investigate the gender differences in terms of academic support, academic achievement and academic stress.

1.2 Hypotheses

- Academic support would be a positive correlate with academic achievement of university students.
- Academic stress would be a negative mediator between academic support and academic achievement of university students.
- Female students have higher level of academic support, academic stress and academic achievement than male students.

2. Materials and Methods

2.1 Sample

The total sample comprised of 180 university students whom were selected from two government universities (IUB, & BZU) of Southern-Punjab, Pakistan. The sample for the study was justified by employing online A-priori statistics multiple regression analysis (Soper, 2018); where power and precision was 0.9% at the 95% confidence interval and the attrition rate was 20%.

2.2 Research Design

The proposed research was quantitative in nature and cross-sectional research study design was used.

2.3 Sampling Technique

The sample of this research was collected through convenient sampling technique. University students conveniently participated in this research.

2.4 Research Instruments

There are two questionnaire used in this research.

2.5.1 Teacher and Classmate Support Scale. Academic support measured using Teacher and Classmate Support Scale developed by Torsheim, Wold, and Samdal (2000). This scale is consist on 8 items (4 items for Teacher Support and 4 items for Classmate Support) having with 4-point Likert response, 0 for strongly disagree and 3 for strongly agree.

2.5.2 Lakaev Academic Stress Response Scale (LASRS). This scale developed by

Lakaev (2009). This scale is a reliable and valid measure for academic stress responses having with six self-report questionnaires with 5-point Likert scale with the anchors None of the Time (1), A Little of the Time (2), Some of the Time (3), Most of the Time (4), and All of the Time (5) that related to, acculturative stress, somatic stress symptoms, academic stress, stress responses, extraversion and general stress in order to determine convergent and divergent validity. The LASRS was shown to have sound psychometric properties and was suggested to be a sound way of measuring academic stress responses.

2.5.3 Academic achievement. Whereas, the academic achievement was calculated through Cumulative Grade Point Average (CGPA).

2.5 Ethical Considerations

Considering this research as a quantitative survey, the compulsory ethical considerations were addressed (e.g., informed consent, confidentiality, and anonymity). Further, formal permission was taken from ethical review committee.

2.6 Analyses Plan

The collected data of present research were analyzed using SPSS (23.0). To check the relationship used bivariate correlation analysis, while in mediation, a process macro Hayes (2013) approach was utilized and to check the gender differences used independent sample t-Test for the hypotheses testing.

3. Results

The table 1 showed the frequency distribution of demographic variables. 90(50.0%) respondents of this research were participated from The Islamia University Bahawalpur and 90(50.0%) respondents of this research were participated from Bahauddin Zakariya University Multan. Whereas, 90(50.0%) respondents of present research were male and 90(50.0%) respondents of present research were female university students. Furthermore, in education, 98(54.4%) respondents of present research were enrolled in BS program of education and 82(45.6%) respondents of present research were enrolled in master program of education. Finally, 101(56.1%) respondents of were nuclear family and 79(43.9%) respondents of were participated from joint family. Furthermore, the table 2 showed that academic support (support of teacher and classmate) was significantly

positively correlated with academic achievement of university students, while academic support (support of teacher and classmate) was significantly negatively associated with academic stress of university students. Additionally, academic stress was significantly negatively associated with the academic achievement of university students. Moreover, the results of table 3 showed that academic stress endured significant and partially mediator between academic support and academic achievement. While, academic support was also established to significant direct and indirect predictor in academic achievement. Finally, the table 4 showed that the significant and important gender differences in terms of academic support and academic achievement of university students. While, the mean of academic support, academic stress and academic achievement were higher among female students than male students.

4. Discussion

The progress in the satisfactory attitude of students towards their academics, especially in the learning is thought to be the thrust of the educational research all around the globe. Although studies (Shen, Washington, Bierlein Palmer & Xia, 2014) have investigated the role of socializing representatives for becoming the significant impact on the achievement (Danielsen, Wiium, Wilhelmsen & Wold, 2010; Wentzel, Battle, Russell & Looney, 2010). The finding of current study showed for H_1 that academic support (support of teacher and classmate) was significantly positively associated with academic achievement of university students. Interestingly, support from teacher was highly correlated with academic achievement than support from classmate. The results of present research are similar with past studies, some of the studies have examined the degree to which those three support networks concurrently impact upon the three components of the academic engagement along with its influence on the academic achievement in only one research. For instance, in 2010, Wentzel et al. primarily focused on the support of teacher in learning and the support of peers as well within the sample of adolescents population, whereas another study by Chen (2005) also conducted a research on the role of engagement as a complex aspect among the adolescent's sample. Furthermore many other studies also found positive correlation between support from teacher, peers and classmate and academic achievement (Kartal & Cetinkaya, 2009; Montenegro, 2007; Yildirim, 2006). The result of this research supported above cited literature, so H_1 of this research is accepted. Many studies during the past ten years have pursued to investigate the acuties

of stress among the graduate students (Nelson, Dell'Oliver, Koch, & Buckler, 2001; Soares, Prestridge, & Soares, 1992). These studies (Rocha-Singh, 1994) have showed the problems which are integral to the perceived stress in the unavailability of the appropriate social support among the graduate students who are from psychology and many other disciplines as well.

The results of this research showed for H_2 that academic stress endured significant and partially mediator between academic support and academic achievement. While, academic support was also confirmed as a significant direct and indirect predictor in academic achievement. This research also showed the similar results with the previous studies in which social support was thought to be the protective and safe resource which made the people capable to survive with the depression, distress or stress (Chou, 2000; Zimet, Dahlem, Zimet, & Farley, 1988). Individuals may encounter with more lethal distresses due to stress if adequate social support is missing or not provided properly (Rueger et al., 2016). Moreover, the social support also enables the individuals to develop contacts in social environments which are very positive, and they also contribute in reducing the burnout and maintaining the emotional balance (Boren, 2013). Hence the students who have the support are less prone to face the emotional exhaustion (Heaphy & Dutton, 2008) as compared to their equals who are lacking such possessions (Uchida & Yamasaki, 2008). Conclusively, the social supports oblige as an operative cure to enhance the stress level in the students, which might become helpful in competing with the emotional fatigue and exhaustion particularly (Jacobs & Dodd, 2003). Whereas, majority of past studies (Gillock & Reyes, 1999; Russell & Petrie, 1992) found that the stress is always negatively correlated with the academic achievement of undergraduates students (Buddington, 2002; Felsten & Wilcox, 1992; Pritchard & Wilson, 2003; Struthers, Perry & Menec, 2000), in other study, Ghaith (2002) quantified support (from teacher and classmate) is regarded as one of the most vital aspect of classroom environment which may impact upon the academic achievement, both psychological and physical health and the productive stress management. The results of this research are supported through above cited literature, so H_2 of this research is accepted.

The results of this research for H_3 found that the gender played a significant role of difference in term of academic support and academic achievement of students in the university. While, the mean of academic support, academic stress and

academic achievement were at high level in female students as in comparison to the male students. The results of this research supported through previous researches, Tayfur and Ulupinar (2016) found female students perceived more support than male students. This clearly proposes that female students give more priority to academic achievement. Past researchers have found that the rate of success in entrance exams for university is greater in females than that of males (Kızıldağ & Yıldırım, 2009). It clearly depicts that female students are achieving more, and they are very successful in the university education level. Findings of similar researches (Mustafa, Avşaroğlu & Sezer, 2004; Rospenda, Halpert, & Richman, 1994; Şeker, Çınar & Özkaya, 2004)

strongly support these conclusions. Moreover, academic support also gives benefits to students for the solutions of their complex problems in time of difficulty. In fact, the scores on perception of academic support of the female students were high than the male students, so it proposes that the females are more open in sharing their issues with their teachers, facilitator and friends. Moreover, they also receive more assistance than the males. Many studies have specified that female students perceive more support from their friends (Chechen, 2008; Gökler, 2007; Kartal & Cetinkaya, 2009; Kozaklı, 2006; Rospenda, Halpert, & Richman, 1994) than males. The results of this research supported through above cited literature, so H_3 of this research is accepted.

Table 1 : *Frequency Distribution of Demographic Variables (N=180)*

Respondent's Characteristics		f (%)
University	The Islamia University Bahawalpur	90 (90.0)
	Bahauddin Zakariya University Multan	90 (90.0)
Gender	Male	90 (90.0)
	Female	90 (90.0)
Education	B.S	98 (54.4)
	M.SC/M.A	82 (45.6)
Family Type	Nuclear	101 (56.1)
	Joint	79 (43.9)

Table 2: *Bivariate Correlation among Teacher and Classmate Support, Academic Stress and Academic Achievement of University Students (N=180)*

	1	2	3	4	5
1. Academic Support	-	.66**	.65**	-.42**	.31**
2. Teacher Support		-	.73**	-.39**	.33**
3. Classmate Support			-	-.43**	.27**
4. Academic Stress				-	-.41**
5. Academic Achievement					-
Mean	14.11	6.81	7.30	17.16	3.13
Std. Deviation	7.47	4.11	3.69	4.98	.61
α	.86	.70	.77	.82	-

**p < .01

Table 3: *For the effect of Academic Support and Academic Stress on Academic Achievement (N=180)*

Academic Achievement			
Model 2			
Predictors	Model 1 B	B	95% CI

Constant	2.83**	3.55**	[3.20, 3.90]
Academic Support	.02**	-.01**	[.00, .02]
Academic Stress		-.03	[-.05, -.02]
R ²	.10	.19	
F	18.94**	20.67**	
ΔR ²		.18	
ΔF		37.93**	

** $p < .01$; B for Unstandardized regression coefficient; CI for Confidence interval

Table 4: Independent Sample t-test Used for Comparison between Male and Female Students for Academic Support, Academic Stress and Academic Achievement (N = 180)

Variable	Male (n = 90)		Female (n = 90)		t	p	95%CI	
	M	SD	M	SD			LL	UL
Academic Support	12.69	7.858	15.53	6.809	-2.60	.01	-5.01	-.68
Teacher Support	6.00	4.083	7.62	4.004	-2.69	.01	-2.81	-.43
Classmate Support	6.69	4.080	7.91	3.150	-2.25	.03	-2.29	-.15
Academic Stress	17.07	4.901	17.24	5.086	-.24	.81	-1.65	1.29
Academic Achievement	2.99	.514	3.26	.470	-3.62	.00	-.41	-.12

4.1 Conclusion

Conclusively, academic support from teacher and classmate increase the academic achievement of university students and inversely linked with academic related stress. Whereas, academic plays an important role of mediation between academic support and academic achievement. In gender differences, female university students more prone toward academic support, academic stress and academic achievement than male university students.

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BODY IMAGE, GENERALIZED CONTENTMENT AND PSYCHOLOGICAL WELL-BEING IN UNIVERSITY STUDENTS

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Abstract

This study investigated the relationship between body image, generalized contentment and psychological well-being in university students. Data was collected using Body Image Questionnaire (BIQ): An Extension, Generalized Contentment Scale (GCS) and Ryff's Scales of Psychological Well-Being. Research sample consisted of N= 200 individuals (100 males and 100 females) who were within the age range of 18-25 years. All research participants were either undergraduate or graduate students from 8 different educational institutions of Lahore. Statistical Package for Social Sciences (SPSS) 18 was used to compute the data, Pearson Product Moment Correlation Coefficient was used to find the relationship of body image with generalized contentment and psychological well-being, and Independent Sample *t*-test was used to find out the gender difference in body image, generalized contentment and psychological well-being among university students. Results indicated that body image was positively correlated with both generalized contentment and psychological well-being in university students. Also, males had a better body image, higher generalized contentment and greater psychological well-being as compared to females. Future implications of the present study were discussed.

Keywords

body image, generalized contentment, psychological well-being, university students

1. Introduction

The purpose of this research was to investigate the relationship of body image with generalized contentment and psychological well-being in University students.

Body Image

The idea of "body image" as a psychological concept was initially introduced based on the belief that the image people have of their bodies in their minds helps explain how their bodies are presented to themselves. Expanding on this notion, body image was further defined as the mental picture people have of their body shape, size and contour, and also of their feelings associated with these features and the parts that make up their bodies (Pietro & Silveira, 2008).

While dissatisfaction with body appearance or shape is more frequently reported or seen among women,

researches show that men are overly concerned with their body images as well (Cafri, Strauss, & Thompson, 2002; Davison & McCabe, 2005; Tager, Good, & Morrison, 2006). According to Statistics Canada Survey (1993), 35% of men and 70% of women are dieting at any given time. The body image dissatisfaction that women experience has been referred to as "normative discontent" by some researchers. Normative discontent suggests that the principle of dissatisfaction with body image is so common among women that it should be thought of as a normal component of their lives (Hansen, 2008). Although societal standards of attractiveness and appearance can have a powerful influence on body image, self-evaluation and self-esteem have an even greater effect on formation of body image (Croll, 2005). When it comes to body esteem, which is self-

evaluation by individuals of their bodily appearance, the way that other people perceive a person's attractiveness seems to be less meaningful than the way the person identifies him or herself. According to a research, thin subjects evaluated their body shape in a more accurate manner as compared to obese subjects. However, they were not more satisfied with the way they looked. This insinuates a cognitive-evaluative dysfunction, where, even though people can estimate their size and/or shape accurately, they are still not satisfied with their bodies (Brennan et al., 2010).

