Contents lists available http://www.kinnaird.edu.pk/

Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

APPEARANCE SCHEMAS, SELF-ESTEEM AND ACADEMIC ACHIEVEMENT AMONG UNIVERSITY STUDENTS

Julia Javed [1*], Dr.Masha Asad Khan [2]
[1] Psychology Department, Forman Christian College (A Chartered University), Lahore, Pakistan.
[2] Applied Psychology Department, Kinnaird College for Women, Lahore, Pakistan.

Article Info

*Corresponding Author
Tel: +92 317 7114536
Email Id: juliajaved1212@gmail.com

Keywords
Appearance Schemas, Self-esteem and Academic Achievement

Abstract

This study examines the relationship between appearance schemas, self-esteem and academic achievement among university students. The participants were 150 university students, Baccalaureate Program (Male= 43, Females= 56). Participants ages were ranged from 18 to 26 years (Freshmen=25%, Sophomores=25%, Juniors=21% and Seniors=29%). They were administered Appearance Schemas Inventory-Revised (ASI-R), Rosenberg Self-esteem Scale (RSES) and Demographic Questionnaire. Cumulative grade point average (CGPA) was obtained for measuring the academic achievement of the participants. The data were collected through random sampling, Correlational research design was used, and data were analyzed using Pearson Product Moment Correlation Coefficient and Independent sample t-test. The descriptive statistics included Means, Standard Deviations, Ranges and percentages. Statistical Package for Social Science (SPSS) Version 22 was used for data analysis. The results showed negative relationship between appearance schemas and self-esteem, whereas non-significant relationship was found between appearance schemas and academic achievement (CGPA). Appearance schemas of males were significantly different from females. The results have clear implications as the present study highlights the aspect of appearance schema related to students' self-esteem and academic achievement in modern era. This study paved the path for other researcher to work on appearance schemas and its relation to other factors. Also, Educational institutions can introduce courses on self-grooming and helping skills. Special counseling sessions can be offered for the students facing difficulties in life in terms of highly developed appearance schemas. Counselors can work on problems like time management, feelings of unworthiness when they do not like their appearance, and dissatisfaction with life because of appearance.

1. Introduction

The present study aimed to investigate the relationship between appearance schemas, self-esteem and academic achievement among university students. Although every human being has the schemas to maintain their physical appearance but with time these schemas are overly developed in many people (Fox, 1997). That could be the result of unattainable standards of beauty set by our society and media. These individual with the greater value of appearance called appearance schematic. These schemas deals with the individuals' belief about appearance which includes their body shape, body size, weight, clothing, concern about hairs, looks, and overall perception about self-presentation and body image (Cash & Labarge, 1996).

The research done by Dove Global Beauty and Confidence (2016) has shown that at present women are highly concern about their physical appearance than in past. At present low body confidence and dissatisfaction with the physical appearance has become a global issue. A small percentage of women is satisfied with their body, in Japan 8% of women reported high confidence in their appearance, 40% in Indian, 37% of women in China, 20% of Australian women and 24% of women in U.S. reported confidence in their physical appearance (Paxton & Etcoff, 2016). The reason for such a large percentage of women being dissatisfied with their body is because society put greater emphasis on physical appearance and physical attractiveness. Media has given an ideal definition of physical attractiveness and unattained standards of beauty (Paxton & Etcoff, 2016).

The change in appearance schemas compels people for greater investment in appearance and appearance related behavior leading towards dysfunctional level. According to Dove research commission 2016, 89 percent of Australian women reported that they canceled their meetings with the friends, special event and job interviews on day they feel they are not looking good. (Cash, Melnyk &Hrabosky, 2004) Therefore, these results are evidence of alarming importance and investment of physical appearance in people's life that is restraining proper functioning of the individuals and leading towards maladaptive behaviors like low self-esteem and low task performance ability (Argyrides, Marios, Keli & Natalie, 2013).

Cash and Labarge (1996) define appearance schemas as psychological and cognitive concept of individual about their appearance, generated from social experiences. These experiences guide and organize the information processing about self and individual's concept about the appearance. Individuals with developed sense of appearance schemas are more likely to evaluate themselves in the light of their perception about their bodies (Tiggemann, 2005). Their physical self becomes an integral part of their concept about self and self-worth (Tiggemann, Hargreaves, Polivy& McFarlane, 2004). In a study conducted by Harter (1999) it was found that students who were not appearance conscious reported higher self-esteem with respect to students who were dissatisfaction with appearance (Eklund & Bianco, 2000).

Self-esteem affects our ability to adapt in our society. It provides us flexibility to change and to progress in life regardless of the fear of being rejected. Individuals with high self-esteem have greater ability to trust others and to build strong interpersonal relationships, required for life satisfaction, however they are independent and cooperative as well (Rosenberger, Schooler, Schoenback & Rosenberge , 1995). These individuals show greater ability to solve problems, attention and reasoning lead to satisfaction in life and happiness whereas low self-esteem cultivate negative self-perception, perfectionist attitude triggering dissatisfaction with life. Feeling of inferiority and rejection, Reluctant to try new things , depending on others means no self-growth effecting task performance (Lennon, Lillethum, & Buckland, 1999).

Self-esteem is defined as concept about self either positive or negative. It is evaluation of self which can be good or bad. It is the ability to understand the value of self, an emotion required to live in the society and to have worthwhile life (Rosenberg, 1965). Self-esteem also linked with individual's view about life, task performance and dependence on others (Higbee &Dwinell, 1996).

According to Pascarella and Terenzini (as cited in Higbee &Dwinell, 1996) college attendance is affected by student's self-esteem. In their research they found positive relationship between self-esteem of students and number of classes Students attended. Further, researchers reported low academic achievement to be related with low self-esteem among students. Moreover, another study found that self-esteem to be significantly related with good interpersonal relationship, academic achievement, and strong parental attachment for adjusting in college (Freshman, Mooney, Sherman & Loprest, 1991 as cited in Higbee & Dwinell, 1996).

In 2003, Siegel reported learning disabilities to be related with lower level of self-esteem. However, low self-esteem and test anxiety were found to be related with low academic performance (Peleg, 2009). Research done on undergraduate students, showed that students who had positive view about life and life satisfaction had high self-esteem. By decreasing "have and want", accepting what one has can enhance life satisfaction and positive perception about self (We, Tsoi, & Chen, 2009).

Self-esteem and life satisfaction may predict high resilience in adults. Individuals having high self-esteem feel easier to cope with stress and have greater tendency to recover from emotional distress. It made them more satisfied with life and positive view about them self (Martinez-marti& Ruch, 2016).

1.1 Rationale

This research examined the relationship between appearance schemas, self-esteem and academic achievement among university students. At present people are becoming more self-conscious because of the ideal appearance image portrays by our society, culture and media (Klein, 2013). People are becoming overly concerned about their appearance and appearance managing behaviors are increasing e.g. demand for branded clothes, Different haircuts and strange fashion. In other countries like America, England and Japan etc. The overwhelming appearance consciousness is affecting people's life satisfaction, relationship and social life (Fredrick, 2016). These overly developed appearance schemes are contributing in increasing the rate of cosmetic surgeries. It is causing severe psychological and physical disorders life body dysmorphic disorder and life-threatening eating disorders. In underdeveloped country like Pakistan these disorders are not much considered but this does not eliminate the effect of appearance from life (Gitimu *et al*., 2016)

This study will investigate the occurrence of overly developed appearance schemas in adolescents and young adults of Pakistan. The study will explore are these overly developed appearance schemas are related to student's life, self-evaluation and their academic performance. As less work is done on appearance schemas in Pakistan this research will be helpful for other Pakistani researcher to work on appearance schemas and its relationship with on other factors.

The present study will be helpful in highlighting new factor that are associated with students' self-concept and academic successes in modern era. It will give the estimation either there is any relationship between appearance schemas and academic achievement of students and either self-esteem is related to both the variables. Keeping results in view researcher can do large scale research on appearance schemas in Pakistan. Universities can also work on self-grooming of their students by introduce courses on self-grooming and helping skills. Universities can also offer special counseling sessions for the students facing difficulties in life because of their highly developed appearance schemas. Counselors can work on problems like tie management, handling feelings of unworthiness when they do not like their appearance, and dissatisfaction with life because of appearance.

1.2 Objectives:

- To check relationship of appearance schemas with self-esteem and academic achievement among university students.
- To examine appearance schemas of male and female students.
- To check self-esteem of male and female university students with the developed appearance schemas.
- To examine gender difference in self-esteem and academic achievement among university students.

1.3 Hypotheses

- There is a significant relationship between appearance schemas and self-esteem among university students.

- There is a significant relationship between appearances schemas and academic achievement among university students.
- There is a significant difference in appearance schemas of males and female university students.

2. Methodology

2.1 Research design

Correlation research design was used to find the relationship between self-esteem, appearance schemas and academic achievement. The correlation is used to find the degree of relationship between of the variables (Christensen, Johnson & Turner 2011).

2.2 Sample

The study targeted a total of 150 subjects consisting of males(n=65) and females (n=85), Baccalaureate program from university located in Lahore. The age range of participants was 19-26 years old (M= 21, SD= 1.8). Freshmen=25%; Sophomores= 25%; Junior=21%; seniors=28%. Birth order, 37% first born, 27% middle born; 30% last born; 5% only child. 68% from the sample were from nuclear family and 32% were from joint family.