Generalized Contentment

Actually, contentment is a state of satisfaction and happiness. It is not about achieving what one wants, but being satisfied with and appreciating what one already has. There are four attributes of generalized contentment, including satisfaction, hatred for greed, shunning envy and humility. Contentment, especially related to body image, is not an easy notion to live out. This is because everything in our surroundings is developed to generate discontentment (rather than contentment), prolong it and encourage it as well as make it a lifestyle. Almost every element of our media, our culture and our private chats revolves around discontentment in our day to day lives, in a way to either plan out changes or regretfully complaining about things one simply has to live with. In this way, contentment appears to be something that is only attainable when one has achieved perfection or has arrived at the ideal (Sheldon & Elliot, 1999).

Psychological Well-Being

Psychological wisdom, over the years, has emphasized that maintaining a close contact with reality is what ensures the psychological well-being of people, while, illusionary concepts of people make them vulnerable to mental illnesses. This is evident in a number of past theories, including Maslow's Theory of Self-Actualization, in which Abraham Maslow, regarding self-actualized people, said that they are able to accept themselves with all their weaknesses, evils and sins and are able to distinguish between their real and ideal selves (Taylor & Brown, 1988).

Just like generalized contentment, psychological well-being is another variable which is adversely affected by one's body image (Cafri, Strauss, & Thompson, 2002; Tager, Good, & Morrison, 2006; Dotse & Asumeng, 2015). The way that individuals assess themselves and their lives greatly contributes to their psychological well-being. These assessments can be in the form of affect or cognition (Smolak, 2011). Ryff (1989) identified six main dimensions of psychological well-being, namely autonomy, environmental mastery, personal growth, purpose in

life, self-acceptance and positive relations with others.

Societal standards of male and female body images have always been prevalent. People want to appear physically attractive or beautiful to other people in order to be positively evaluated by them, and because of the common perception that a person who appears to be beautiful indeed possesses other positive traits, such as intelligence. This stereotype is labeled as "what-is-beautiful-is-good" (Brennan et al., 2010). Even though various elements like society and media affect people's perception of their bodies, people are in control of forming their body images to a great extent. In light of the growing male and female body image concerns and discrepancies between real and ideal body image, there is a greater need to find out how body image affects generalized contentment and psychological well-being in both males and females.

The objectives of the current research were to investigate the relationship of body image with generalized contentment in university students, to investigate the relationship of body image with psychological well-being in university students, to explore the gender difference in body image in university students, to explore the gender difference in generalized contentment in university students, to explore the gender difference in psychological well-being in university students.

Hypotheses

1. There is a significant relationship between body image and generalized contentment in university students.
2. There is a significant relationship between body image and psychological well-being in university students.
3. There is a significant gender difference in body image in university students.

Method

Research Design and Sample

Correlational research design was used in this research.

Convenient sampling was used to select a total of N=200 participants, 100 males and 100 females. All participants were university students with ages varying between 18 to 25 years. The participants were selected from 8 different institutions (both government and private) in Lahore, namely Kinnaird College (n=25), Government College University (n=25), University of Engineering and Technology (n=25), Punjab University (n=25), Forman Christian College University (n=25), Lahore School of Economics (n=25), Lahore University of Management Sciences (n=25), and Beaconhouse National University (n=25).

Inclusion Criteria. Male and female university students between the ages of 18-25 years were included in this study. This included both undergraduate and graduate University students.

Exclusion Criteria. University students with any apparent disability were excluded from the study.

Ethical Considerations

Permission was sought from authors to use assessment measures and from respected institutes to collect data. Participants were briefed about the purpose of study and informed consent was obtained from them. Also, they were assured that all the data and information gathered from them will be kept confidential and will be used only for research purposes only. All participants had full independence to withdraw from the research at any given moment.

Measures

Demographic sheet: Participants were required to fill out a demographic sheet on which they stated their age, gender and institution name.

The Body Image Questionnaire (BIQ); An Extension: The Body Image Questionnaire (BIQ), developed by Koleck, Schweitzer, Gelie, Gilliard, and Quintard, was first published in a journal in 1987 by Schweitzer. BIQ was initially administered to a total of 1038 French participants, both male and female. A chief component assessment of their responses produced a first axis, construed as a general dimension known as Body Satisfaction. Body Satisfaction was linked with health, sex and present and future emotional stability. The mean test-retest reliability coefficient of BIQ's 19 items is 0.67, and it has an internal consistency of 0.82. BIQ, which is a 19-item scale, is Likert-type in nature, with values varying from 1 to 5, where 1 and 5 are two extreme values that depict 'never' and 'very much; often' respectively, 2 and 4 are moderate values that depict 'occasionally' and 'fairly; fairly often' respectively and 3 is the middle value that depicts 'in-between; neither one'. The scores on the BIQ range from 19 to 95, where a higher score depicts higher body contentment (Koleck, Schweitzer, Gelie, Gilliard, & Quintard, 2002).

Generalized Contentment Scale (GCS): In 1982, Walter Hudson introduced the Generalized Contentment Scale (GCS), which can be used to investigate the degree of discontentment among people. GCS has a test-retest reliability of 0.94. Obtaining a score above 30 on the GCS indicates that a person has a substantial problem, whereas, obtaining a score below 30 on the GCS indicates that a person has no substantial problem. GCS, which is a 25 item scale, is Likert-type in nature, with values

varying from 1 to 5, where 1 depicts 'rarely or none of the time', 2 depicts 'a little of the time', 3 depicts 'some of the time', 4 depicts 'good part of the time' and 5 depicts 'most or all of the time' (Hudson, 1982).

The Ryff's Scales of Psychological Well-Being: In 1989, Carol Ryff devised and introduced the Ryff's Scales of Psychological Well-Being. It is a 54-item, Likert-type scale with ratings from 1 to 6, where 1, 2 and 3 depict 'strong disagreement', 'disagreement' and 'slight disagreement' respectively, whereas, 4, 5 and 6 depict 'slight agreement', 'agreement' and 'strong agreement' respectively. Six main psychological well-being constituents, namely self-acceptance, personal growth, purpose in life, autonomy, environment mastery and positive relations with others, are measured by the Ryff's Scales of Psychological Well-Being. The scale's validity varied between .87 and .96 and the test-retest reliability was somewhere between .78 and .97. Ryff's psychological well-being scale has no definite cut-off value, but scores falling in the upper 25% depict a higher level of psychological well-being, whereas, scores falling in the lower 25% depict a lower level of psychological well-being (Akin, 2008).

Procedure

Permission to carry out the research was acquired from all the relevant institutions, and the participants were approached through convenient sampling. A questionnaire was put together, which comprised of an informed consent, a demographic sheet, Body Image Questionnaire (BIQ), Generalized Contentment Scale (GCS) and Ryff's Scales of Psychological Well-Being, respectively. More than half of the data was collected by sending online questionnaires to the selected participants via mail. The rest of the data was collected by personally getting the research questionnaires filled out by the students of Kinnaird College, Punjab University and University of Engineering and Technology. Data was collected within four weeks. Afterwards, responses obtained from all three scales of the study were computed for results, and these results were used to study the relationships between variables under investigation.

Results

Statistical Package for Social Sciences (Version 21.0) was used to compute the data and analyze the results. Pearson Product Moment Correlation Coefficient was run to investigate the relationship of body image with generalized contentment and psychological well-being. Gender difference in body image was found using the Independent Sample *t*-test.

Table 1: shows the Pearson Product Moment Correlation Coefficient between body image and discontentment in university students ($N = 200$, $n = 100$ males and 100 females).

Variables	r	p
Body Image	-.48**	.00
Discontentment		

Note. ** $p < .01$

The results support the hypothesis because the calculated p value 0.00 is less than the alpha value, i.e. 0.01, and show that body image and generalized contentment share a significant weak and negative relationship in university students. This means that

students who score higher on body image are less discontent and have more generalized contentment, whereas, students who score lower on body image are more discontent and have less generalized contentment.

Table 2 shows the Pearson Product Moment Correlation Coefficient between body image and psychological well-being in university students ($N = 200$, $n = 100$ males and 100 females).

Variables	r	p
Body Image	.37**	.00
Psychological Well-Being		

Note. ** $p < .01$

The results support the hypothesis because the calculated p value 0.00 is less than the alpha value, i.e. 0.01, and show that body image and psychological well-being share a significant weak and positive relationship in university students. This

means that students who score higher on body image have higher psychological well-being, and similarly, students who score lower on body image have lower psychological well-being.

Table 3 shows the mean (M), standard deviation (SD), degree of freedom (df), independent sample t -test score (t) and significance value (p) of the gender difference in body image among university students ($N = 200$, $n = 100$ males and 100 females).

Variable	Gender	M	SD	df	t	p
Body Image						
	Males	3.64	.48	198	8.54	.00
	Females	3.11	.38			

Note. M = Mean, SD = Standard Deviation, df = Degree of Freedom, $p < 0.05$.

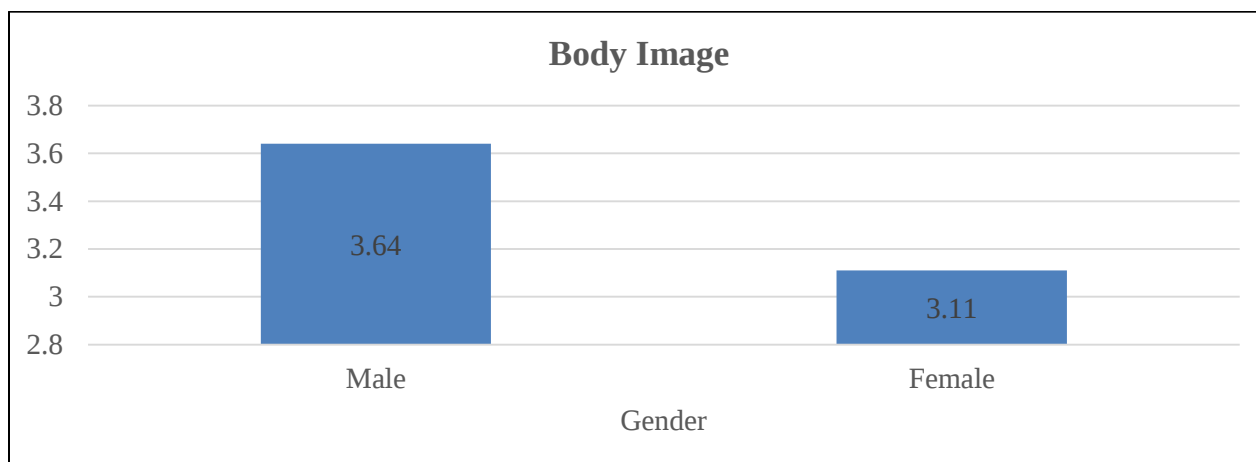
According to the independent sample t -test result, there is a significant gender difference in university

students' body image, as the calculated p value 0.00 is less than the alpha value. i.e. 0.05. Difference in

the mean value shows that males ($M = 3.64$) scored higher on body image as compared to females ($M =$

3.11). Thus, males have a better body image as compared to females.

Figure 1 shows the gender difference in body image among university students.



To sum it up, the results show that body image is positively correlated with both generalized contentment and psychological well-being in

university students. Also, male university students tend to have a better body image as compared to female university students.

Discussion

Present study aimed to investigate the relationship of body image with generalized contentment and psychological well-being in university students. It further explored gender difference in body image among university students.

Hypothesis I and II were supported by the results, which showed a significant positive correlation of body image with generalized contentment and psychological well-being, meaning that students who scored higher on body image also had higher generalized contentment and psychological well-being, and similarly, students who scored lower on body image had lower generalized contentment and psychological well-being. Hassan, Zubair, Riaz, and Tariq (2012) found a positive correlation between body image and generalized contentment in university students, and Mintem, Gigante, and Horta (2015) claimed that people showing augmented BMI z-scores between the ages of 4 and 23 years reported higher probability of discontentment at the age of 23 years. Frederick, Sandhu, Morse, and Swami (2016) carried out a research to examine the prevalence and correlation of body image with generalized contentment and concluded that individuals who held negative body images experienced greater neuroticism, spent more time watching television and had highly anxious and fearful attachment styles. On the other hand, individuals who held positive body images reported a higher level of conscientiousness, openness and extraversion, practiced safer and more reliable attachment styles, and experienced greater self-esteem and life contentment. Similar findings

have also been reported by Abbasi and Zubair (2015) and Dotse and Asumeng (2015), both studies that investigated more than just the general relationship between body image and psychological well-being. Abbasi and Zubair (2015) found that body image considerably predicted university students' psychological well-being, and that students whose parents had a higher level of education demonstrated better body image and a greater degree of psychological well-being as a result. Dotse and Asumeng (2015), expanded and redefined the aspect of body image to involve four different elements, which were complexion and body mass index, physical appearance, facial appearance and appendage appearance. Males were found to have greater satisfaction on all these aspects of body image as compared to females, which resulted in their higher psychological well-being. Most notably, as opposed to the sample of the current research, which was small in size and limited to just one city, this study consisted of people from nine different countries in Africa. In a somewhat similar research, Davison and McCabe (2005) found out that dissatisfaction with various elements of body image resulted in sexual and social problems among men, and lower self-esteem, anxiety and depression among both men and women. Cafri, Strauss and Thompson (2002) and Tager, Good, and Morrison (2006), both studies that used only male participants, are also in line with the result of the present research. The former found that dissatisfaction with fat and/or muscle was considerably linked to low self-esteem, poor self-concept, greater depression and less

contentment with life in male university students, and the latter found body image to be positively correlated with specifically two aspects of psychological well-being, including perceived mastery of environment and acceptance of self.

Smolak (2011) claimed that what one believes and how one feels about his or her body has an effect on various features of his or her physical and psychological well-being. People who believe that they are not attractive tend to buy more products like make-up and diet drinks. These products have quite substantial costs, too. It was estimated that Americans spend \$40 billion only on weight-control programs and products every year. A few of these programs and products are even dangerous for health. Lack of satisfaction with one's body might lead a person to get a cosmetic surgery done, whereas, others may fall victim to depression, body dysmorphic disorders and/or eating disorders, all of which are also dangerous for health. A poor body image can quite possibly get in the way of getting necessary medical tests done, going along with suitable illness treatment and/or even healthy exercise. All these destructive behaviors, especially disordered eating, have led to increasing interest in the body image development, specifically negative development of body image. That is why, now, more attention is also being paid to the likelihood of a positive body image development contributing to contentment and psychological well-being. Along with avoidance and treatment strategies, this also holds the potential of enhancing body image and lowering risks associated with it.

The result of the Independent Sample *t*-test supported hypothesis III of the study, showing that males have a better body image as compared to females. This finding is in accordance with the findings of Smith et al. (2000), Muth and Cash (2004) and Dotse and Asumeng (2015). The research of Smith et al. (2000) extensively examined body image among White and Black men and women. The results showed that the Blacks, as compared to Whites, and that females, as compared to males, were more invested in their appearance. Also, females, as compared to males, were more dissatisfied with their general appearance, and White males, as compared to Black males, were more dissatisfied with their appearance. Among females, both White and Black women were equally dissatisfied with their appearance and size. Yet, after controlling for body mass index (BMI), age and education, Black females were more satisfied with their body appearance and size than White females. The results of present study could also be made more generalizable if body image was examined across different ethnic groups in Pakistan. Moreover, Muth and Cash (2004) claimed that in addition to having

more negative assessments regarding their body image, women, compared to men, engaged in more appearance grooming and had a greater frequency of cross-situational dissatisfaction with their body image.

Body image is greatly affected by adherence to conventional gender roles and professions, cultural beauty expectations and gender socialization. To a great extent, body image is a result of internalization of others' (friends, family, media, etc.) opinions concerning the behaviors and attributes suitable for males and females. Conventional gender roles associate femininity with beauty and the appeal of an attractive look, whereas, traditional masculinity with control, power and force. Such conscious or unconscious expectations regarding males' and females' bodies and bodily functions have different effects on how their body images are formed. A greater emphasis on aesthetic attributes of the females' bodies, as opposed to the functional ones, leads them to have greater body dissatisfaction, body shame and anxiety and low body esteem. This also results in more checking, fixing and avoidance behaviors in women (Zomer, 2016).

The extensive sexual objectification of women in the media (through movies, dramas, advertisements, video games, etc.) promotes sexism and has widely reduced women bodies to objects or commodities that are used to please and attract viewers, mainly men. Such sexual objectification has basically equated the worth of a woman to the physical appearance of her body and sexual purposes. When women make attributions about themselves in light of these objectified messages, they learn to be more involved with those body features that can be observed rather than those that cannot be observed, such as intellectual growth. Self-objectification by women and young girls increases their apprehension about their physical appearance, which then leads to insecurities, depression, low self-esteem, eating disorders and sexual disturbances in them (Ullah & Khan, 2014).

Social comparison theory states that human beings have an innate drive to compare themselves to others when evaluating themselves. This theory offers more explanation as to why women have lower body images than men. The comparison tendencies of women are linked to their poor body image and low body esteem. This is because women tend to make more upward social comparisons, i.e. they compare themselves to others who are better than them in some physical attribute(s). On the other hand, rigid norms of physical appearance and attributes do not affect men so much, who, therefore, tend to make more downward social comparisons, i.e. they compare themselves to others who are inferior to

them in some physical attribute(s), a strategy which is more promising and increases self-esteem (Zomer, 2016).

The effects of societal norms and elements (such as family, friends, relatives, media, etc.) on an individual's body image should be explored in order to gain in-depth information regarding how these elements may be related to body image. In addition, a qualitative research can be conducted in order to gain a better and elaborate understanding of the nature of body image, and its relationship with psychological well-being in university students.

Conclusion

The findings of the present research indicate a significant, positive and weak relationship of body image with both generalized contentment and psychological well-being in university students. The results further conclude that there is a significant gender difference in body image among university students, with males generally having a better body image than females.

Implications

The present study contributes to the vast and increasingly multi-faceted literature on body image, especially in relation to Pakistani culture. The findings have significant implications for studies on self-esteem, self-objectification, disordered eating behaviors, etc.

On the basis of present research findings, university students (both males and females) should be made aware of the importance of maintaining a positive body image through various university health and wellness societies or groups by arranging various workshops, seminars, presentations, group meetings, health fairs, etc. Education psychologists and university counselors can use these research findings in interventions with university students to improve their body image in order to boost their generalized contentment and psychological well-being.

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Tables**Table 1** shows the demographic features of the sample.

Variables	<i>f</i> (%)	<i>M</i> (<i>SD</i>)
Age		21.55(2.02)
Gender		
Males	100 (50%)	
Females	100 (50%)	
Institution		
Kinnaird College (KC)	25 (12.5%)	
Punjab University (PU)	25 (12.5%)	
UET	25 (12.5%)	
Government College (GC)	25 (12.5%)	
LUMS	25 (12.5%)	
BNU	25 (12.5%)	
FCCU	25 (12.5%)	
LSE	25 (12.5%)	

Note. N = 200; UET = University of Engineering and Technology; LUMS = Lahore University of Management Sciences; BNU = Beaconhouse National University; FCCU = Forman Christian College University; LSE = Lahore School of Economics.

Table 2 shows the psychometric properties of major study variables.

Variables	Range				
	<i>K</i>	<i>M</i>	<i>SD</i>	α	<i>Skewness</i>
Body Image	19	64.14	9.69	.800	-.322
Generalized Contentment	25	64.74	17.61	.878	.168
Psychological Well-Being	54	214.57	28.53	.889	.446
Autonomy	9	35.27	5.90	.590	-.090
Environmental Mastery	9	34.08	5.55	.552	.336
Personal Growth	9	37.02	6.71	.683	.403
Positive Relations With Others	9	35.80	7.04	.684	-.002
Purpose In Life	9	36.60	6.50	.671	.119
Self-Acceptance	9	35.78	6.93	.702	-.075

Subscales of PWBS

Note. K = Total no of items, M = Mean, SD = Standard Deviation, α = Cronbach's alpha, PWBS = Psychological Well-Being Scale.

Table 3 shows the Pearson Product Moment Correlation Coefficient between body image and discontentment in university students ($N = 200$, $n = 100$ males and 100 females).

Variables	r	p
Body Image	-.48**	.00
Discontentment		

Note. ** $p < .01$

Table 4 shows the Pearson Product Moment Correlation Coefficient between body image and psychological well-being in university students ($N = 200$, $n = 100$ males and 100 females).

Variables	r	p
Body Image	.37**	.00
Psychological Well-Being		

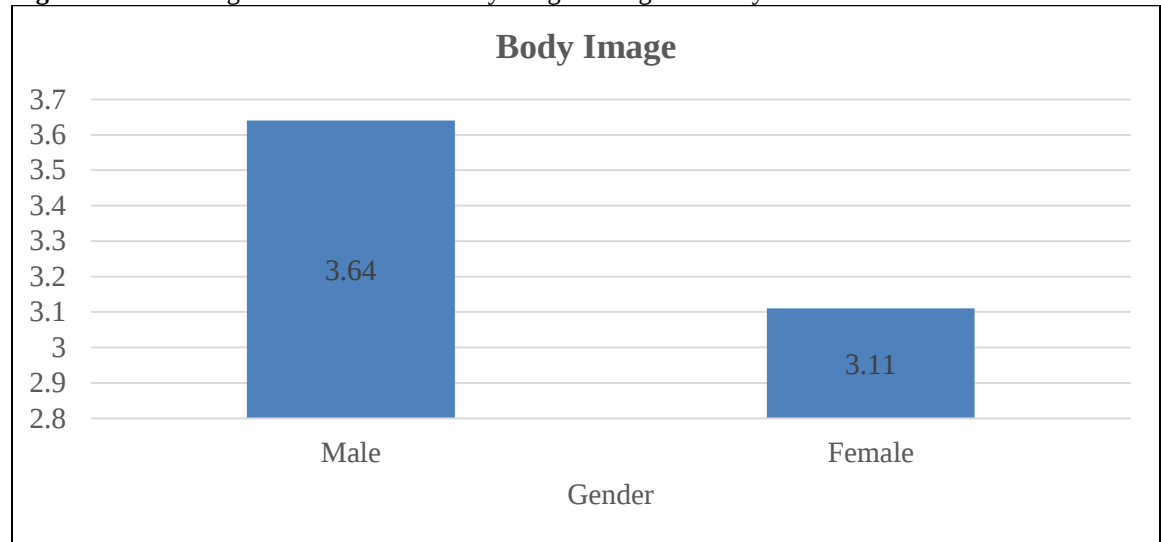
Note. ** $p < .01$

Table 5 shows the mean (M), standard deviation (SD), degree of freedom (df), independent sample t -test score (t) and significance value (p) of the gender difference in body image among university students ($N = 200$, $n = 100$ males and 100 females).

Variable	Gender	M	SD	df	t	p
Body Image						
	Males	3.64	.48	198	8.54	.00
	Females	3.11	.38			

Note. M = Mean, SD = Standard Deviation, df = Degree of Freedom, $p < 0.05$.

Figure 1 shows the gender difference in body image among university students.





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PICASSO'S ART DURING WORLD WAR, INFLUENCE OF WAR ON HIS ARTISTIC EXPRESSION

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Article Info	Abstract
*Corresponding Author Email: nomera.adil@gmail.com Contact: 03458445544 Keywords: Picasso , self expression, Arts and Design	With the advent of modern art in 19th century, artist began experimenting for his self expression. During both the World Wars, the idea of self expression for an artist also took a rebellious move towards free will to get out of the frustration formed because of wars. Aim to write this paper is to prove the fact that the creativity and versatility of Picasso is due to great wars. If the World Wars would not have happened, the world could not have had Picasso as the Picasso who emerged as the most ingenious artist. To prove the fact, we analyzed the works of Picasso done during, before and after both the World Wars. Moreover, the creative side of his work lead art world of today to reach the horizon where it is standing today.

1. Introduction

With the advent of industrial life and modern world, many grand changes were faced by the people of the world. One grand happening was both the World Wars. With the world coming forward to slaughter the mankind on such a massive scale, frustration, aggravation and nuisance became the permanent air for years. This was not like that during the war years only, but post war decades.

Picasso, born during the modern times of the world art, experimented fervently to produce something different to contribute to the world of art. *Demaiselles* was created and the world referred it to the birth of Cubism. Many more

incidents of life, many more sufferings and loss that Picasso faced, led him to create paintings divided into different eras.

Era of Picasso's war paintings started with the beginning of war. People would cluster in cafes in order to keep warm due to fuel deficiencies. The frustration, aggravation, nuisance and suffocation of the war led Picasso amalgamate the subject of his paintings with the feelings of the warfare. Still lifes, sculptures, portraits or even the musical notes in the paintings of Picasso are the natives of the effect of World War on Picasso's work.

Early Art of Picasso

Picasso, who was born in Spain in 1881, an artist whose importance to the world of arts is unconcealed, made new ways of representing the world he owned. He is considered to be the god gifted artist, as he already mastered the perfect drawing and realistic painting by age of 12. His father, who was also an artist and made a modest living through his art career, encouraged and taught Picasso the basics of art. But Picasso being a gifted artist, always remained one step ahead.

“He mastered all the realist techniques of painting by the time he entered the Barcelona Academy of Arts in late 1890s.”¹

From traditional to modern painting he experimented with all the artistic medium during his artistic career. Picasso characterised modern art in the quest for innovation, which made him shift from one style to another.

All through his life, we see a major influence on his work predisposed from his real-life events. However, Picasso's early work is in search of his unique capacity to represent art, yet we notice incidents from his personal life and events happening around him swaying his art pieces. The first and foremost phase of his painting career began with Blue Period in 1900, during his stay in Spain. This period was a result of melancholy and downhearted point of his life when he lost his close friend Casagemas, who shot himself one night in Paris. And Picasso instigated towards the miserable fragments of life. The subject matters of his paintings were beggars, prostitutes, vagabonds and the miserable people of society. The stories he depicted in these paintings were concerning allegories about poverty, blindness, love and death. The sad faces of the figures were

dramatically composed against simplified background, with immeasurable tones of blues, to add more coldness and misery in the pictures.