2.3SampleStrategy

Random sampling was used for the collection of data. Students from baccalaureate program were taken as sample other than that no other trait and condition was applied for the selection of sample. Data were generated by adding student's university roll number on excel sheet series vice e.g. 17 series, 18 series and 19 series (That can be called batch of 2017, batch of 2018 etc.).A list of 2000 roll numbers was formed, and every fourth roll number was selected. All the three questionnaires and informed consent was sent to these Roll numbered email id's (Gmail account was already made by the university using students roll number as their username).

2.4 Measuring tools

2.4.1 Demographic Questionnaire:

Demographic Questionnaire was used to gather personal information regarding participants i.e. Age, gender, education, CGPA, birth order, family system.

2.4.2 Rosenberg Self-Esteem Scale (RSES):

Rosenberg Self-esteem Scale (1965) is self-reporting instrument commonly used for evaluating self-esteem of individual (Rosenberg, 1965). The scale consists of 10 items that measures evaluation of self or Global self-worth, the feelings about self either positive or negative. The 4-point Likert scale was used to answer the questions ranging from 1-4(1= Strongly Agree, 2= Agree, 3= Disagree, 4= strongly disagree), items like 2, 5,6,8,9 are the reverse score items, by adding the score of ten items we will get the results. The normal range for the scores is from 15 to 25, high scores indicate high self-esteem and the lower score will show low self-esteem. The scale has reliability of 0.82 to 0.85 and internal consistency of 0.77 to 0.88(Sandoval 2015).

2.4.3 Appearance Schemas Inventory-Revised:

Appearance Schemas Inventory- Revised is a self-reporting scale used to assess Appearance speculation from cognitive and psychological perspective**.** It measures the impairment of investment in appearance **(**Cash, Melnyk, & Hrabosky, 2004). The scale consists of twenty items which are scored by 5 points Likert scales. The scale has two parts motivational salience and self-evaluation salience. Motivational salience has 8 items assessing the individual's appearance engaging behaviors. It accesses how to an extent an individual is investing in their appearance and engaging in behaviors which are related to managing their appearance. The other part is called self-evaluation salience. It consists of 12 items which are about the beliefs individual has about one's appearance like their looks, attractiveness and self-worth. These beliefs about their looks also have impact on their personality, socialization and emotions. The high score in Appearance schema inventory indicates the individual has highly developed appearance schemas because individual is more into appearance managing behaviors and to make themselves look physically attractive. Each item will be rated by the participants on Likert scale, (1 strongly disagree, 5 strongly agree) the scores will be computed by adding these points of Likert scale for each item. The reliability of the test was calculated by using Cronbach's alpha .90 for composite score of 20 items. The 8 items of motivational salience have reliability of .91for males and .90 for females. Reliability for 12 itemed self-evaluation was .84 for males and .82 for females. The subscales showed high internal consistency and satisfactory reliability for both the genders (Cash, Melnyk, & Hrabosky, 2004).

2.5 Procedure

2.5.1 Pilot Study:

Prior permission was taken from university's administration for conducting research in the university. The administration was informed about the aim and procedure of the study. The written consent was obtained from all the participants and were briefed about the purpose and procedure of the study. Participants were informed about the confidentiality of their information and were assured that information will only be used for research purpose. Participants were also being told about their right to leave research at any outline time. Pilot study was conducted on 15 participants to check understandability, comprehension of language, concept and time taken for this test. Participants signed the informed consent to show their willingness to participate in this study. They were assured about the confidentiality of their information along with the right of leaving the research any time. Five to eight minutes approximately was required to fill the questionnaires. Data were formed by entering the University roll numbers of the student's series vice. For random sampling, every fourth roll number from the series was selected and sent questionnaires in the form of Google form via email. The email was sent to 2000 students out of whom first 150 questionnaires. All the incomplete questionnaires were excluded from the list and again 150 Complete questionnaires were selected to make the sample 150.

2.5.2 Main Study:

Same procedure was followed as of the pilot study.

2.6 Statistical analyses

Pearson Product Moment Correlation Coefficient was used to find the relationship between appearance schemas, self-esteem and academic achievement. Independent Sample *t*-test was used to analyze the gender difference of between these variables. Descriptive statistics included Mean, Standard deviation, Range and Percentage. SPSS 22 version was used, and Alpha level was set at α 0.5 in the present study.

3. Results

Pearson Product Moment Correlation Coefficient (two-tailed) was conducted to examine the relationship between appearance schemas, self-esteem and academic achievement. As shown in the table (Table 3.1) appearance schemas are strongly related to self-esteem, negative correlation was found between these two variables (r = -.33, p< .00**). In other words, individual with the overly developed appearance schemas have low self-esteem. However, results revealed weak relationship between appearance schemas and academic achievement (r = -.13, p=.09). That showed appearance schemas had no influence on academic achievement. Moreover, the relationship between self-esteem and academic achievement was also non-significant (r =.13, p= .10), both variables are independent of each other

Table 3.1: Correlation analysis between Appearance schemas, Self-esteem and Academic Achievement (N=150)

Variables	ASI-R	RSES	CGPA
Appearance Schemas	1	-.33**	-.13
Self-esteem	-	1	.13
CGPA	-	-	1

Note: **p<0.01; CGPA= Academic Achievement

The independent *t*–test (Table 3.2) was conducted to compare the mean of male and female university students on appearance schemas Inventory- revised, Rosenberg self-esteem scale and academic achievement (CGAP). There is significant difference in scores of males (M = 62.78; SD= 7.12) and female students (M = 66.54; SD= 8.85) on appearance schemas inventory- revised (*t* (148) = -2.79, p<.00).

There is a significant difference in the means of male (M = 22.89; SD=2.65) and female students (M=21.75; SD=3.01) on Rosenberg Self-esteem Scale (*t* (148) = -2.79, p<.01). Moreover, significant difference is found in the Academic achievement (CGPA) of male and female students (*t* (148) = -2.10, p< .05).

Table 3.2: An Independent sample t -test comparing male and female scores on Appearance Schema inventory- Revised, Rosenberg Self-esteem scale and CGPA of male and female students

Variables	Male		Female			
	[illegible]	SD	M	SD	T	[illegible]
ASI-R	[illegible]	7.12	66.54	8.85	-2.79	[illegible]
RSES	[illegible]	2.65	21.75	3.01	2.14	[illegible]
CGPA	[illegible]	0.52	3.04	0.54	-2.10	[illegible]

Note: ASI-R= Appearance Schemas Inventory-Revised; RSES= Rosenberg Self-esteem Scale; CGPA= Academic Achievement; M= Mean; SD= Standard deviation; Alpha level = p< 0.05

4.Discussion

The aim of this study was to find relationship between appearance schemas, self-esteem and academic achievement**.**

*4.1 Hypothesis 1***:**

There is a significant relationship between appearance schemas and self-esteem among university students

The present results displayed appearance schemas were significantly related to self-esteem. They showed negative relationship, when appearance schemas are high, self-esteem is low and vice versa. The hypothesis is in line with the existing literature (Frederick, Sandhu, Morse & Swami, 2016). People who are dissatisfied with their appearance reported low self-worth whereas people with high self-esteem considered their body as beautiful. Appearance schematic participants reported that on day they do not like their appearance they feel bad about themselves. They negatively view their body as undesirable and unattractive for others that leads to distress and excessive worry in self presentation (Jung & Lee, 2003). Their self-esteem is low on the day they do not like their clothing. They evaluate their worth with their clothing and looks. They use clothing to sustain their body pride and self-worth, their clothing plays vital role in building their confidence. Hence because of that they invest more time and energy in self grooming and appearance managing behaviors (Frith& Gleeson, 2008).

In comparison between Korean and U.S women it was shown that women with highly developed appearance schemas indulge more in appearance managing behaviors and have feelings of worthlessness. Korean women are more dissatisfied with their body than U.S. (Jung & Lee, 2006). Low self-esteem occurs because of overly developed appearance schemas cause maladaptive behaviors such as jealousy and aggression. It is strongly associated with destructive behaviors like indirect aggression (Young, 2002). Low self-esteem and overly developed appearance schemas can create complications in social relationships as well as interpersonal relationships (Frederick, Sandhu, Morse, Swami, 2016).

The similarity in findings may be explained by following reasons: Students with the low self-esteem invest more in their physical appearance because of the fear of rejection. They try to compensate their low self-esteem by looking good. For example, an overweight has the fear of social rejection because of the schemes of being not beautiful so to compensate that fear of her she will devote more time to makeup to look good, invest time and money to buy good clothes. On the other hand, participants with the high self-esteem do not fear what people will say about them (Hill, 2015). They do not rely on others' comments to prove if they are looking good or if they are competent in life. They invest moderate time on grooming their appearance and it does not bother them much if they are looking good on or not. Furthermore, participants of research groups are of same age and probably same academic background so there could be similarity in the results (Ko & Lee, 2015).

Appearance schematic individuals develop elaborated schemas for appearance where they evaluate the self in accordance with their appearance. Low self-esteem fosters high appearance schematic behavior and low appearance schematic behaviors promote high self-esteem (Jung& Lee, 2003). Future research could be done on either low self-esteem developed elaborated sense of appearance schemas or highly developed appearance schemas cause low self-esteem.

4.2 Hypothesis 2: There is a significant relationship between appearances schemas and academic achievement among university students.