In 1904, Picasso finally moved to Paris. He got himself a studio space in building where other painters and poets were living. He made friends with Bohemian characters and circus artists, who are certainly more determined towards a positive life. This step drew him away from his obsession for Blue tones and paintings of Blue Period. The actors from circus and strolling players from boulevards not only became Picasso's friends but made their way to Picasso's paintings. These new subjects of Picasso's paintings became frequent and Picasso even started portraying his self-portrait as one of the characters. The prime blue tones transformed into gentle tones of Pink and Grey. And this phase of his paintings is recalled as the Rose Period, which remained from 1904 till 1906.

His restlessness to depict new ways to portray form led him to take his inspiration from the Primitive cultures. Inspired by these basics he began with a portrait of a friend *Gertrude Stein* (1906-1907), finished it in several sittings. When Picasso began work on the portrait he kept it in simplified plainer form, directly influenced from Iberian stone heads. This turned out to be his Transitional Phase, and Negro Phase according to some sources. These works by Picasso carried great emotive strength. Picasso began to emphasize on simplified forms.

“Although the disparity between the style of the face and the rest of the Stein's image is striking, together they provide an insightful portrait of a forceful, vivacious woman. More important, Picasso had

¹Kleiner, *Art Through the Ages*, 694.

discovered a new approach to the representation of the human form”²

African, Iberian sculptures and Cezanne’s paintings influenced Picasso in opening the new vaults to a fundamentally new method of representing forms as formless. Same influence led Picasso to paint *Demoiselles D’ Avignon* fig 1, in 1907. Symbolically painted young ladies of Avignon, represented a new method of form in space. He specifically took Cezanne’s treatment of form and space to a new level. He broken into an ambiguous plane in a combination of views, where the observer sees a figure from more than one place in a given space at a time. Picasso successfully broke the traditional concept of orderly constructed and integrated pictorial space with a dynamic interplay of time and space. *Demoiselles D’ Avignon* became an entrance door for Picasso’s cubist technique. This Cubism movement was worked together by Braque and Picasso. Braque was the first artist to look at the *Demoiselles D’ Avignon* and hence, he started planning his paintings based on the same technique of divided space. This movement received its name Cubism after Matisse described these works of Braque and Picasso to Louis Vauxcelles, who was a known art critic of that time.

During 1908, Picasso was experimenting with his new style and country side landscapes near North of Paris. He developed his new style on the principles followed by Cezanne, and Picasso decided to take his recommendation that nature is just a mere composition of spheres, cylinders and cones. And this principle of depicting nature was equally taken to his other paintings like portraits and still life.

²Kleiner, Art Through the Ages, 694.

“I paint objects as I think them, not as I see them”³

With the beginning of 1910, Picasso’s work shows a deep impression of his inner perception, forms and characters of models were depicted by Picasso solely. The visual reaction of Picasso played a vital role on discovering this new style of painting, which was later called as Analytical Cubism. This style was followed the next two years that succeeded the African tradition’s inspired painting *Demoiselles D’ Avignon*. In order to dig deep and clarify his concept about the object, Picasso felt it necessary to understand and break the object into pieces.

“In order to understand form and interpret its existence on a flat surface they felt it necessary to break into the form, separate its elements, penetrate beneath the surface and become conscious of that which cannot be seen because accidentally it is at the back of the object in question. The appearance of an object taken from one point of view was manifestly insufficient. It should be conceived from all the angles.”⁴

This way of object representation gave way to the appearance of a solid form in spite of broken linear crystalline facets. His work became more conceptual and detached from normal appearance.

“A symbolic moustache gives the clue to the face in which it may be the only recognisable feature. The curve of a guitar or the stem of a glass is a guide to the identity of objects that have been shattered and rebuilt as an integral part of the picture. The eye as it travels over the picture finds itself above, behind and in front of the object at the

³Roland Penrose, *Picasso*, 13.

⁴ Penrose, *Picasso*, 13.

same time, but the movement is in the consciousness of the spectator rather than in the object itself. All these varied aspects are woven together into a new realization of the totality of the object.”⁵

Gradually, Picasso’s work reached to the point where the object became difficult to be traced. And subjects in the paintings could be recognised by the title only. With this grasp, he started using material like oil cloth, newspaper, wall papers or any other ready available paper to paste on the canvas, in addition to his painted cubist composition. This addition served as accumulating the object’s own reality to painting in addition to becoming part of the composition. This was the time when Synthetic Cubism came into being.

War and the 20th Century

With the modern world coming into being, the nationalism, militarism, imperialism and alliances came together. But the positivity of this change did not last long and with the beginning of 20th century, wind around the world was already conversing about the great war. The great upset brought major changes, not just in the history of modern art but in other affairs of life also.

“The first half of the 20th century was a period of significant upheaval worldwide. Between 1900 and 1945, the major industrial powers expanded their colonial empires, fought two global wars, witnessed the rise of communism, Fascism, and Nazism, and suffered the Great Depression. These decades were also a time of radical changes in the arts when painters and sculptors challenged some of the most basic assumptions about

the purpose of art and what form an artwork should take”⁶

It takes a lot to induce the entire world into a war. And with a situation that affects so many individuals, it is pretty obvious that it has impact on humanity. World War I and World War II both dramatically obstructed society, and their impact extended to the arts too. Fear and claustrophobia enthralled the city of France. Life was categorised by rations, curfews and bitter cold winters, where fuel deficiencies led people to cluster together in cafes in order to keep warm.

Other Art Movements and Picasso’s Early Work

Looking at the early art practices being done in early 1900’s, while Picasso was trying to create something very different for the world. Henri Matisse and Andre Derain were also trying to make their place in modern art.

Matisse in 1905, along with a group of young painters exhibited paintings in Paris, in shockingly bright colours and simplified designs. A critic Louis Vauxcelles described the artists as Fauves meaning Wild Beasts. This group of young artists desired to take art towards the direction of Impressionism, while keeping a combination of their emotional proficiencies. They believed colour played a vital role in conveying emotional meanings.

“In contrast to the dark, vaguely disturbing nature of much fin-de-siècle, or turn-of-the-century, Symbolist art, the

⁵ Penrose, Picasso, 13.

⁶ Fred S. Kleiner, *Gardner's Art Through the Ages: The Western Perspective*, (Boston, USA: Wadsworth, 2010), 685.

Fauves produced bright cheery landscapes and figure paintings, characterized by pure vivid colour and bold distinctive brushwork.”⁷

The closeness and boldness of the Fauve images inspired many artists including German Expressionists. Although colour has always been a vital element in German paintings, but this influence from Fauve paintings made German expressionistic artists create wrenching and distorted forms, with ragged outlines and restless brush strokes. This playful work resulted in emotionally powerful painted canvases in the years leading to World War I.

“This
Expressionism
movement was led by
Ernst Ludwig
Kirchner.”⁸

Looking at the studies done by Picasso for ‘Les Femmes d’Alger’, we find Picasso’s palette inspired by Fauvs. Although Picasso’s early work was a combination of influences from Fauv artists and Paul Cezanne, yet Pablo Picasso was able to create his individuality further in his art pieces. Pablo Picasso didn’t adopt exact colour palette of Fauv’s group, but the wild forms created by Fauv artists couldn’t stay apart from Picasso’s canvases for long. A little bit of influence of Fauv style can be seen in Picasso’s ‘Harlequin’. Wild colour application on the paintings with stark tones is a pure Fauv influence Picasso’s ‘Harlequin’.

⁷Dr. Virginia B. Spivey, "A beginner's guide to Fauvism." *Khan Academy*. accessed June 18, 2017. <https://www.khanacademy.org/humanities/art-1010/early-abstract/fauvism-matisse/a/a-beginners-guide-to-fauvism#>.

⁸Kleiner, *Art Through the Ages*, 689.

These paintings done by Picasso are associated to his ‘Rose Period’.

Meanwhile Futurism also came to the surface and trailed ideas from Cubism. Although the Futurists celebrated World War I and the changes they hoped it would effect, the mass destruction and the chaos that conflict unleashed horrified other artists. The universe had never witnessed such massive destruction and murder of mankind on this big scale. Men and women died in millions of numbers and many artists came up with their own expression of war. The Dada movement was initiated on the idea that World War I was triggered by the emphasis of reason and logic over feelings and people, and so they retorted by refusing any sense of reason. Dada art is illogical and strange, integrally nervous of tradition, and devoted to artistic and political chaos. Dada was more a mindset or attitude than a single identifiable style. Dada helped art fully transition into the realm of the conceptual, which is art that is focused almost entirely on the meaning of the piece, not the physical appearance. The devastation of WWI prompted art to become more and more conceptual as people abandoned the traditions of the past. Mainly because World War I was fought majorly on European land, European artists experienced its devastating effects to a much greater degree than other artists of the world. The profound impact of World War I can be seen majorly on art produced between World War I and WWII. However, we don’t see Dadaism influencing or inspiring Picasso at all.

Picasso kept himself busy creating works for Blue Period, Rose Period, African and Classicism. By the beginning of World War I, Picasso had already been creating works on Cubism. We don’t see upsetting themes in his works before the terror of

the World War took over the world. Themes that were being painted by Picasso were bathers, musical instruments, musical notes, portraits of figures resonating music and pleasures of life. Colours were fresh and well contrasted. Compositions spoke of their rhythm and melody, until the horror of world being slaughtered came to artist.

Picasso in 1930s

Previously Picasso had focused on aesthetic involvements, although he was aware of the politics around his life. When one sees their homeland descending into war they automatically get involved in political issues. Picasso even commented once

“Painting is not made to decorate apartments. It is an instrument for offensive and defensive war against the enemy.”⁹

“In 1937, Spanish government requested Picasso to produce some major work for Spanish Pavilion at the Paris International Exposition. Meanwhile when Picasso was thinking about this work he got to hear about word *Guernica*, capital of the Basque region, which was totally destroyed by Nazi bombers. As many as 7000 citizens were wounded to death.”¹⁰

This situation jolted Picasso and put him into action. Hence, he ended up painting *Guernica* fig. 3. Despite the painting's title, Picasso made no specific reference to the bombardment in *Guernica*. There is no mention of bombs or

German planes painted on the mural, rather the composed images in *Guernica* are presentation of human grief and misery of the war. The outcry painted on the mural reflects some of the turmoil that would have been faced by citizens of *Guernica*. Picasso never visited the city but decided to create an intuitive upheaval of the bombardment. In the centre along the lower edge of the painting, lies a slain warrior clutching a broken and useless sword. A gored horse tramples him and rears back in fright as it dies. On the left, a shrieking, anguished woman cradles her dead child. On the far right, a woman on fire runs screaming from a burning building, while another woman flees mindlessly. In the upper right corner, a woman, represented by only a head, emerges from the burning building, thrusting forth a light to illuminate the horror. Overlooking the destruction is a bull, which according to the artist, represents brutality and darkness.

Picasso used his Cubist technique to express brutality and movement in *Guernica*. The division of objects and dislocation of anatomical features is perfected through cubist representation. The cubist division has given visual form to the horrors of the event. Picasso specifically limited his palette to Black n White and shades of grey to emphasize more on the starkness and severity of the incident. *Guernica* was Picasso's way of condemning the brutality of Nazis. And this mourning effected Picasso's other paintings too.

“Pablo Picasso painted *Weeping Woman* (fig 2) as he mourned, and sought to make others mourn, the bombing of the ancient Basque capital *Guernica* in 1937. The greatest war art of the 20th century was not created in response to either

⁹Kleiner, *Art Through the Ages*,716.

¹⁰Kleiner, *Art Through the Ages*,716.

world war, but the civil war that tore apart Spain when General Franco led a far-right revolt against the democratically elected Spanish republic. When German planes sent by Hitler bombed Guernica on Franco's behalf, Picasso unleashed an unparalleled torrent of images."¹¹

Guernica has been translated in numerous ways, none of the interpretations counterparts the other. The main characters in the mural are the Bull and the Horse, although they hold special importance in Spanish culture, yet Picasso must have tried to built different roles from these characters. This has made the symbolic meaning of interpreting the specific meaning of the bull and the horse very hard. Their rapport is conceived in a variety of ways throughout Picasso's career.

When Picasso was asked about the symbolic meaning of elements in *Guernica*

"...this bull is a bull and this horse is a horse... If you give a meaning to certain things in my paintings it may be very true, but it is not my idea to give this meaning. What ideas and conclusions you have got I obtained too, but instinctively, unconsciously. I make the painting for the painting. I paint the objects for what they are."¹²

¹¹ Jonathan Jones. "Picasso's Fight Against Fascism – and the British surrealists who followed him." *The Guardian*. (November 2014):accessed June 18, 2017, <https://www.theguardian.com/artanddesign/2014/nov/05/conscience-conflict-british-artists-spanish-civil-war-review>.

¹²"Guernica...Questions of Meanings," Treasures of The World.accessed June 22, 2017. http://www.pbs.org/treasuresoftheworld/a_nav/

However, he was denied publicity and prevented from exhibiting his work, resulting in his disappearance from the world stage. However, his disappearance from world stage didn't make him unrecognisable. When German soldiers were searching each and every corner of the world, they came across him. And of course recognised him with reference to the world famous Guernica.

"According to an anecdotal account, the Gestapo searched his apartment. During their visit, he showed them a black and white photograph of *Guernica*. When a German soldier asked him if he had done it, he replied, 'No, it was you!'"¹³

Work During the Spanish War and WWII

During the terrible situation Picasso decided to move away from his house, where he was living at that time.

"In June 1940, when the German occupied most of France, Picasso moved to a small rented apartment in a small fishing village on the Atlantic coast. When this area was also taken over by Hitler's troops, he found himself in a difficult position because only four years ago he created world famous Guernica, in memory of the people of village Guernica in Spain. But he along with his wife, risked his life to live in Paris for the duration of the war and preferred not to

[guernica_nav/gnav_level_1/5meaning_guerfrm.html](http://www.pbs.org/treasuresoftheworld/a_nav/guernica_nav/gnav_level_1/5meaning_guerfrm.html).

¹³Ivana Andonovska. "Picasso's Perfect Answer to the Gestapo." *The Vintage News*.(May 2017): accessed June 17, 2017, <https://www.thevintagenews.com/2017/05/26/picassos-perfect-answer-to-the-gestapo/>.

return to Spain or take refuge in USA or Mexico.”¹⁴

And so, Picasso continued producing his art pieces in the country side near Atlantic city.

His determination to work apprehensively even during the war years, led him to produce extraordinary works of portraits, poetry and writing. He wasn't even afraid of the atmosphere and an uncertain imprisonment.

“In January 1941, he surprised his friends by writing a play entitled *Desire Caught by the Tail*, a curious blend of Picasso's bitter wit, references to Dora; his wife, macabre imagery and the bleakness of wartime Paris that culminates in disappointment for the bizarre characters obsessed with hunger, cold and love.”¹⁵

Picasso began working with anything that was available at hand. Due to scarcity of almost everything during the war years, Picasso produced sculptures with scrap, useless items, fragment of anything that was available close to him. Today, we see his sculptures made out of pieces of wood, cigarette packs, scraps of paper, wine bottle caps, bones and even a bicycle saddle and handlebars with which he produced a life size head of a bull. The urge to produce something, even led him to paint on the wooden planks and hardboard, as the *Head of a woman fig. 9*, drawn with starkly black lines on the newspaper, created in 1941, reflecting

the harshness and ruthlessness of war torn Paris. Picasso didn't paint the war or anything political openly but he always claimed that the war was in his pictures.

Though Picasso's many paintings of that time do not talk about subject of war yet the confining spaces and darkened dull tones reflect the misery and irony of war years. According to many art critiques this is often unprovable through argument that works done in war era address war happening or no. we also see violent and disturbing work throughout Picassos life, not just during the war years. Certainly, the pictures of *Dora Maar fig 4*, his weeping mistress, reflects his personal circumstances during this period. Many art critiques are confusing Picasso's symbolic representation to his disordered personal life and they associate his disturbed personal life symbols to his paintings on social themes. Picasso himself said,

"I have not painted the war because I am not the kind of painter who goes out like a photographer for something to depict. But I have no doubt that the war is in these paintings I have done.”¹⁶

Dora Maar represents every woman on the canvas. She is beautifully flinging her arms upwards, with exposed breast, twisting her face in torment, yelling expressions telling world that she has lost everything in the war. Could we call it Picasso's self-love or his horrific narcissism that he couldn't keep a boundary between his public and private

¹⁴"Picasso: Love & War 1935 – 1945," National Gallery of Victoria. accessed June 17, 2017, http://www.ngv.vic.gov.au/picasso/education/ed_JTE_TWY.html.

¹⁵National Gallery of Victoria, "Picasso: Love & War 1935 – 1945."

¹⁶Mark Stevens. "War Stories." *New York Art*. accessed July 2, 2017, <http://nymag.com/nymetro/arts/art/review/s/137/>.

life. His war within is so complementing the war outside the world.

Picasso worked with almost all the conventional genres throughout war period, a notable still life that he did with the topic *Memento Mori* fig 12, which is a term traditionally associated to contemporary meditation upon death. A linear painting painted in whites and greys, a goat skull in the centre, giving meaning to the title *Memento Mori* 'remember you must die'. The *Death's Head* fig 10, a bronze sculpture of a skull that also represents a wrecked and cratered world; the skull unveils an unwelcoming, wrecked rhyme with the ghostly heads in Brancusi's art, which symbolically represent promises and inviolate purity. Presentation of animals is more clearly and powerfully giving meaning to war in Picasso's paintings. Picasso has preferred to portray severed heads during war years in most of his paintings. In his great *Still Life With Steer's Skull and Table* fig 7, has an oppressed representation of life, which is achieved through the clotting paint, which is perhaps dried blood of the animal.

When reports of the death camps started spreading across Europe, Picasso came up with another masterpiece *The Charnel House* fig 11, which was painted in 1945. Picasso once more openly spoke about the horrors of the war, by painting a composition depicting a slaughtered family. This composition is no different than *Guernica*, here also he used essentially cubist space and the curling black-and-white palette of the newsreels. This picture has an unfinished air unlike *Guernica* which was a complete rather extraordinary composition over scale of physical, spiritual and moral. The subject doesn't concentrate into a singular image. We see an abandoned barren still

life in the upper left part of the painting. Picasso has also tried to leave a ghostly and mysterious effect in the painting by rubbed out lines. However, *The Charnel House* is yet another example of Picasso's sublime perception about how an artist must approach the century's horrors.

Conventionally, Picasso's painting titled *Man With a Lamb* is viewed as a representation of hope; it makes obvious references to peace, renewal, and Christian redemption. The work that was done by Picasso during the War years hold world's interest precisely because his anxious receptivity does not form into solutions rather questions. The agitation in his paintings does not end or begin, it just keeps swinging between hope and despair. His strength through his ancient themes, or animals as a subject counterpoint to a century of death without answers.

Conclusion

Art has always helped to escape the antipathies of the present. All through Picasso's life, we notice him taking influence from real-life events and then painting them. Concluding the title, I would say that the terms of subject matters, the images created in concentration are characterised by their determination to enhance the individuality. This is probably most visible in the numerous portraits and still lifes done by Pablo Picasso, specifically during the war time. But Picasso's palette speaks of the misery and despair of the time. Subjects of the paintings and composition solely remained Picasso's own choice but as he mentioned in many interviews that his paintings are itself representing War. We also see influence of Dadaist movement in Picasso's work and Fauvism's palette. Although Picasso's art is considered to be solely his own signature style, but influence of other movements

emerging during World War period is also there. In my opinion, I would not call Picasso's art pieces solely cubist expression but the heir of previous movements too. As we see Fauvism's colour palette influencing his palette in Weeping Woman and Dora Maar.

Furthermore, the limited material available during war years, helped his creativity to reach new heights. His urge to create led him to mould the unwanted materials into masterpieces. Although Picasso does not claim to paint war or reflect war, yet we see his palette and subjects as a metaphor to the world war. Had there been no World War, we might have not seen such innovation and wild creations from his side. Assumption made, he would only be creating pieces like Demoiselles, as the nude figures were of more interest in French and Spanish art at that time. Or we would be seeing more compositions of musical notes and rhythms in his paintings.



Fig 1 Demoiselles D' Avignon 1907/ 495x508

<https://www.moma.org/explore/conservation/demoiselles/>



Fig 2 Weeping Woman 1937

200x243

<https://www.pablocicasso.org/the-weeping-woman.jsp>



Fig 3 Guernica 1937

550x241

<https://www.pablocicasso.org/guernica.jsp>

66x55

http://www.ngv.vic.gov.au/picasso/education/ed_JTE_TWY.html



Fig 4 Dora Maar 1937

755x1088

<https://www.wikiart.org/en/pablo-picasso/portrait-of-dora-maar-1937-1>



Fig 7 Still Life with Steer Head 1939

1088x703

<https://www.wikiart.org/en/pablo-picasso/still-life-with-bull-s-skull-1939>



Fig 5 Head of A Woman 1939



Fig 9 Head of A Woman 1941

60x43

http://www.ngv.vic.gov.au/picasso/education/ed_JTE_TWY.html



Fig 10 Death Head 1941

724x1024

<https://www.moma.org/audio/playlist/18/405>



Fig 12 Memento Mori 1952

730x560

<http://www.tate.org.uk/art/art-terms/m/memento-mori>



Fig 11 The Charnel House 1945

728x578

<https://www.moma.org/collection/works/78752>

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SINO-PAK CIVIC EDUCATION HISTORICAL DEVELOPMENTS AND COMMONALITIES IN CIVIC EDUCATION IN BOTH COUNTRIES THE PAKISTAN AND CHINA.

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Abstract

China understood the problem after Japanese invaded China; the most of Chinese scholars came up with the question that why Japanese are victorious and we are losers. They visited different countries and also went through different scholarly findings from the west. Chinese scholars found that the people of China been treated as subjects of the state rather than citizens of China during the past centuries so they are not united. Due to disunity we are losers and Japanese and other western powers are victorious. They suggested that we should change the mind of our people by changing the trend of civic education. On the other hand Pakistan came into being in August 14, 1947 when Britishers left subcontinent. Britishers used their own ways to teach Indian people and after they left Pakistan adopted that system of education with minor changes. These institutes are working under the commands of government. On the other hand Pakistan has another system of education "religious Madrassas" which do not work under the command of government. These two systems producing two types of citizens which is not good for the unity of citizens and it will lead to disunity and will damage economic growth of the country. For the continuation of economic growth it is necessary to have one system of education in Pakistan.

1. Introduction

1.1 Civic education developments in China:

Civic education means turning citizens to good citizens. This concept was emerged in the western nations. This concept helped western nations to improve their economy and capital. The word

citizen first introduced to china in late 19th century. By the efforts of Chinese scholars Yan Fu and Liang Qichao, this term was experienced in 1920s and 1930s at very extreme level. Intellectuals and religious scholars advocated this term at high level. Later on this term was declined as a result of ideological control by the Nanjing National Government. Before 1949 civic education passed through various processes. Enlightenment refers to national character building and rescue of nation.

Exploration focused on civic awareness and civic moral education. May fourth movement striving towards the liberation of individuals, democracy and human rights. Koumintang implemented by national government on the place of civic education to reform nation's character. China was ruled by feudal for a long time. During that era people were considered as subjects of the state rather than citizens. Opium war in 1840 changed the concept of subject of the state to citizens of the state. China was invaded by western countries and turned into colony and faced a big crises of disunity in the Chinese nation. Some Chinese scholars started to learn from west to overcome this situation. During the learning process they learned the concept of civic education. Yan Fu and Liang Qichao introduced civic education during the era of late Qing Dynasty. They learned from west and concluded that low quality of people and shortage of talent

are the reasons of disunity of our nation. Therefore, they propagated the concept of citizenship among the nation tried to demolish the old tradition of "subject". They highlighted the issues of rights and duties of the citizens. They founded new ways to make better their nation. Yan Fu used three approaches to reform the nation, physical education, intellectual education and moral education. He criticized the concepts of "selfishness", "hypocrisy", and "servility". According to him, development of a country is directly related to physical strength, intellectual strength and moral strength. Yan Fu played an important role to make better his nation by strengthening physical power, intelligence of people and developing new ethics. He replaced the old concepts of Chinese thought by western concept of equality and solidarity. The theory of saving nation played an important role in the development of civic education in China. Liang Qichao also contributed his good thoughts to save the nation. He introduced the concept "National" which is closer to "citizen". He argued that people of a country should govern their own country, they should live their life according to their own rules and they should work for the development of their country and it is the duty of people to protect their country. He also interpreted "rights and obligations" as "every human being is born to have obligations as well as rights. Rights and obligations are equal in amounts (Liang 1999, p. 674).

Due to the efforts of intelligentsia and revolutionary pioneers the concept of subject changed into civic society. The great event was abolishment of imperial examination system in 1905 and concepts of social ethics added to the textbooks during Qing dynasty.

At that time the concept of did not get popularity and at the same time civic education was at the process of theoretical research. Yan Fu and Liang Qichao propagated the concept of "freedom" and "equality" which helped the nation to come out from slavery. Revolution of 1911 ended the feudal-dictatorial monarchy and Republic of China established. Therefore, national ethics and national education became increasingly important and in education sector civic education became important. May fourth movement played an indispensable role in people's lifestyle and civic Awareness.

After all during that period of time Chen Duxiu, Lu Xun and other thinkers concluded that modernization of China depends on the reforms of nation building and should teach people about their existence as citizens of china rather than the

subjects of the states. Besides criticizing the policies of the government and government elites they also advocated the democratic and republican system and human rights. They talk about the transformation of people's practices, practices related to daily life acts, art and way of thinking, rights and obligations of the people, technology and the legal system. (Citizenship Education in China 2014, pp.33).

East Nanjing government established in 1927. During that period of time civic education was replaced by "Kuomintang". The purpose was to get some favor in the favor of dictatorship. But this system discouraged by education sector strongly and got to end after three years. After the outburst of social unrest and Japanese intervention in Mainland China stopped progress in "Civic education". After Mao's revolution the basic rights and obligations became the part of law and it opened a new way for modern and united nation. Civic education is the compulsory part of education in contemporary China. Civic Education is a good way to educate people about their obligations and rights.