The second hypothesis says academic achievement is associated with appearance schemas of participants, but no significant relationship was found between appearance schemas and academic achievement of university students. The results are contradicting with the hypothesis but are in line with the existing literature (Forman, 2006). The literature supports that academic achievement of participants are independent of their appearance and appearance related behavior. It does not have any relationship with Cumulative Grade point average (CGPA). The similarity could be explained by resemblance in education system and grading criteria of Forman Christian College and Ohio State University (Forman, 2006). The other reason for the similarity could be because of the similarity in the sample, in both studies sample was of university students of similar ages. All the participants were young adults and adolescents having aim in life for getting educated so, appearance does not have any relation with their academic success. (Marsh &Richards, 1988).

Results also showed non-significant relationship between academic achievement and self-esteem. This hypothesis is also in accord with the literature provided (Stupnisky, Renaud, Perry, Ruthing, Haynes & Clifton, 2007). Previous research also supports the result of the present study. The reason of in accordance with the previous research could be explained by the similarity in the ages of the participant and same academic level. Both measuring tools were same, so this might have influence on the results (Moncur, 2011).

4.3 Hypothesis 3:

There is a significant deference in appearance schemas of males and female university students. Third hypothesis was about the difference in the mean score of appearance schemas of males and females. The finding reveals a significant difference in appearance schemas of male and females. Our findings are according to existing literature, women have highly developed sense of appearance as compare to man (Frederick, Sandhu, Morse & Swami, 2016). It shows that for women appearance is the third strong predictor of life satisfaction that is not the case in men. Women are highly conscious about their physical appearance. (Jung & Lee,2006). Women dislike their body more as compare to men and their life satisfaction depends upon their looks and body image (Hill 2015).

The similarities in the finding could easily be determined because beauty is being related to women. In every part of the world beauty is considered to be the essential component of women. In every culture women are expected to be attractive, this increase the pressure on women to groom themselves and indulge in the activities like applying more makeup, wearing expensive clothes and in some countries cosmetic surgeries. People learn standards of beauty from their surroundings and build schemas for appearance. Social acceptance and rejection trigger the schemas and elevated these schemas to distressing level (Ko& Lee, 2015). At present media is presenting beauty as skinny body and make up. For men standards of beauty are different, Men are encouraging to show masculine characters like muscular body. Their pride is in their wealth and muscular body. Many women reported to have plastic surgery to get the desired facial features and many men use injections and harmful powders to get muscular body. All these efforts of being beautiful and handsome is generated from self-schemas that are derived from past experiences of appearance, acceptance and presentation (Boersma &Jarry, 2013). In every study of our literature women are high in appearance schemas and one common reason is the association of beauty with the women. The societal pressure and media urge women to evaluate their worth in accordance with their appearance.

Limitations and suggestions:

The research has some limitation and one of them is small sample size of 150 participants because of sample size finding of this research cannot be generalized. Moreover, research is done on the students of Forman Christian College who mostly belong to upper class and this could influence the results. So, the future research could be done on the middle-class students. Furthermore, research could be done on specific tasks used in the assessment of student's Academic achievement e.g. relationship of appearance schemas with class presentation, relationship could be examined with the class attendance and class participation. In future research can also be done on the factors that make people schematic and aschematic. The findings of this study will be helpful for university administration in making plans for better grooming of students. It will help counselors to keep in account appearance as a factor relate to students' self-esteem. It will also be helpful for other Pakistani researchers to explore the effect and relationship of appearance schemas with other aspects of life in Pakistani culture.

Acknowledgements

I would like to express my sincere gratitude to Dr Ivan Suneel Samuel Head of Department and my Academic Advisor for suggesting me to take senior thesis and helping me choosing the topic. I am also thankful to Dr Elizabeth Maria Schwaiger for helping me in Statistics for thesis. I very much thankful to three of them for giving me time and listing to me whenever want to them to resolving my queries. I would like to acknowledge Dr Elizabeth Maria Schwaiger and her supervise Amber Baseer's generosity for sharing an important piece of information with me that was very helpful for me.

I want to thank God Almighty for giving me health, strength and wisdom for completing my research.

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Contents lists available http://www.kinnaird.edu.pk/

Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

PAKISTANI ART WITH FOCUS ON THE PHILOSOPHICAL UNDERSTANDING OF KHUDI: A NEED FOR REVITALIZATION IN THE PRESENT AGE

Farah Khan[1*]
[1]Institute of Design and Visual Arts, Lahore College for Women University, Lahore.

Article Info

*Corresponding Author
Tel: +92 301-4233347
Email Id: faraharifkhan21@gmail.com

Keywords
Art, Pakistani artists, khudi, literature, Muslim community.

Abstract

The purpose of art is to communicate and connect with the viewers. It provides a platform for expressiveness to the artists beyond any barrier of religion, culture or society. This medium of expression encompasses multiple stories that deals with human existence, growth, socio-political environment, religious beliefs, in short, it contributed in all the domains of life. In the contemporary age, art is also observed as a medium of expressing realities. Artists are employing this medium with freedom for expressing their inner reflections and with these concerns they are responding back to the society. They are addressing multiple queries and analyzing the socio-political scenario. Pakistani artists are also promisingly participating in raising their voice for recording their personal experiences while highlighting contemporary issues and their outcome in the society. After analyzing the present-day conditions of Pakistan as an outcome of extremism following 9/11, and the incline towards westernization in society, it is proposed that Pakistani art with focus on the philosophical understanding of khudi is much needed for revitalization in the present age. Following this thought-provoking proposal, the visual expression of my artworks highlighted the need to integrate the comprehension of self/khudi in order to nurture this fruit of contemplation among the Muslim community in terms of providing a solution of the prevailing chaos presently observed in Pakistan. Negation of self-integrity has affected the face of Pakistan and in this scenario the key to unlock the actual visage, it is integral to have belief in self, individuality, and the teachings of the Holy Quran. Iqbal in twentieth century, looking at the conditions of the Muslims in the sub-continent asked them to elevate their self-esteem by comprehending the means of khudi, which is a gift of God for His mankind.

1. Introduction

It is believed, that the conception of Art is as old as the creation of mankind. When man was unable to express his feelings to others, he used to create images as a means of communication and the study of these images provided references for the documented history of mankind. It has always been said that art is the personal language of the artist but this language was meant to have a dialogue with others, in order to convey the hidden and the evident features of the world, this mode was extensively utilized by the artists and this practice continued till to date. The study of art history provided multiple stories that facilitated man to know the history of this existing world in relation to the stages of modifications it has seen. The influential language of art beyond any barricade facilitate mankind to connect with it. Without any doubt, art is the only medium that offers expressiveness at open forum. It addresses issues relating to life and the practices around it. It also documents the challenges faced by mankind in relation to past, and present and also provides references for the future as well. While Summarizing, it is appropriate to quote that art is a uniting feature that ties people whether from whatever races and walks of life they are associated. The global language of art in this manner, serves as a bridge for global communication.

It is observed, after looking at the strong association of art with the society in general that artists used to communicate through art for addressing the viewers about their personal feelings and experiences as being part of the socio-political environment. Looking at the historical account of mankind, it has been noticed that besides the documentation of nature for the idea of beautification, art has also been used as a medium for addressing harsh realities. It not only meant to highlight problems but to provide keys for solving the predominant issues as well. Provocatively, in the contemporary age artists are articulating their inward sensations based on multiple experiences and are reflecting back to their societies globally. They are employing freedom of expression in order to demonstrate what they personally observe and perceive. They are also clear about what they propose and what the masses will conceive from their message. The duty of an artist is to behave like an activist, who can foresee and provide cautions for the future. Presently, artists from all parts of the world are playing their constructive role. In Pakistan, artists are likewise contributing in documenting their power of speech through visual arts to communicate their familiarities and the challenges of the present-day world they have come across. They are presenting their voice at national and international level art activities as well.

As a member of this comprehensive visual grid that revolves around the sharing of knowledge and ideas ranging from personal to political panoramas, the visual expression of my artworks aims to address the central underlying urge of uplifting the cultural and moral standards of Pakistani nation in order to remind them of their actual face for living a better life in the contemporary time. Their failure is the outcome of their detachment from their religious, moral and cultural roots, which needs to be revived. The language of my visual practice for this very means, is rooted with the philosophical concept of *Khudi* (presented by the eminent poet of the Sub-continent, Allama Muhammad Iqbal in the first half of the 20th century). Iqbal, after thorough study behind the failures of Muslims in the sub-continent came on the scene with the philosophical interpretation of *khudi*. He was of the view that Muslims needs to revitalize their inner spark that is one of the attributes of their God and they must consider that they were born as the superior creation among all the other creations of God. They must realize this aspect to uplift their self-integrity and this was how a man with a strong vision for tomorrow became the reason behind the awakening of Muslims that ended up with independence. My practice, following this concept of realization also aims to connect with the viewers for providing them a key for solving the prevailing chaos that has been witnessed in Pakistan after 9/11. 9/11 and the extremist attacks as a chain of its offshoots affected the self-integrity of the Pakistani nation and in additional to these incidents, distance from religious teachings and the influence of the western culture also affected the practice of indigenous ideology and the culture of present-day Pakistan. Only those nations prosper who have the awareness of their own strengths and ideologies. Pakistan was formed as an Islamic Republican Country. But the question here, is it the same Pakistan which was achieved after a long struggle and which has seen the bloodshed of its people for the means of gaining freedom. This thought-provoking statement of interest should be of prime interest when considering the history of independence. A nation is formed by its people and the awakening of self-integrity of its people strengthens its roots. The need is to be aware of the root cause behind the present conditions of Pakistan. Keeping in mind all these references, it is proposed to elevate, nurture and spark the seed of *khudi* among the Muslim community for making them aware of their spiritual strength that is a part of Divine light. In Surah al-Sajdah, verse number 9, it has been mentioned that Allah created man with his own spirit.

"Then He fashioned him and breathed into him of His spirit".[1]

This status of man needs to be revisited by the Muslims of Pakistan in order to find answer to the prevailing chaos in Pakistan. Elevation of the self-integrity by all the members of the society as a whole could be possible after the philosophical understanding of *khudi*. The best way to serve this purpose is through the medium of art based on its outreach. So, in this manner the philosophical understanding of *khudi* in art is considered as the necessity of this hour.

2. Materials and Methods:

Qualitative Research methodology has been used in this research paper with focus on APA style. Data has been collected from multiple literary and visual references which was used according to the requirement of the paper. Discussion with some visual artists also facilitated the researcher in the course of her visual research. The visual discourse of art is not limited, it offers enormous space to the artist for experimentation with different materials and methods. The visual content of exploration helps the artist to select his material on the bases of the required dimensions for creating a dialogue with the viewer.

3. Results:

The field of visual arts is not calculative and it does not offer final results but it expresses and highlights multiple queries with focus on the underlying messages and it also propose solutions in influential ways. In this visual research, the author has incorporated some examples from the history and has highlighted the visual references of those artists who have raised questions on the socio-political environment for the means of addressing the viewers in general. After analyzing the contemporary chaotic environment, the researcher through her visual practice has proposed relevant answers keeping in mind the philosophical concept of *Khudi* and has stressed that this understanding of selfhood needs to be addressed in the Pakistani art scene for elevating the spiritual strength of the Pakistani nation.

4. Discussion:

The historic account of art practice shares references of artists who have documented the socio-political scenario in their work. Their works not only provides response to the surroundings but also serves as the documentation of their times. Nineteenth century with the focus on age of enlightenment opened doors for the artists of modern era to reflect back to the society with their distinctive style of representation. Notable among them were Gericault for his painting *"Raft of Medusa"*, Delacroix for his painting *"Liberty Leading the People"*, Francisco Goya for his painting *"The Shootings of Third of May 1808",* Daumier for his painting *"Third Class Carridge",* Gauguin for his painting "*Where Do We Come From, What Are We, Where Are We Going"* and Picasso for his painting "*Guernica"*. All these paintings embrace the subject of human existence and the challenges

[1]. Al-Islam. org, *"Chapter:22, Man and the Holy Quran"* (accessed October 15th, 2018) https://www.al-islam.org/man-and-universe-ayatullah-murtadha-mutahhari/chapter-22-man-and-holy-quran

brought by socio-political backdrop. They also presented the critical analysis of the artists in response to their time which was represented in a direct yet symbolic way. No doubt, in the uprising of societies and nations, art has played a vital role. Artists strived to express their innermost realities while looking at their contemporary circumstances. They documented their struggle to highlight the issues ranging from personal to socio-political vistas and this chain of representation and artist's reflection towards their surroundings kept on which could be witnessed even in the contemporary art scene. The art of painting was always rooted with deeper meanings and it was used as a weapon and defensive shield as well. According to Pablo Picasso:

"*Painting is not meant to decorate apartments, it is an instrument of war for attack and defense against the enemy".*[2]

Pakistani artists looking at the historical account of art, analyzed the same socio-political upheaval after independence, and this was how they also started to record their response towards it by following their personal expression. They raised their voice and incorporated in their art what they observed in their surroundings. In addition to this, the period of Zia-ul-Haq's dictatorship in Pakistan also influenced the art practice in the 1970's which left strong marks in shaping the contemporary visual vocabulary of Pakistani art. It has always been observed in history that art and literature goes hand in hand. The history of Pakistan also shares the same observation, both these tools of expressions were employed to address the socio-political ills and their after affects in the society. Art and literature from the time period of Zia-ul-Haq provide references of rebellious approach and the response of the artists and writers towards the socio-political background. It has always been observed that, literature being the backbone of the society also addressed critical issues and it offers solutions as well. Faiz Ahmed Faiz, Habib Jalib and Munir Niazi were among those protagonists who recorded their individual criticism towards the problems of their society and they also provided hope for the better tomorrow. Faiz Ahmed Faiz after analyzing the struggle behind independence and the misfortunes of his own age addressed the readers in the beginning and concluding verses of *'Dawn of Freedom'* while saying:

This blemished light-this dawn devoured by night

Surely this wasn't what we have all been aching for

……

The heavy darkness of night hasn't yet lessened.

The moment of salvation hasn't yet come for our hearts or eyes.

So, let's keep going-for that destination (manzil) has yet to come.[3]

Seeking for the right direction towards the final destination has always been given immense importance in stimulating references to address the society. Pakistani artists, in the same way also expressed their thoughts and reflections in visual form to connect with the audience. Among the initiators of making a difference between a usual art piece (that is meant for pleasure seeking) and an artwork that embraces socio-political documentary (represented as a tool for addressing critical issues) was A. R Nagori (fig. 1). Nagori focused on the socio-political tribulations of Pakistan in his unique expressive way. Following the influential style of Guernica by Picasso, Nagori also documented the after effects of socio-political turbulence in Pakistan and highlighted the loss of a common man in the so-called war of terror. A mother holding the dead body of her child depicts her suffering as a result of the drone attack in the darkness of the night. The gloomy

[2]. Fred S. Kleiner, Gardner's Art Through the Ages: The Western Perspective, (Boston, USA: Wadsworth, 2010), 716.

[3]. Rajat Singh, *Why We Need Revolutionary Poet Faiz Ahmed Faiz More than Ever* (accessed October 15th, 2018) https://lithub.com/why-we-need-revolutionary-poet-faiz-ahmed-faiz-more-than-ever/

atmosphere with emphases on her scream made this artwork exceptional in terms of expressiveness. This image also highlights the most sensitive issues faced by Pakistan after 9/11. Nagori used direct way of representation and was never afraid of the response by the Government. He expressed whatever he felt was necessary to address in his age. According to Amber Romasa Nagori:

"Nagori was perhaps the only one who was able to execute socio-political art and bring it into limelight without impairing aesthetics. His paintings are not just posters or placards of protest, but they are stark messages that are aesthetically strong".[4]

Looking at the heart wrenching image by A.R Nagori, it could be said that his works to some extend reflects Tolstoy's perception of art for addressing concepts of morality in a society. According to whom:

"Art cannot be defined as an activity which produces beauty. Art is a means of communication, and is an important means of expression of any experience, or of any aspect of the human condition"[5].

Alongside the powerful visual language of Narogi's art, some other artists were busy in reflecting to the problems of their time. The works of Salima Hashmi, Ijaz-ul-Hassan and Quddus Mirza also provide references of their reaction to the political disorder of their time. Ijaz-ul-Hassan is observed promising among these in terms of his documentation of socio-political ills in both direct and indirect manner of representation. Besides these pioneering figure in the Pakistani art circle, some contemporary artists have also highlighted issues of socio-political concern, among these are Imran Qureshi, David Alesworth, Naiza Khan, Faiza Butt, Ali Azmat, Waseem Ahmed, Saira Waseem, Sana Arjumand, Sophia Khawaja, Sobia Ahmed, Imran Mudassar etc. They all have also documented their response towards the surroundings. Imran Qureshi directly comments on the critical situation Pakistan has been through since the last decade (fig. 2). Presently his signature style shows stains of bloodshed which reflects the incidents of terrorist attacks in Pakistan. One can easily observe painted patels that are evolving within the bloodshed, these are representing hope for the future of Pakistan. This message of optimism is of high concern which was repetitively addressed by the artist at multiple art forums nationally and internationally.

No doubt, artists are the global ambassadors and for this means they expressed what they analyze in their unique way as it has been observed earlier. Looking at the present account of Pakistan, the vocabulary of my work also identifies the gaps and suggests solutions for bringing positive change in the socio-political backdrop. With reference to the articulation of my work, decoding one's own image in the present age is not easy looking at the overtones of complexities we are living with. The increasing distance from the indigenous philosophies, religious practices and culture have left strong marks on the Pakistani scene today. Though nations are prospered under the umbrella of their own indigenous culture but Pakistan needs resurgence of national roots. This distance from the cultural and religious roots has affected the face of Pakistan nationally and internationally. This aspect was personally observed by the researcher during her short-term visit to the United States of America in the month of November 2013. Muslims are blessed to be gifted with a religious guide by Allah, that provides them with the right direction. It is unto them to understand and respect their self-integrity in order to gain wisdom and elevate the moral standards of their society. In Surah al-Maidah, verse number 105, it has been stated:

"O you who have believed, upon you is (responsibility for) yourselves. Those who have gone astray will not harm you when you have been guided. To Allah is your return all

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[4]. *In Memoriam: A Daring Expressionist* (accessed October 15th, 2018) https://www.dawn.com/news/691631

[5]. *Tolstoy's What is Art* (accessed October 15th, 2018) http://www.angelfire.com/md2/timewarp/tolstoy.html

together; then He will inform you of what you used to do".[6]