It also discusses about the rights of minorities in China. There are 53 minorities in china and Chinese people are like a big family. Our teacher Dr Xu Ruifang arranged a visit for us to senior high school in China. On 26th of May we visited Caoyang No.02 high school. There we attended a class related to political issues in China. Classroom was convenient and facilitated with modern technology. At that day the topic was Minorities study of China. Students were active and ready to get knowledge. Class was on lecture base. Teacher also showed some slides to her students about Tibetan unrest. Students also asked some questions related to that topic. We also asked some questions about that unrest and other questions related to different political issues and there was a quick response from the students. Critical thinking and problem solving is also a part of civic education in contemporary China. Students were loyal to minority groups of China, they argue that we are a big family. I asked a question "If you have a classmate who is a Muslim then what will be your behavior to him or her?" A student replied me that they are good people and I have a Muslim friend who is our neighbor and he is a good person and we play together.

1.2 Course curriculum

1. Peoples power and peoples self-mastery

2. National institutions serving the people
3. Democracy , the rule of law
4. National unification, ethnic unity
5. Independence and peaceful development
6. Public governing and rejuvenating the country

According to the teachings of “Yan fu” and “Liang Qichao” the first chapter is totally related to self-government. It teaches about a nation should be united and they should govern their own territory. Second chapter is related to the rights of the people. At the end we can say that civic education rapidly growing in China. There are positive results of civic education in Contemporary China.

1.3 Civic Education developments in Pakistan

Since the creation of Pakistan in 1947, the issues facing the country are both interesting and complex. The country emerged after gaining independence from the British colonial rule. The need for two countries (India and Pakistan) arose, because Pakistani people felt that they possessed a distinct identity; one difference being based on religious and ideological conceptions of being Muslims. Following the inception of Pakistan, however, the country has been mired in problems such as “ethnic conflict, language riots”, political upheaval, corruption and poverty. This has further created a clash of identity in which governments from the founding father Muhammad Ali Jinnah to Asif Ali Zardari debate whether the country should be “Islamic theocratic” or whether a “secular, democratic” nation is the way forward. Thus, understanding Pakistan through the clashes between tradition and modernity, religion and secularism, and democracy vs. autocracy have been three pivotal areas that are important to understand in terms of citizenship education. Each of these areas seeks a different kind of citizenship education. The different “political transitions every ten years” have created a “new education policy” Even though each political system may have aimed to create “good citizens,” the realization of this goal has faltered. The ruling “government’s ideology and conception of citizenship education” has modeled citizens with in society. Subcontinent remained under the rule of United Kingdom

about hundred year. During that period of time the education was also in the hands of Britishers. Purpose of education was to create citizens who obey the rules and yes, they succeeded because there was no choice. Preaching of Christianity was also the part of education. At that time there were two school systems, one was based on west ideology and other system was Muslims old system of education “seminaries”. After the division of subcontinent, Pakistan came into being in 1947. There was need to continue education, so that’s why, Pakistan continued both systems of education. These two systems still have their roots in Pakistan. Seminaries are not under the law and the other schools are under the law and they obey the government policies. Government introduced different policies in different times to improve education. Pakistan came into being in the Ideology of Islam and Muslim community is in majority so they also support the old system of education (seminaries).

1.4 The New Education Policy 1972-1980

“The education system radically changed direction after the Bhutto government was overthrown in a military coup in 1977. The Martial Law Government of General Zia-ul-Haq announced a new National Education policy in 1979. The policy aims were the Islamisation of society, and citizenship education the development of citizens as true practicing Muslims. Fearing that the provinces of West Pakistan would follow East Pakistan, the aim of the education policy became to build “national cohesion by promoting social and cultural harmony”. To achieve this aim the government decided to reduce societal inequality and encourage people’s participation in the decision-making process. It took the radical step of nationalizing “all privately-managed schools and colleges” and encouraged “active participation” of citizens in the universalization of elementary education. In addition, it set up a National Curriculum Bureau to revise the curriculum. Introduced Pakistan studies in classes 9 and 10 to develop patriotism and build national unity. These steps were important for citizenship as it called for people’s participation in ensuring the rights of others and working together to build the nation”.

1.5 The National Education Policy 1998-2010

“The aims of the National Education Policy (NEP) 1998-2010 are similar to the 1979 policy, that is, to create “a sound Islamic society” through education that serves as “an

instrument for the spiritual development as well as the material fulfillment of human needs". To support this aim, it quoted the message of Pakistan's founder to the first Education Conference, where he defined the purpose of education as the development of the "future citizens of Pakistan". Citizens, he felt, should be provided education "to build up our future economic life" and "build up the character of our future generation" so that they would possess "the highest sense of honor, integrity, responsibility and selfless service to the nation." (National Education Policy, 1998-2010, p.5).

There are contradictions in the two positions. Jinnah envisaged Pakistan as a democracy in which all citizens are equal members of the state and the purpose of education, the development of all citizens of Pakistan. This policy views Pakistan as an Islamic state and defines citizenship in exclusionary terms. Moreover, while both view the purpose of education as the creation of productive and useful worker citizens, Jinnah also emphasizes character education to prepare responsible and service-oriented citizens". According to the 1973 constitution the name of the state is "Islamic Republic of Pakistan". Pakistan came into being in the name of Islam and for the Muslims. This is big challenge for the intellectuals to arrange the curriculum of the book. Democracy is a concept which was borrowed by west and it was opposed by different Muslim scholars. So now a day's Pakistan has democracy and also has Muslim society. As mentioned above the education also has a big part of Islam. There are two types of school systems in Pakistan, one system is run by the government and the other is seminaries and they are not under the law. Any type of education policy is not applicable in seminaries.

2.1 Contents of the book of Pakistan study for 9th class

1. Basic ideology of Pakistan
2. Pakistan came into being
3. Land of Pakistan
4. History of Pakistan

2.2 Contents of the book of Pakistan study for 10th class

1. History of Pakistan
2. Pakistan and the World
3. Social development

1.6 Population, society and culture of Pakistan

"Pakistan study" is a compulsory subject. Above mentioned curriculum belong to this subject and this subject is compulsory from school level to

bachelor level. This is optional at university level. This subject is the main source to create good citizens.

Through this subject students can easily understand their duties and their rights.

2. Materials and Methods

Most of the observation is been made through different scholarly articles available online related to the educational developments in both countries. The websites which contains the understanding of this study also been approached. With the help of our university (East China Normal University, Shanghai, China) we have been able to visit a high school near to our university. Due to this visit we were able to participate and observe this differences and commonalities in the education system of Pakistan and China and more specifically the civic education. This study been conducted by the help of scholarly findings and participant observation.

3. Results

Collecting and studying material from the history of both countries we can conclude that the people of Pakistan and China lived for long time under the flag of kingship. The influence of kingship is not been completely disappeared from both societies in the modern era. After the experience of kingship and a short period of democracy Mao's revolution changed the whole scenario. Pakistan is also a newly born country. Both of these countries have in common like kingship and newly arranged institutes and they also have borrowed concept of "civic education" but beside that they are on the way of achieving their goals. Here China has defined way and one education system while in Pakistan it is different from China. In Pakistan the historical findings and also the current situation help us to understand the whole picture very clearly. Two systems of education which are different from each other creating two different types of citizens. According to my understanding it is necessary for Pakistan to define its way. The defined way will be helpful to achieve its goals very easily while undefined way will not lead a nation to their destination.

4. Discussion

King as a ruler is an old system of ruling a nation or a state. In this system the people are under the rule of a king or they are bound to obey the orders given by a King. The system which work in that state which is ruled by a king, the people are bound to obey and accept that system. If a problem arose at city level or at village level then the decision will be by the King of that time. If a party

or an individual do not want to accept the decision made by King but still they have to accept because they do not have any other choice. If still a person do not accept that decision then he or she has to stand in the line of traitors. So in the kingship people are always dependent on the king. Kingship also kills the creativity of the minds. China has very long history of Kingship and that kingship has deep rooted effects on the minds of peoples. Whenever there is a situation the people always waited for the absolute power to solve that issue.

When Japan and other western powers invaded China and they faced very small resistance and got victory over China. That was the time when the scholars of China started to think about that why the invaders invaded us very easily? Japan is a country which is not bigger than China in both the population and land then why they got victory over China? They went to Japan and they observed Japan. They also observed the education system of Japan. At the end they concluded that this is Kingship which has deep-rooted effects on the people's minds. For a long period of time they have been treated as subjects of the state rather than the citizens. This is the kingship which killed the creativity of the people. For long time the people of China considered China as the property of King. No one told them these things belongs to you and you are the owner of these lands. Whenever someone tried to grab that property from Chinese they considered that property as the property of King.

Now the modern China treating people as citizens of China rather than subjects of the state. This is the result of scholarly findings who concluded that this is very important to teach people as citizens rather than the subjects of the state. Now this is the compulsory part of education to educate people about their rights and also about their obligations. This is why "civic education" introduced to China and this concept gradually growing. This is borrowed concept for China. This is a new method of teaching for China and still there is need to explore more in this field.

How to choose between right and wrong and the education about rights of a person and their obligations are the lessons old as old Islam. A Muslim gets the education about rights and obligations from his or her house. Quran (the holy book) is the fundamental source of this knowledge. To obey ones parents is also the part of this education. To protect your property and your life is the part of a person's obligations. These are the things with which every Muslim is aware of. In Pakistan Muslims are in majority and to study

about religion is not prohibited in this country. "Islamiat" is a subject which is the part of Pakistani school curriculum. This subject teaches about the basic concepts of Islam and helps the students to understand their religion. So according to this theory it is mandatory for all the Pakistani people to protect their homeland until their last breath.

Pakistan has two kinds of educational institutes the one is school and university system and the other is religious madrassas. These both system of education are different from each other. When Pakistan came into being in 1947 then the civic education was also the part of education which was borrowed by the Brittsheers. Now there are two systems working in Pakistan. One is similar to that one which was introduced by Brittish to the sub-continent. The other one is religious madrassas which are to educate people according to the teachings of Islam. In the current Islamic world there are different sects in Islam and these are also present in Pakistan. All the sects teach in religious madrassas according to their own teachings. So we can also say that these madrassas are also different from each other. Be the citizens of Pakistan; Do the madrassas are teaching their students to this way or another is a question and to know the answer of this question is not an easy task because madrassas are large in number and they are not registered to the government.

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FERTILITY DIFFERENTIALS AMONG EDUCATED AND UNEDUCATED FEMALES IN RURAL AREA OF GUJRAT, PAKISTAN

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Abstract

The study was conducted to know the fertility differentials among educated and uneducated females in rural area of Gujrat, Pakistan. The target population of the study was married females from rural areas of Gujrat who completed at least 6 years of married life and having at least 2 children. The study involved a screening interview in first phase to identify the educated and uneducated married females who completed their 6 years of married life at least have 2 children. Purposive sampling form the non-probability sampling was used to select the respondent with the sample size of 136. Then in the final phase researcher conducted face to face interviews for collecting information from respondents by using questionnaire as data collection tool. Data was analyzed through Statistical package for Social Sciences (SPSS). According to the nature of the data descriptive statistics and chi-square test was used to get more accurate and reliable results. The research recorded slight fertility differentials among less educated and uneducated females but there was remarkably birth interval and notably low birth rate among highly educated females.

1. Introduction

In recent era, the education of female is increasing in all over the world, with this higher level of education; there is also notable changes in fertility behavior. The higher educated female delayed their first pregnancy and also have gap between two births. The trend of appropriate gap between two pregnancies was increased by growing up the educational level of female. (Westoff et al, 1977) In many countries it is proven that women with low or no education have different pattern of fertility as compared to women who are highly educated. Education and age plays an important role at first birth. More educated women wish to reduce their fertility rates so that they can provide proper attention to their child and increase their occupational goals. As a result, they will have large birth space among their children. On the

other hand those who have planned to continue their education may decide to have more children or to pregnant again and again or more quickly to attain family size or for her satisfaction in mother role. This results in shorter birth intervals among their offspring's and this shorter birth interval effect to mother's health as well as to the children. However education is not the only factor affecting the length of birth intervals there are many other different factors affecting the length of birth intervals like race, age at first birth, religion, socio economic factors, region, contraceptive use and planning status. However it is well known that the mother's abilities and education are important for the child's health (Bumpass et al. 1978). Such as females with no or low education have their first child in very younger ages, also have high birth rate, short birth interval between two pregnancies but at the other hand females who have higher education level they delayed their first birth because they mostly delay their marriages due to studies. They also have proper interval between

two pregnancies and have low birth rate as compared to female with no or low education. The phenomenon is also same in Pakistan that mostly the females have opportunities to get enroll in schools these days and this also affects their attitude toward fertility pattern. The higher educated female have less number of child and having proper gap of 2 or more years between each birth. In Pakistan the phenomenon of short birth interval and high birth rate was highlighted issue in past decades. Government started different type of campaigns for providing awareness about long birth interval, appropriate interval between two pregnancies and declining the birth rate, breastfeeding by focusing the education of females in Pakistan. Now the literacy rate of women in Pakistan is relatively high so there was lot of studies who tried to investigate the fertility differentials among educated and uneducated females. Mostly these studies found negative association between education and fertility rate. But there are also some studies where no association was found in fertility pattern and education level of women (Cochrane, S). There were lot of cross studies who found the association between education and fertility pattern, but these studies were conducted within Urban societies or as rural urban comparisons where lot of determinants such as family norms, economical status, geographical differences, available facilities, family differences and vision about careers have their effects on number of child, interval between births/ pregnancies and first birth either than education of female. So its encourage the researcher to investigate the fertility differentials among educated and uneducated female where the population is relatively homogeneous with respect to available facilities, geographical background, economical status, and family or society norms etc. This study is an effort to explain the real phenomenon that whether female education has any impact towards fertility behavior in Rural Gujrat, where the population is relatively homogenous.