These references provoked stimulation in my thought process and as a result of which in my visual practice I emphasized the philosophical concept of *khudi* which was highlighted through metaphorical visual vocabulary. After analyzing the effects of colonial age, it is observed that the notion of *khudi* lost its direction. Among the intellectuals of 20th century, Allama Iqbal was the one who started to unveil the underlying philosophies relating the foremost purpose of life. After analyzing the tough conditions faced by the Muslims of Sub-continent, he stressed on raising the self-esteem of individuals through the comprehension of *khudi*. Through his thought-provoking poetry, he tried to drive the attention of his nation towards the quest of finding the true means of being. In one of his poetic versions, he said:

خودی کو کر بلند اتنا کہ ہر تقدیر سے پہلے
خدا بندے سے خود پوچھے بتا تیری رضا کیا ہے

[7]

"Raise thyself to such heights that before writing your fortune,

God Asks Himself- thy wish to write thy fate?"[8]

In the present time, remembrance of the historic past of Sub-continent is essential to learn from the past experiences. Being an independent nation, it is important to learn from the past mistakes through raising questions of self-realization and cultivation of morality in the society. The quintessence of realization is again missing in the contemporary scenario, people have become direction less and they are divided into different sects and mind sets. They have lost the concept of unification as a nation, and this isolation has severely affected the cultural and religious narrative of Pakistan. Along with this directionless state of being, terrorism has also affected the image of Pakistan in a radical way. Pakistan was born on the name of Islam and Islam is a messenger of peace. Allah also stressed on knowing the true purpose of being with the stress on know Thyself. Allah has blessed all of us with an intellect. He has stressed in His divine message to use the intellect for living a better life and to understand the underlying mystery of life. According to the tradition of Imam Ali (a.s):

"The ultimate knowledge of a man is to know himself"

It is integral to one's belief and is among the duties of mankind to search for their reality that embraces the attributes of God. It is appropriate to quote the saying of Farid-ud-din Attar here, who said:

"When you fail to find yourself, to know yourself here, how will

you be able to understand the secret of your existence when you die?"

All these references with the emphasis on finding the real dimension of life left strong influence on my art practice. They helped me to incorporate metaphorical elements for addressing this critical subject of realization. Deciphering undertones of khudi with the amalgamation of its comprehension in visual form was the main task which was initially expressed in the painting "Voyage of Inspirations" (fig. 3). This painting articulated the experience of the artist being in the United States of America during her exchange program "Art for Social Change Exchange Program in 2013". The identity of an individual moves with her/him when she/he is supposed to represent the cultural and religious identity of the homeland. At that point all the inspirations take a route towards the self-esteem of the individual being the ambassador of the homeland. The image of Minar-e-Pakistan (which is an iconic monument) is used and placed at the highest level of the picture. This

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[6]. http://www.alquranenglish.com/quran-surah-al-maidah-105-qs-5-105-in-arabic-and-english-translation (accessed October 15th, 2018)

[7]. https://daily-dunya.blogspot.com/2014/05/khudi-ko-kar-buland-itna-ki-har-taqdeer.html (accessed February 13th, 2018)

[8]. Translation by the researcher.

symbolic suggestion shows respect for the national identity. Identity is fundamental aspect of one's being. It never allows an individual to overlook itself; in fact, it fosters an insight to value and defense for the religious and cultural associations. For the purpose of the valuing the national identity, understanding of self-integrity is essential.

The concept of kaumiat/ nation is missing in the present times; my intension is to bring back the cultural and religious identity through the embodiment of visual practice. The crisis of identity is taken as the main feature of investigation through visual embodiment (fig. 4). The composition made of origami is titled as "Talaash-e Khudi II". The focal point of the composition shows an open box with the imagery of a star and crescent over the background of green color. The main idea is to search for the hidden dimension of one's self under the light of khudi. It represents the spirit of one's self that needs to be unveiled under the light of Quranic teachings that have gone into the background. It also suggests for the alarming call to inquire self-image for awakening the society as a whole.

The minimalistic approach of the work with symbolic quintessence advocates this ideology of giving respect to one's self integrity for gaining wisdom and rising like a prosperous Nation. If one is proud of her/his identity nothing can affect the national veracity. United as a nation, strengthens its image globally. The purpose of our lives is to spread goodness in the same way as the rose is meant to spread its fragrance in its surroundings for making it fresh and lively (fig. 5). It is the way to see the goodness of other human beings as well, in this way all visible things will become beautiful and right. According to Socrates "contentment is achieved through experiencing the kind of life that best serve the nature of soul". He believed that the goodness of soul can only be seen when human beings examined their daily consciousness through reasoning and questioning with other human beings. The truth that could be unveiled through the knowing process has the power to elevate spiritual light in the human soul. I believe that this meaningful visual discourse needs to be realized by the society that has the power to uplift the intellectual content of each and every individual for the betterment of a society in the contemporary age.

5. Conclusion:

With all the provided literary and visual references in this research paper that deals with the insightfulness of the artists who worked as the backbone and strength of a society, it is observed that the medium of art is considered to be the most influential tool of addressing issues and providing solutions. After analyzing the present-day conditions of Pakistan, it is proposed that the philosophical understanding of khudi should be incorporated in Pakistani art that can help in awakening the nation. Realization of their true strength will help them in elevating the social and moral standards and will lead them towards betterment.

6. Figures:

Fig 1. Nagori, A.R. *Guernican Proliferation Perpetuate*, n.d. (Oil on Canvas)

Source: http://www.thefridaytimes.com/beta3/tft/20120706/large-AR%20Nagori%20-%20Guernican%20Proliferation%20Perpetuate.jpg (accessed on 23rd February, 2018)

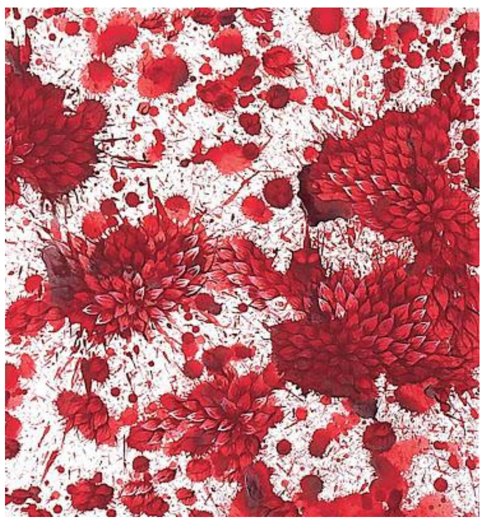

Fig 2. Qureshi, Imran, *You are my love and life's enemy too*, 2010, gouache on wasli.

Source: http://cambridgeresearch.blogspotcom/2013_03_01_archive. html (accessed on 1st April, 2015)

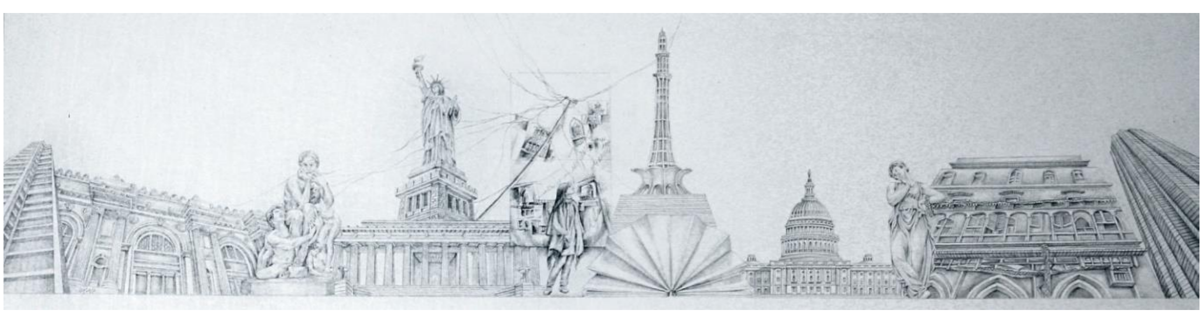

Fig 3. Khan, Farah. *Voyage of Inspirations*, graphite on wasli, 2014. 26.5"x 9.3".

Source: picture by the researcher

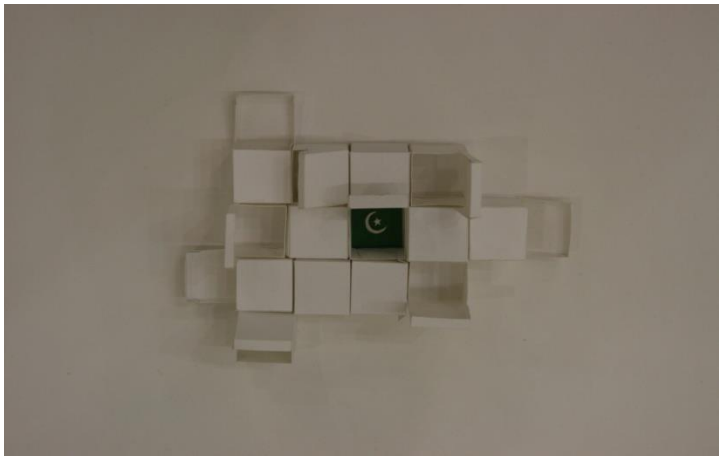

Fig 4. Khan, Farah. *Talaash-e-Khudi-II*, origami boxes and gouache on *wasli*, 2014. 16.5'' x 11.5''.

Source: picture by the researcher

Fig 5. Khan, Farah. *Know Thyself*. Mixed media on wasli. 2018. 10.5' x 16.5'

Source: picture by the author

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Journal of Research and Reviews in Social Sciences Pakistan, Vol 1 (2), 2018 pp 137-143

Contents lists available http://www.kinnaird.edu.pk/

Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

THE IMPORTANCE OF DRAWING IN THE GRAPHIC DESIGN PROCESS; A STUDY FROM THE PERSPECTIVE OF DESIGNERS

Dr. Wajid Zulqarnain[1]*, Amna Zareef[2*], Naveed Ullah Hashmi [3]
[1]Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Plot # 67, Street 9, H-8/4, Islamabad, Pakistan
[2]Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Plot # 67, Street 9, H-8/4, Islamabad, Pakistan
[3]Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Plot # 67, Street 9, H-8/4, Islamabad, Pakistan

Article Info

*Corresponding Authors
Tel: +92 333 4302615
Email Id: wajidgeo@yahoo.com
Tel: +92 0343 5272885
Email Id: amna_zareef@hotmail.com

Keywords

Drawing, Graphic Design, Design process

Abstract

There has been a debate about the role of drawing by visual designers who use drawing to create creative and innovative tasks. Drawing is a tool which helps visual artists to achieve creative output. The study is qualitative in nature and is based on interviews with designers, the observation of drawing practices and the analysis of designer's drawings. The study has been conducted with purpose to explore methods in which drawing is employed. Designers from Islamabad city were interviewed to analyze how they use and employ drawing to come up with solutions, and if drawing throughout the analysis and development of design solutions are important. Drawing was found to be used for nurturing creative behavior and for various modes of communication by members of the creative team. In this study drawing has been observed to be a mean for creative interchange in group sessions also designers agree that drawing helps them to stimulate ideas for creative process. The study is also based on representative model for the graphic design process.

1. Introduction

Sydney Gregory (1966) in his book "The Design Method" described a design process as "The process of design is the same whether it deals with the design of a new oil refinery, the construction of a cathedral or the writing of Dante's Divine Comedy (page3).Drawing has been an important tool for visual artists and graphic designers to develop concepts and come up with creative solutions. Lewis and Bonollo (2002) said that drawing has been the basic skill for visual designers a sit can record and express the visions to the design issues, and also help in depiction of the work-flow of visual thinking. It is also a mean of creating communications about design development and issues with not only clients and but also other members of design groups. Chu, Hung, Wu and Te Liu (2017) studied that with the advent of technological developments there has been debate in world about the necessity of drawing for graphic design processes and as a tool for idea development nowadays. The digital tools have become an important mean for the design processes, computer based tools are used to draft the design outcomes and also to present the concepts and ideas through digital illustrations. So, the development in digital media has transformed the traditional process of graphic design.

Finke (2014) emphasized that drawing to support creative works has been fully acknowledged by many studies. It has been considered essential for the methods in which visual designers inspire and develop creative processes. Graphic designers mostly work for commercial purposes where design needs to be innovative and also applicable and relevant to the market and audience. Inie and Dalsgaard (2017) also elaborated that the designer's job is to generate ideas that are new and interesting and also to apply these in some form of physical form acceptable to an audience. Research methodology in this study is focused on graphic design process and drawing being the essential part of it and is conducted from collection of designers by taking their views about their drawing activities for idea development process.

2. Literature Review

Lawson (2006) in his book said that there is a focal part for the attracting visual computerization process. Significantly designer has not an aptitude in making the arrangement; he or she needs to convey guidelines to the individuals who will execute it. Generally the illustration has been the most well-known method for giving such mandates. It likewise spares the time and exertion by demonstrating drafted configuration to customer and gets endorsements. In the process the customer never again purchases the completed thought that is portrayed by means of illustrations. These illustrations are known as introduction illustrations. With challenge to this paper more essential illustration is the 'outline drawing'. Such an illustration is finished by the designer not to speak with others but instead as a feature of the very reasoning procedure itself which we call outline. Donald Schön (1983) in an expression depicted the originator by method for 'having a discussion with the illustration'. So focal is the part of the attracting this plan procedure that Jones (1970) portrays the entire procedure as 'outline by drawing'. Macomber and Yang (2011) goes ahead to talk about both the qualities and shortcoming of a plan procedure relies upon portray the thought. Contrasted and the visual plan process, the planner working thusly has extraordinary manipulative flexibility. Parts of the proposed arrangement can be balanced and the suggestions quickly researched without bringing about the time and cost of thinking of conclusive thought. The way toward drawing and redrawing could proceed until every one of the issues the architect could see was settled. This limitlessly more noteworthy 'perceptual traverse', as Jones called it, empowers originators to roll out substantially more key improvements and developments inside one creative energy in a very progressive manner, making the procedure relatively unrecognizable to the visual planner.

De Mozota (2003) depicts that plan procedure really happens inside head of visual designer. Planners drawing and doodle while they think for realistic arrangement, yet their illustrations may not generally uncover the entire of their point of view. That perspective isn't generally one which the planners themselves would be accustomed to investigating and making unequivocal. There are numerous trial methods that can be utilized to beat these issues; however any one analysis on the idea of the outline procedure is probably going to be imperfect somehow. By assembling this work, be that as it may, a general photo of the way creators believe is bit by bit developing.

Lawson (2006) led an examination on understudy of outline and afterward an understudy of brain research, it was watched that kindred understudies shared some regular mindsets however that the creators assumed in particularly extraordinary approaches to the therapists. Lupton and Phillips (2015) said that creators tend to deal with a generally straightforward thought ahead of schedule in the outline procedure and drawing no uncertainty is extremely significance for ideation in visual computerization process.

Van der Lugt (2005) depicted that as an instrument or expertise, drawing has its part in the outline procedure. That part will fluctuate contingent upon the final result being made, the size and extent of the task, the individual designer's style, involvement, and work process, and the customer's desires. Bilda and Demirkan, (2003) investigated that the part of attracting advanced craftsmanship differs in the event that your making Web destinations, personalities, delineations, item ideas, or different outlines. A representation or a logo is probably going to require more illustration than a site. Schenk (2005) depicted that a vast task with a huge customer spending will profit by Drawing all through the outline procedure. This ensures before monstrous measures of time are contributed on refining an answer, a heading is first settled upon with the customer. Drawing can begin free, start with essential ideas. At that point deal with creations or designs. After those headings are picked, the ideas can additionally be refined with nitty gritty Drawing.

Hodge (2008) clarified the numerous utilizations for attracting the plan procedure. (1) Rapid Concept Development. (2) Basic Composition or Layout (3) Client Communication and Approval 4. Visual Exploration (5) Refining Visual Solutions. In the article bioTrekker Logo Design Sketches, originator Karley Barrett demonstrates to us her immense utilization of harsh representations for logo plan advancement. She investigates more than 60 conceivable arrangements previously narrowing the ideas down to only a modest bunch of best thoughts. It's fascinating to perceive how she investigates notorious symbolism, typography, and design. She works through different thoughts and scans for the best introduction of those thoughts. Since she's making little draws, she's ready to work rapidly and create a huge number of thoughts in a moderately brief timeframe

logo worksheet by Karley Barrett

Product architects invest a great deal of energy in Drawing. In case you will outline the following game shoe, household item, or bicycle, the thought doesn't begin in a PC, it begins on paper. Fabio(2014) portrays it's quicker to do some representations previously heading off to the PC. On the off chance that we contrast the outline with any last Photoshop plan on the right. You can see the essential design was worked out on paper. The picture of the lady is spoken to by a stick figure in the illustration. It doesn't require astounding, or even great, attracting abilities to work out piece before opening up Photoshop.

Fabio Poster worksheet and final design

The SOS Factory plans studio, the sketcher works out ideas and customer adjustments with the workmanship chief and designer. The customer favors work of art before it goes to the following phase of inking and shading. This spares time by setting a thought before going ahead to further developed stages all the while. The case beneath is an idea worked out in view of starting customer correspondence. This draw is then sent to the client for endorsement or for change demands. Once the outline is concluded, the plan moved to the following phase of inking the line work and after that shading the character. In the article From Sketch to Vector Illustration, Bill at Go Media clarifies how right on time in the process they get customer endorsement. They send a progression of harsh compositional representations to the customer before drawing a more point by point outline. Beneath left you can see the one the customer picked. At that point on the privilege a more itemized outline is done before moving to the PC.

Sherrie Thai has a portfolio over at Coroflot. She has a segment there devoted to Sketches. These representations demonstrate her visual investigations in different fields of outline. In the portray zone of her portfolio, she outwardly investigates points, for example, designing, personalities, and tattoo styles.

Bennett (2006) additionally expounded that the way toward making an outline or representation at later stages includes refinement. The general idea and bearing of the piece might work awesome, however one component isn't. Frequently, this can be taken care of and redressed in additionally adjusts of Drawing. Obviously, sooner or later an advanced craftsman moves to the PC. The way toward Drawing at that point moves into advanced drafts. Often times some part of the representation looks terrible. An expert craftsman will re-work that piece of the delineation on a different bit of paper until the point that they hit the nail on the head." He at that point clarifies his procedure.