Objectives

- 1) To find the relationship between education and birth interval in rural Gujrat
- 2) To find out the relationship between education and wish of having male baby in rural Gujrat

Descriptive and inferential Statistics:

Descriptive Statistics

- 3) To find out the relationship between education and fertility rate of female of rural Gujrat.

Limitation of the study

The limitation of this study is that researcher didn't consider either the children alive or death. She didn't differentiate the neonatal, fetal or infant mortality. She only ask the respondents who much time they are pregnant and how much kids they have either dead or alive because researcher is interested among the birth interval between two pregnancies either they have short interval or long interval between pregnancies and births. The second limitation of the study is that the study sample is conducted based on non-probability sampling because sampling frame is not available at rural level and researcher also have lack of time and resources to build it herself.

2. Methods and Materials

The target population of the study was married females from rural areas of Gujrat (Dhudhra, Gondal Shareef, Darya, Chak Kamla, Murali, Talka, Kasab, Meru Kot, Pejoki, and Wazeed). Researcher was taken the both educated and uneducated females who completed at least 6 years of married life and having at least 2 children as sample unit for the study with the sample size of 136 sampling unit (respondents). The study involved a screening interview in first phase to identify the educated and uneducated married females who completed their 6 years of married life at least have 2 children. For conducting the survey from these respondents researcher used purposive sampling which is the type of non-probability sampling. This type was selected because there is no proper sampling frame available in rural areas for this study. Survey method was used as technique for data collection. Then in the final phase researcher conducted face to face interviews for collecting information from respondents by using questionnaire as data collection tool. Data was analyzed through Statistical package for Social Sciences (SPSS). According to the nature of the data descriptive statistics and inferential tests were used to get more accurate and reliable results. From inferential statistics researcher use chi-square for nominal data and for ordinal data researcher used Gamma-test to get more reliable results.

Table 1: Demographic Profile of respondents

	Category	Frequency	Percentage
Age	20-25	10	7.0
	26-30	36	26.0
	31-35	34	25.0
	36-40	44	33.0
	41-45	7	5.0
	46 & Above	5	4.0
	Total	136	100.0
Education of Female	Illiterate	22	16.0
	Primary	18	13.0
	Above Primary	31	23.0
	Metric	26	19.0
	Intermediate	21	16.0
	Graduate	13	10.0
	Post Graduate & Above	5	3.0
	Total	136	100.0
Age at First Birth	18-20	84	62.0
	21-23	29	21.0
	24-26	20	15.0
	27-32	30	3.0
	Total	136	100.0
Total no. Children	2-3	2	1.5
	4-6	71	52.2
	7-9	48	35.3
	10 & Above	15	11.0
	Total	136	100.0

Table 1 represents the demographic profile of the selected respondents i.e age, no.of children's women have and education of the female. The above table shows that there are majority of respondents are quit young lies between ages of 26 – 40. Very few number of respondents are there present in the study are old age. Table also shows that there are majority of females who have above primary education but there are few females who have graduate or post graduate degree. This data have a view toward rural female's education that mostly they got low or no education at all. This table also represents the age at marriage of the respondent. According to the results findings 84(61.76%) are the respondents who get married at the age group of the 18-20, 29(21.32%) are fall in the category of 21-23, 20(14.71%) are get married in the age group of 24-26, and 30(2.21%) are fall

on the category of 27-32. So it is concluded that the majority of the female of the area get married in early age. The table also shows that mostly females from rural areas having larger number of children irrespective to education. Data shows that mostly females from rural areas having 4 to 9 children.

Table 2: 2nd Pregnancy due to male child wish

Wish about Male Baby	Frequency	Percentage
Not At All	23	16.9

To Some Extent	48	35.3
To Great Extent	65	47.8
Total	136	100.0

This table is about the 2nd pregnancy due to male child wish, according to the findings 65(47.8%) are to great extent, 48(35.3%) are to some extent and only 23(16.9%) are those who did not have

their pregnancies due to the wish of male child. So it is concluded that the majority of females have lot of pregnancies because they having a wish for male child after their first birth.

Table 3: Decision about having child

Decision about having child	Frequency	Percentage
Not At All	71	52.0
To Some Extent	39	29.0
To Great Extent	26	19.0
Total	136	100.0

Table 3 explains the female decision about perception of child, according to the study findings 26 (19.1 %) belongs to great extent, 39(28.7%) are to some extent and majority of the respondents

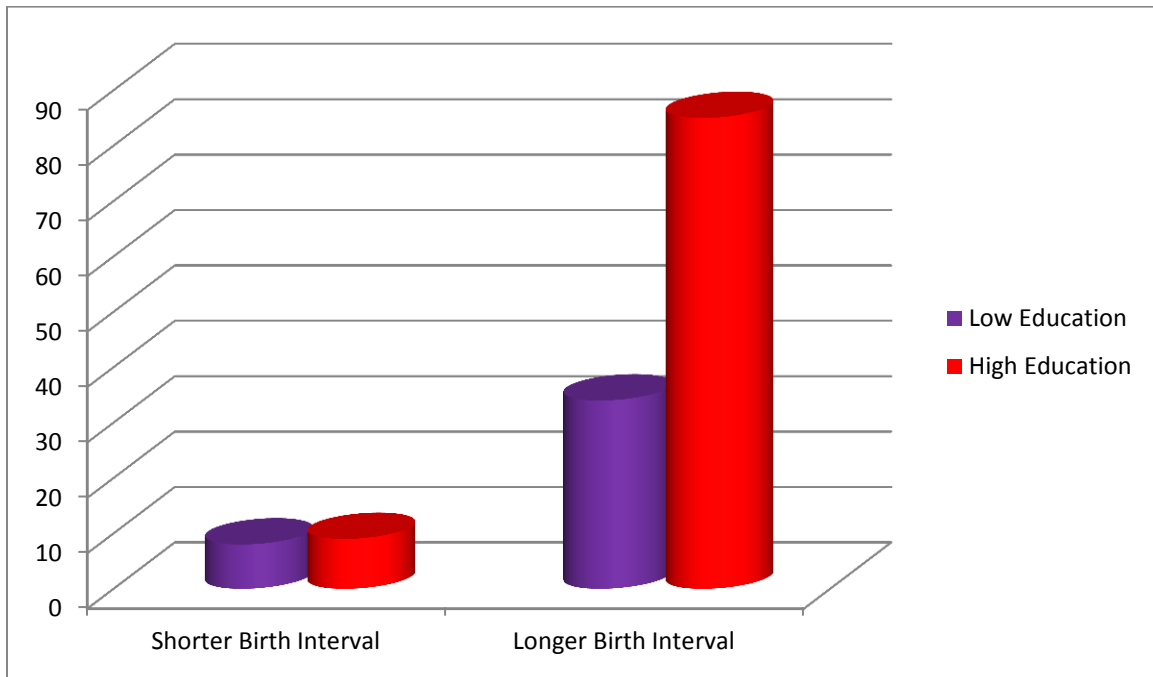
71(52.2%) that have decision making power about having a child or not. So it is concluded that a large amount of the respondents having no decision making power to perceive a child or not.

Table 4: Cross Table between Birth Interval and Educational Level of Respondent.

Birth interval	Educational Level of Respondent		Total
	Low	High	
Low	8(19%)	9(9.57%)	17(12.5%)
High	34(81%)	85(90.43)	119(87.5%)
Total	42(100%)	94(100%)	136(100%)

Table 4 shows that the females who have high education also have high birth interval between two pregnancies but the females with no or low education have shorter birth interval as compared

to female who got intermediate or higher level of education. This phenomenon is also presented by graph for comprehensible and effortless illustration.



Inferential Statistics:

Relationship of education and interval between pregnancies

H_0 = Higher the education shorter the birth interval between two pregnancies

Calculation:

H_1 = Higher the education longer the birth interval between two pregnancies.

Level of significance: $\alpha = 0.05$

Statistical test: Chi-square

	Value	Df	Asymp.Sig. (2-Sided)
Pearson Chi-Square	2.382 ^a	1	.128
No. of valid Cases ^b	136		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.25.

b. Computed only for a 2x2 table

Critical Region/conclusion:

The test value has .128 which is greater than α and not falls in the critical region. So, researcher accepts H_0 that higher educational level leads toward longer birth interval in other words education of female has positive impact on birth interval.

H_0 = Higher the education leads toward lower the pregnancies due to wish for male baby

H_1 = Higher the education leads toward higher the pregnancies due to wish for male baby

Significance Level $\alpha = 0.05$

Relationship of education and pregnancy due to wish for male baby

Statistical Test Gamma

Calculation:

	Value	Asymp. Std. Error	Approx. T	Approx Sig.
Ordinal by Ordinal (Gamma)	.135	.153	.128	.129
No. of valid Cases	136			

Critical Region:

$$P\text{-value} < 0.05$$

Conclusion:

The value is greater than 0.05 so researcher accept H_0 which indicates that higher education leads toward lower the pregnancies due to wish of male baby.

Relationship of education and fertility rate of female

H_0 = Higher the education of female leads toward lower the total number of births

H_1 = Higher the education of female leads toward higher the total number of births

Significance level

$$\alpha = 0.05$$

Statistical Test to be used

Gamma

Calculation:

	Value	Asymp. Std. Error	Approx. T	Approx Sig.
Ordinal by Ordinal (Gamma)	.355	.132	2.528	.11
No. of valid Cases ^b	136			

Critical Region

$$P\text{-value} < 0.05$$

Conclusion:

The researcher accepts H_0 because P-value is greater than 0.05 which shows that higher the education of female lower the total number of births.

By applying the descriptive and inferential statistics researcher concludes that majority of females with higher education have longer birth interval between two pregnancies because they engaged in their studies or jobs so mostly they delayed their 2nd pregnancy. The other reason is that the female with higher education delayed their marriage due to studies so they also overdue their first birth or pregnancy. Thirdly they have more awareness about mother and child health and suitable duration among two pregnancies. Fourthly as they got higher education so it effects their decision making power about perceiving a child or not so they take their decision about having a child or not. Education also changes the behavior of female toward sex of their children. Educated female didn't bother to perceiving a male child so they saved themselves from lot of pregnancies to have male child which is the most common phenomenon in rural Gujrat where mostly the female with low or no education. The education

also changes the trend of female fertility rate as it shows down shift among educated female whereas fertility rate is higher among uneducated or less educated females.

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THE ENGLISH LANGUAGE AND SOCIAL MEDIA AS TOOL FOR SUSTAINABLE DEVELOPMENT IN PAKISTAN

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Keywords

English, Social Media, Sustainable, development, masses

Abstract

Twitter, Facebook, and other social media has taken a front seat to other, more traditional ways of sharing information. This paper considers the social media as a major source and vehicle for development through choice and use of English as a medium. Pakistan, a former British colony has taken English, not as a foreign language but as a second language and so fits the bill as the language of wider communication (LWC). This paper shows how English can be used effectively in the social media for communication to encourage the populace into participate in national development by analyzing the posts through critical discourse analysis, through the adoption of the language intelligible to majority of the people, who use social media. The paper considers English as an ideal language for the masses to use in social media for sustainable development, as it is the international language. Through the use of English in social media not only make the masses familiar to the language but also introduce them to the trends and development of their nation.

Introduction:

We cannot separate language and society from each other because they are interconnected. We cannot underestimate the relationship between the two. Language works as an oil for the society because it lubricates activities within a society, Chomsky (1957). It is extremely important tool which helps man to do effective communication because language reflects the mind of a person, his hidden thoughts.

The English language has taken the position of an official language in Pakistan. After many years of independence Pakistan, a former British colony use English as a medium of instruction in higher education, in government offices, by armed forces. Moreover, the constitution of Pakistan is also in English. Thus, we cannot deny the importance of English in Pakistan which is also increasing day by day. In this research this English language used in Social media shall be analyzed by applying the technique of Discourse analysis. We can call the term

discourse simply as 'text & talk' (Van Dijk, 1997). The language of official speeches we hear, every day and the language we use in our day to day conversation is a form of discourse. It is due to this reason the term discourse is one of the terms in linguistics which is used in broader sense but not explained properly. (Schiffrin, 1994 & Mills, 2004). When we study discourse in any academic field we call it 'discourse analyses. It is a term first used by Zellig Harris, in 1952 (Paltridge, 2006). According to him it is a method by which we do analysis of speeches and writings.

Social Networking sites (SNS) are quite popular among the masses in the world and people of Pakistan being part of the world are also into SNS. According to the Global Statcounter's report (Feb 2018), 91.92% people of Pakistan are on Facebook, 4.32% using YouTube, 1.64% use Twitter and 0.37% use Instagram. According to Aurora report published in February 2018, 31 million people of Pakistan are active users of Social Media.