The aim is to show the utilization of attracting basic to the visual computerization process, yet in addition that it has a formerly generally unrecognized specificity and many-sided quality in the expert work of visual planners. By a deliberate investigation of business rehearse, it was dissected that illustration has its significance submit visual computerization procedure to execute any inventive thought. It was important to and a strategy for investigating conceivable associations between the discoveries about training with an examination of the advancement of drawing capacity, and the Drawing Abilities Required for the Graphic Design Process.

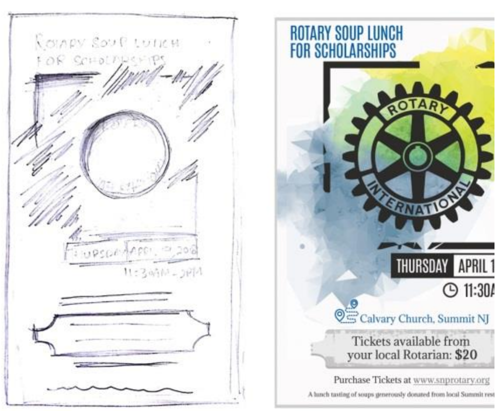
3. Methodology:

The research used self-administrative interviews and the research design methods included were qualitative and descriptive. Purposive sampling techniques was used to choose some of the most successful and professional designers from Islamabad. The interviews were conducted from 20 graphic designers, which involved extensive periods of observation of designs methods that and drawing activities, and analysis of drawings made in the preparation of design solutions for number of graphic design tasks ranging from logo design to web design. The main aim of this study is to depict the role drawing plays in the professional life of graphic designers. Study also looks into the phases of graphic design process. This strategy has been extremely useful as characteristic kinds of drawing activity occur uniquely for graphic design process.

4. Findings and Discussion:

It is clear evidence after the interviews that the formulation of ideas and creative decision-involves drawing as important step of graphic design process. Moreover, since it was a characterization of the role of drawing that formed the main topic of study and not just the drawing activities of graphic designers, a broad view was, of necessity, taken of drawing usage. Graphic designers were found to use the drawings to make concepts and come up with creative ideas and has wide range of usage in design process .Kim and Lee (2016) also described that Drawing has broader usage in conceptualize, to note information, to pass on information, to make schematic illustrations, to express some in 3d, to plan, to execute, to layout content of books and magazines, to plan time-based media, observational drawings, to copy, to trace, to scribble, to doodle, to visualize, to indicate, to outline photographic compositions, to render, to show type of illustration and typography, to design mockups and prototypes and to demonstrate creative solution.

15 out of 20 respondents of the study described methods of creating a mix of written records and drawn images, thus keeping a degree of critical evaluation and spontaneous ideation. This is a kind of dual processing, with words and images leading to final design solution. One of the designer described that using drawing makes one realize what one has overlooked in planning a creative strategy. Working on ideas on paper provides the opportunity of testing and rejecting of ideas constantly until reaching the final solution. Work of the designers analyzed showed the rapid generation of a number of ideas through words and images and then through these steps coming up with final digital solution



Worksheet of one of the sample designer

The importance of the role of drawing was described by respondents in the development of the visual memory they have to approach as they look for innovative ideas. These remarks may likewise be believed to have a more extensive usefulness in the exploration of design actions and creative behaviors of the designer.

Result showed that designers acknowledged that the role of drawing in processing the execution of new ideas via juxtaposition and blending of images by visualization has useful impact on innovation of design. The inspiration of creative attitude is also to involve nurturing the appropriate climate of relaxed attention. Many designers seemed to be very unexpected in their initial phases of drawing in a design task and showed a unwillingness to execute some sort of judgmental standards on the drawings created, thus subtly nurturing a relaxed environment to have creative thinking. One of the designers describes the purpose of brainstorming as being to arouse a number of individuals to quickly come up with many new ideas. The graphic designers engage in formal brainstorming sessions and during these sessions they do some of their drawing activity and mostly doodling. Most importantly in the early phases of design process, when creative team talk about design and draw rough sketches. The number of rapid doodles they create can be seen as check-listing of concepts, with sketching being used in a fun way to help the overcoming of blocks to ideas. Halpern (2013).describes the choice of a suitable problem-solving verbal as an important aspect of choosing a mind strategy to work on a problem and overcome blocks to innovation. Drawing can be a language in which the thinker is competent. One of the designers also indicates that if visual designer suffer from the blockings of mind while thinking for idea then drawing and sketching become very useful, and clear the mind to come to a solution, so in design process useful and essential in the stimulation of creative ideas.

Worksheet of one of the sample designer

5. It is also responded by designers that drawing is an excellent tool to quickly think concepts. Designer can draw for one or two hours and work out number of possible solutions to the visual problem. No doubt drawing is an essential phase in the design process. It will save time of the creative designer to work through ideas on paper before taking concepts to digital tool. Sketches can be done on the digital tools like Photoshop and illustrator but conventional drawing and developing concepts on paper can be quick method. Some of the designers think that creating ideas quickly on paper is also a way to analyze them to look if ideas will be accepted by clients or audience. Computer designs and rendering are good but doodling on paper is always a good way to start. Designer also acknowledged that drawings are a quick tool to create the basic composition illustrations. Now taking about new media technologies like web designer, when asked from professional web designers they responded that drawings are also used in Web site design and graphic design to quickly analyze layout designs. Series of thumbnail drawings can be created to capture the gist of the website design. Web design from scratch is beneficial phase of design process. The quick pencil sketch just helps quickly record the similarity of what can be visualized in head of the designer, which cannot be forgotten and can make it up quickly in Photoshop. This method of working is a lot more efficient than starting off in Photoshop or any other digital tool. Designers also emphasized that showing drawing thumbnails or compositions of the design to clients, will potentially save an enormous amount of time. If designer is going to spend hours on an illustration, designer want to make sure the client is in agreement with choice of design before moving forward or spending more time on it. It is also useful in logo design projects and other design projects as well. Designers also responded that drawing can be used as a journaling action to explore number of options designer can have in a visual design.

6. Conclusion

The aim of the study was to look into detailed role of the drawing in the professional career of graphic designers and also what importance drawing holds in graphic design process. The results confirm the significance of drawing in many of the creative tasks that graphic designers achieve. It has been a big debate that drawing is becoming obsolete in graphic designer solution because of advancement of digital technologies and tool but this paper discusses that successful designer still uses and thinks drawing as most importance phase in graphic design process. The findings recommend that the design students who want to opt any creative field in future should realize the importance of drawing for creating innovative solutions .

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Journal of Research and Reviews in Social Sciences Pakistan, Vol 1 (2), 2018 pp 144-151

Contents lists available http://www.kinnaird.edu.pk/

Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

INVESTIGATING PUBLIC FISCAL BEHAVIOR AND FOREIGN AID: AN EMPIRICAL STUDY OF PAKISTAN

Hina Khurshid[1*], Ayesha Khan[2]
[1]Master's Student at Central European University, Budapest, Hungary.
[2] Doctorate Candidate at University of Bremen, Germany.

Article Info

*Corresponding Author
Tel: +36 20 2864062
Email Id: Khurshid_hina@student.ceu.edu

Keywords
Foreign Aid, Fiscal Policy, Fiscal Behavior, Revenue, Government Expenditure, Public Borrowing.

Abstract

The economic activity in Pakistan, like many other developing countries, is largely dependent on foreign aid. However, the benefits of foreign aid incurred by these countries depend on the way they use the aid. A major aspect of this is the fiscal policy of the government. This research studies the impact of foreign aid on the fiscal policy behavior of Pakistan and the resulting implications of that behavior. Secondary data has been taken from the years 1985-2014 for the purpose of this research. The methodology applied to this data is Autoregressive Distributed Lag Model (ARDL). From the research it was concluded that foreign aid has a negative impact on public borrowing and thus has a negative impact on the fiscal behavior of the government.

1. Introduction

The investigation about the effectiveness of foreign aid is especially important for Pakistan because Pakistan, since its formation, has relied heavily on foreign financial assistance to cover budget deficits and to finance development projects. Foreign aid is a very important source of inflow of capital into developing and under developed countries. The two main components that foreign aid can be categorized into are grants and loans (usually those with low interest rates) (Khan & Ahmad, 2007). Up till 1977 the foreign aid inflow to Pakistan was mostly in the form of grants soon after that it changed to loans and credit (Butt & Javid, 2013). Despite voluminous research on the topic, foreign aid is still considered to be a controversial subject. The research on this topic has been going on for more than four decades and studies various aspects of the effectiveness of aid for the economy of the recipient country (Mavrotas, 2002).

It is seen that when the government receives aid from external sources, it feels no need to borrow from domestic sources and tends to decrease the domestic revenue collection. Thus, for the government, foreign aid acts as a substitute for domestic revenue collection. This, however, leads to debt accumulation in the long run. Also, the government usually spends aid money on non-development projects, forgoing the opportunity to generate revenue. (Butt & Javid, 2013).

Normally foreign aid is considered to be a source of supplementing domestic savings and as an investment for various development and social projects. Those who favor foreign aid say that it increases investment in various sectors of the economy, it provides money for importing important machinery or capital goods, it does not affect the level of saving or the level of investment in the economy, and it leads to transfer of technology. On the other hand, the opponents of foreign aid say that it has decreasing returns and its effectiveness is largely dependent on the quality of institutions of a country, on the political environment and on other external conditions (Ekanayake & Chatrna, 2010).