Let us now explore the term “Development” before going to the term Sustainable development. Firstly, Ajibade take “development” as a positive step towards the better as compare to the present social, economic and political condition of the area. According to the definition given by Wikipedia, Sustainable development is a systematic use of the resources in order to meet the needs of the present by not compromising the future. This term was first used by Brundtland commission. In 1987, the United Nation World Commission on Environment and Development (WECD) used this term in a report “Our common future” and defined it as “Development that meets the needs of the present without compromising the ability of future generations. Pakistan being a member of UN is interested in the Sustainable development which means making decisions to work on the economic growth, protecting environment without creating problems for the future generation. The English language plays a key role to sustainable development in Pakistan through social media. According to UN, there are 17 main goals of SD but in this paper only some of the goals shall be analyzed promoted in English language by social media. These goals include

1. Quality education
2. Gender equality
3. Peace, justice and strong institutions.

Delimitation

The delimitation of this research is only some of the randomly selected main goals of Sustainable development shall be searched by Pakistani social media users in English language.

Literature Review

CRITICAL DISCOURSE ANALYSIS

In order to study how language exercise its power in a society, we do critical discourse analysis which is a type of discourse analysis. However, there is no direct relation between power and critical discourse analysis but it is an academic field which deals with the ways discourse structures occur together and reproduce the relation between power and dominance in a society (Van Dijk, 2001). CDA mainly deals with discourse and the people of the society. We have to know about the identification of people and how they act, think and speak (Taiwo, 2007). However, the link between discourse and society is the not directly proportional rather it depends on the cognitive process. People use their cognitive abilities to analyse discourse and it is because of it the people can produce discourse (Savitri

Gadavani, 2002). Van Dijk (2009) proposed that Cognitive process acts like a translator to the society as well as help the society to produce discourse. Van Dijk (2001) summarized the aims of CDA as follows:

- a) CDA point out issues related to society and politics.
- b) It not only tell us the structure of discourse but analyze discourse in the form of a power.
- c) CDA and DA interpret discourse differently.
- d) CDA tells us that how discourse structure effect the society. That is why we used CDA's framework to analyze the speeches in this research.

However, CDA has no clear cut framework that is why the researcher has used the 3D framework of Fairclough and theory of ideology of Van Dijk. Fairclough theory is three dimensional i.e. text, sociocultural practices and discursive practice (Fairclough, 1995). The relationship between these three is shown in the figure below

All these three dimensions are linked with each other. Fairclough (1995) proposed brief definition of these three dimensions as follows:

- a) Text can be written or oral.
 - b) Discourse practices is the process of production and consumption of text.
 - c) Social practice is the involvement of social environment in the discourse.
- Ifeyinwa Obiegbu (2015) did research on the importance of English language and Sustainable development in Nigeria, in which he concluded that English Language plays an important role in the education and National unity of the people of Nigeria by applying critical discourse analysis of different national events.

Lie huang (2015) did research by applying discourse analysis on application of social media marketing for community sustainable Development in which he explored that social media disseminates the knowledge of a community in large and give a light to the people to freely express their views and spread their word by social media for the betterment of the country.

In a report by Terri Wiland (2009) published in International Institute for Sustainable development, it was explored that there are two types of sites, personal and professional sits and these professional sites enabled the government to spread their word by these sites and be in contact with the people at the grass root level and convey

their ideas directly. Thus makes a strong connection between the government and the people.

Methodology

In this paper, Both English language and social media as a tool for sustainable development shall be explored by Stratified random sampling, selecting the posts from different social networks from January 2018-March 2018, which suits the selected goals of Sustainable development. The language of the posts shall be analyzed by Critical Discourse analysis. Permission has been taken from the admins of the pages through which data has been taken.

Discussion

1.

"If you are looking for a Change then here you go!!!Sign the petition, coz our daughters are worth it! Your sign matters!

PS Social media is a big platform to start a revolution! Use it well!!!"

(Facebook) (8th January)

According to 3D method of Fairclough, text can be written and oral and in this case the text is written. This post was posted on FB and the hashtag #justiceforzainab went viral on all social media's like fb, twitter etc. Thus, according to one of the selected goal of Sustainable development equality, justice and strong institutions, English language is used social media's to demand for justice for Zainab and by going viral it compiled the government to take strong action against this. The phrase "sign the petition" in the post means that the case emerged due to the involvement of people which is according to 3D method of Fairclough the social interpretation. Next is the phrase 'YOUR SIGN MATTERS' push people to believe in their votes because there votes matters. This is also the discursive practice through which words or language is pushing people to stand for this.

Through these lines the goal of sustainable development "equality, justice and strong institution" is being achieved by realizing people their worth and their importance by using English language so that they stand for themselves.

#Justiceforzainab (Twitter) (10th January)

This was the hashtag which went viral on tweeter as well, which created awareness among people of Pakistan and pushed them to stand for it. Which according to 3D model of Fairclough answers the discursive practice of the text.

2.

"You cannot do things in an old manner. You have to give out-of-box solution"

Improve quality of Education not just number of institutions. (5th February) (Facebook)

According to 3D model of Fairclough, in these lines a quote written first to tell the audience that it is understood that this world is a new world so the need to learn things according to the requirements of the present world should be accordingly. So the phrase Improve the quality of education fulfills one of the goals of the sustainable development that is to give quality education. The phrase quality education also went viral on different social Medias and many of the government employees started talking about quality education on social media which created awareness among the masses about quality education.

#Qualityeducation (15th February) (Twitter)

This hashtag went viral on twitter in Pakistan which is written in English language and spread by social media to the people in Pakistan to fulfill one of the goal of sustainable development goals.

3.

#Womenequalityday

#Genderequality

#womenempowerment (8thMarch) (Twitter)

These are the few hashtags went viral on twitter in Pakistan by using English language to fulfil one of the goals of sustainable development.

A women is like a tea bag you can't judge how strong she is until put in a hot water. Happy women's day. (8th March) (Facebook)

In this post first the importance of a women is shown then at the end happy women's day is wished which shows that through social media people are spreading the concept of equality of genders which is also one of the goals of sustainable goals.

Conclusion

Hence,By all the examples and analysis above, it shall be concluded that English is a second language for people of Pakistan but due to the increase usage of social media in Pakistan people are using this language more and more and in a very constructive way like by spreading the awareness of rights, equality etc. and encouraged the masses to participate in the national development of the country, which are also the goal of sustainable development as well.

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MAKING DEMOCRACY WORK CIVIC TRADITIONS IN MODERN ITALY BY ROBERT D. PUTNAM- REVIEW OF BOOK

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Abstract

This article presents review on book “Making democracy work” by Robert D. Putnam which discusses the characteristics of regional governments of Italy. Author studied twenty regions of Italy.

Keywords:

Robert D. Putnam, Democracy,
Civic Traditions, Modern Italy

The book “Making democracy work” discusses the characteristics of regional governments of Italy. Author studied twenty regions of Italy. The main question which author tried to answer in this study is “what are the conditions for creating strong, responsive, effective representative institutions? The regions are been studied in this book, five of them were introduced before 1970 and remaining fifteen were created in 1970. The institutional design was same so the author controlled the institutions design and explained the other variables for the institutional performance. The institutions having same design were created in the regions which were different from each other under the cultural, economic, social and political circumstances. Chapter two starts from the historical analysis which starts from the medieval period and supports the theoretical idea of the author and by that theoretical analysis author tried

to answer the question “ how the process of introducing regional governments arose, how these institutions developed over twenty years and what were the implications on Italian politics and government?

In 1860 the Italian state was announced and during that time the central government was strong but they allowed the local authorities to maintain their power. These practices continued for a long period of time and after the World War 2 there was an attempt to formally protect regional power. The constitution of 1948 gave the legal cover to newly formed local governments. That was implemented in five regions but delayed in others.

After 1970 the reforms were undertaken and to study their effect author considered the analysis of political elites as an important figure of the research. The governing body was educated and well experienced and they saw their occupied

space in the government as full time job and their approach to politics was more practical than ideological. Political parties were not acting like strictly patched with their ideology but they were tolerant to their opponents. During those days the relationship between local and central government improved.

The councilors were energetic and they were taking the responsibility of regional issues but very soon they showed their dissatisfaction with the institutes because the bureaucracy was slow. The regional employees were the main problem because they were selected on the strong relationships rather than experience. The voters were less satisfied with the central and regional governments and this difference was in two different regions the south and the north, the people of north were satisfied with the regional government while on the other hand the people of south were more satisfied with the national government.

Author tried to find the answer of the question “Do some regional governments show systematically a better performance than others, so that we can speak about institutional success and failure? To find out the answer of this question the author took the empirical tests of the efficiency of the institutions. For this author used twelve indicators; cabinet stability, budget promptness, statistical and information services, reform legislation, legislative innovation, day care centers, family clinics, industrial policy instruments, agricultural spending capacity, local health unit expenditures, housing and urban development and bureaucratic responsiveness. By using these indicators author concluded that some regions performed better than others and he also found the consistency in that

performance over decades. Results show that the group of regions of north performed well while the performance of south was not consistent.

What explains these differences in institutional performance? What is it that differentiates the successful regions in the North from the unsuccessful ones in the South, and the more from the less successful within each section? Chapter four starts with this question. Here the author tries to understand this difference by understanding the socioeconomic conditions of the regions and the ties of civic community. North is economically strong than South and author took the proper indicators to understand this phenomenon by studying the number of associations in that region, associations like armature soccer clubs, literary circles and news readers and he also studied the participation of people in political affairs by the results of referendum. In the conclusion author concludes that the people of North are more active than the People of South.

Chapter five starts with the question “why some regions are more civic than others?” to find out the answer of this question author goes to the historical origins of these contrasting regions. The regimes in the North and in the South during the past decades had contrasting features. North was economically strong and putting the stress on importance of public order, justice and freedom of religion while South was characterized by a strict autocracy.

Author uses the indicators, membership in mutual aid societies, membership in cooperatives, strength of mass parties and turnout in the open election before the Fascist era, the longevity of local associations to check the durability of civic

traditions. Author found the result and concluded that where the civic engagement was high a century ago the high political and social civic-ness is found today.

Why the past is so powerful? This question opens the discussion in chapter six. Author develops the answer using the means of game theory and the idea of social capital. Common rule of game is one will win the other will lose and if one will cooperate other will get the benefit easily, third party can solve this problem but the enforcement of third party is not an easy task. In fact, the heavy use of third party enforcement is costly, unpleasant and less efficient than voluntary cooperation. Another problem related to third party enforcement is that it is itself a public good to which the same dilemma applies. However, game theory does not predict voluntary cooperation, which could explain "why uncooperative behavior does not emerge as often as game theory predicts.

Author discusses the social context in which game is played. Further he explains that social capital, level of trust norms and networks in a society are the solution to overcome the collective action problem. To support his idea, he uses the example of rotating credit associations, which are groups where people agree to make regular contributions to a fund which is given, in whole or in part, to each contributor in rotation. After a participant is assigned the sum, he is no more eligible to receive it again and no third party enforcement is involved. These associations are found in various parts of the world and their existence is a counterexample to the validity of theories that support collective action problem. If players were rational, they would leave the group after they received the fund. Nevertheless in societies where

is need to cooperate with each other people do not defect they usually cooperate with each other.

Networks of civic engagement and norms of reciprocity are the sources from where social trust arises. Civic engagement helps to improve the individual trust and with the help of this improvement social network get more and more dense. Horizontal relations can create trust, cooperation and social capital. Networks of vertical relations do not foster the creation of social capital because information is more inaccurate, relations unbalanced and obligations asymmetric. The horizontal relations can help for the goodness of government while vertical relations cannot help for the goodness of government.

In the end the author concludes that horizontal bonds make economic development and vertical one contrast it. This is not just the economic development that explains the institutional but it is the result of dense networks of horizontal relations. The last conclusion Putnam can draw from the regional experiment is that "social context and history profoundly condition the effectiveness of institutions" and that "effective and responsive institutions depend on republican virtues and practices".

This study "making democracy work" discusses the question "what are the conditions for creating strong, responsive, effective representative institutions? The area of research been selected is the Italian local government. Using the techniques of qualitative and quantitative methods and selecting democratic Italy author tried to find out the answer of this question. Political institutes as dependant variable and controlling the institute

design author tried to figure out the circumstances which are helpful to create the active, responsive and strong institutes.

Generally speaking institutes are the key figure of any government. Policies are made by the incumbents who are the representatives of the people. Next will be institute which will implement those policies to the public. If the institutes are working properly and they are doing their job actively then we can say that these institutes are working well.

On the other hand if the scenario is totally different and institutes are not working properly then the implementation of policy will become a gap and the other things which are against that policy they will fill the gap. That policy will get the status of nothing and that institute will lose the trust of people and that will directly hit the trust of government among the people. Low level of trust can cause unrest and in some extant civil war.

North of Italy is developed than South and Political institutes of North are more responding than South. Author tried to understand this difference by using the scientific techniques and concluded that if the society is more civic then they will participate actively in different political issues and there will also be check and balance on political institutes so the political institutes will work and respond actively.

According to my understanding the two things are missing which are very important. The one is institute design and the other is the selection of employees. Author controlled the institute design because the structure was same in both regions but I suggest that he should make comparison of institute design and selection methods in both

regions and if he found empirically no difference then author can control these variables. I agree with the theory of Putnam that civic engagement is the key factor for the responsiveness of any democratic institute but this is not the only thing because that social capital can lead an institute to the injustice and corruption which is not good for the flow of democracy. Institute design is also important. The design should match the demands of the public. Employee's behavior should also be equal to every citizen. The institutes are for the public not for the specific party or a specific group of people who are in majority.

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