1.1 Brief History of Foreign Aid to Pakistan

Dependency on foreign aid started in Pakistan in the fifties. Aid at that time, however, was negligible and did not increase much until the early 1960s. The rapid increase in foreign aid in the sixties can be attributed to the mutual defense agreements between Pakistan and the US during the time of the Cold War. It continued this way till the 1980s, which was the time of the Afghan War. At this time Pakistan received a large amount of aid, almost, 4.6 percent of GNP. It reached up to US$ 2.0 billion during mid-eighties. Later, in the nineties, foreign aid considerably decreased as the Afghan War ended and Pakistan stopped receiving aid from America and other international donors (Khan & Ahmad, 2007).

By 1990 US declared that it would wrap up its aid based projects in Pakistan by 1993 and would not enter into any further aid agreements with the country. A big reason behind this announcement was the passing of the Pressler Amendment (1985) and the Brown Amendment (1995). These were concerned with the aid authorization bills and were passed by the US Senate. A result of the Pressler Amendment was that US aid to Pakistan, which has been US$ 452 million in 1989 fell to US$ 5.4 million in 1998. This was a rock bottom for Pakistan. After Pakistan carried out nuclear tests in 1998, the inflow of foreign aid went down even more (Khan & Ahmad, 2007). After this foreign aid picked up its pace right after the 9/11 attacks in the US and the partnership of Pakistan with the international community on the war against terrorism. During the financial year 2012, Pakistan received around $1.9 billion from America. However, more recently, after the US decided to withdraw its troops from Afghanistan, its government also asked for a decrease in aid to Pakistan (Express Tribune, 2014).
Just between years 1960-2002, Pakistan received almost US$73.14 billion as foreign aid. However, it can be seen that Pakistan's economy has not benefited much from this aid. The literacy rate remains low, while other sectors such as education, health and employment do not show a lot of improvement either. The saving rates in the economy remain low and the widening trade gap is still a problem. Furthermore debt accumulation has now become a persistent source of worry for the country. Instead of being used for economic development, much of the foreign aid in Pakistan is used to serve the personal interests on those in charge. All of these factors raise questions about the effectiveness of aid for economic growth in Pakistan (Khan & Ahmad, 2007).

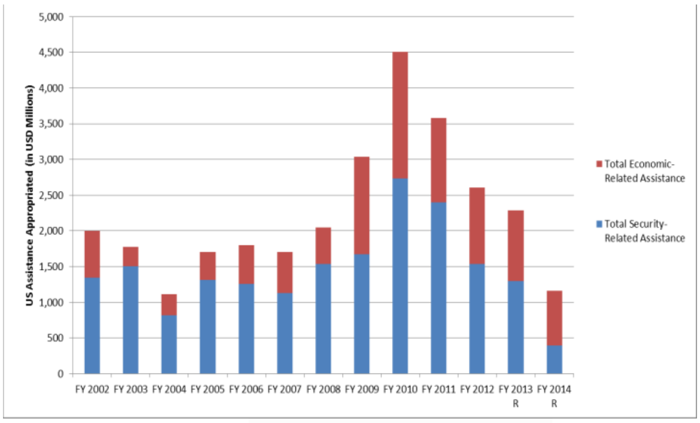


Figure 1: Annual Appropriations, US Assistance to Pakistan FY 2002-2014 (Millions Current US $)
Source: Centre for Global Development, 2013

Even though the general belief was that foreign aid would be very beneficial for bridging the gap between the savings and investment in Pakistan, much of the research has shown us results to the contrary. It shows that the government allocated a huge portion of the foreign aid to consumption. It was also seen to have a negative impact on the domestic level of savings which in turn lead to increased dependency on foreign financial assistance. An important determinant in the effectiveness of foreign aid for the recipient country is the policies formulated by the domestic government. Governments that formulate poor policies fail to benefit from foreign aid. A study carried out by Uganda Debt Relief Network in 2002 showed that only 35 percent of the foreign aid received by countries is used for its intended purpose (Butt & Javid, 2013).
If we look at Pakistan, we can see that its economic performance does not reflect positive

effects of the large amounts of foreign financial assistance that it has been receiving for a long time. While there have been a lot of studies regarding the impact of foreign aid on Pakistan's GDP and on the government expenditure, not much work has been done to study the impact of foreign aid on the fiscal policy variables of Pakistan's government.

2. Literature Review

2.1 Factors Contributing to Debt Burden in Pakistan

The lack of expenditure on development projects only leads to more deficits and ultimately to an increase in debt burden for the country. Pakistan's debt burden rises when it is not able to repay the money that it borrows from other countries. The major reason behind the piling debt of Pakistan and the problems that it leads to is the fact that the country has been unable to become self-sufficient on its domestic revenue channels and the level of national savings has remained persistently low. (Butt & Javid, 2013)

Mehmood, (1997) gives a historical analysis of the effectiveness of foreign financial assistance on the economic development of Pakistan. The time period of the study is form 1960-1961 and from 1994-1995. The study concludes that aid has both positive and negative impacts on the economic growth of Pakistan. On one hand it covers the budget deficit of the country, leads to social development and lays foundations for infrastructural, technologic and institutional foundations for various sectors of the economy. While on the other hand it acts as a substitute for domestic savings, debt accumulation decline in economic efficiency.

Qayyum, Din & Haider, (2013) use the Ramsey-Cass-Koopman's growth model to study how economic growth is affected by foreign aid, government policies and external debt in an open economy framework. The study shows that foreign aid and government policies have the power to increase economic growth but external debt accumulation leads to burdens on the economy. Foreign aid was not found to affect investment directly but since it has an impact on the domestic savings it can be an indirect determinant.

2.2 Foreign Aid & Fiscal Behavior

Butt & Javid, (2013) have used an autoregressive lag model to study how the fiscal behavior of Pakistan's government is affected by foreign aid. The time period of this study is from 1960 to 2010. The results of the study show that a negative relationship prevails between foreign aid and the fiscal responsibility of the government. It is observed to not only reduce domestic revenue collections but also increase the amount of foreign debt for the country. Bwire, Morrissey & Lloyd, (2013) analyze how foreign aid can impact Uganda's domestic fiscal variables. The relationship is studied through co-integrated vector autoregressive model for the time period 1972-2008. The study concludes that there is indeed a relationship between foreign aid and the fiscal equilibrium of the country. Foreign aid increases public spending and decreases domestic borrowing.

Batten, (2009) has studied the impact of foreign aid on fiscal behavior of the government of Papua New Guinea (PNG). The government of PNG has been greatly criticized on for taking foreign aid because it is believed to negatively affect domestic revenue collection and lead to increased debt and unnecessary expenditures. The author uses a dynamic Vector Error Correlation method and data from the years 1974 to 2008. The study concludes that foreign grants do indeed play a part in lowering domestic revenue collection but at the same time they acted as an effective debt reduction tool. It, however, does not have a very significant effect on an increase in overall levels of expenditure.

The government uses fiscal policy to control the economy through tax collection, public borrowing and public spending. Through these fiscal policy tools the government can manage the optimal allocation of resources in the economy, carry out effective mobilization of savings and can carry out development projects. All of this ultimately leads to the stabilization of the economy. Fiscal policy is very important for both, developed and developing countries. Without a sound fiscal policy the government won't be able to control the economic environment of the country and achieve its development goals (Ministry of Finance). Bhattari, (2009) studies the effectiveness of aid for Nepal for the years 1982-2002. He uses a co-integration and error correlation method. He studies both, the impact of foreign aid on the growth of GDP and the role of policy variables in determination of the effectiveness of aid. He concludes that foreign aid positively impacts the growth of GDP in the long run and that good policy measures play an important role in making the aid effective for the country.

Ezemenari, Kebede & Lahiri, (2008) have researched the effect that foreign aid has on the fiscal policy of Rwanda through an econometric analysis of historical trends. They used both theoretical and empirical analyses to draw conclusions. The theoretical analysis predicts that as aid increases it is more likely to reduce the optimal tax rate and the proportion of government expenditure allocated to public investment. The empirical analysis also shows a negative relationship between foreign aid and tax revenue and public investment. This magnitude of this relationship however is very small. The negative relationship disappears after 1995 due to a change in the government policies.

For foreign aid to be effective for any country it needs to be accompanied by sound fiscal policy. However, it can be seen that the inflow of foreign aid has had a somewhat negative impact on the fiscal policy of Pakistan. This not only decreases the productivity of the aid but also leads to an increasing debt burden for the economy. This research can help us in studying the impact of foreign aid on the fiscal policy behavior of Pakistan up till now and to find out ways to improve the fiscal policy formulation so as to make the aid more productive and reduce the debt burden on the economy. In other words, this research test the hypothesis that there is a significant relationship between foreign aid and fiscal behavior of Pakistan.

3. Objective and significance of the study

Although many research works on foreign aid has been done before, but most of them explored the impact of foreign aid on economic growth or governance of Pakistan. The relationship between foreign aid and fiscal policy behavior remained unexplored in comprehensive terms especially after 2010. Therefore, the main objective of this study is to analyze the impact of foreign aid on the fiscal policy behavior of Pakistan that is represented by public borrowing. Therefore, it tests the following hypothesis:

H_o: There is no significant relationship between foreign aid, tax revenue, total expenditure and public borrowing.

4. Methodology

This is an empirical study that employs well-known time series econometric technique, i.e., Autoregressive distributive lag (ARDL) model as it is appropriate technique for the given data set. The given data set is time series data and first and most important step would be to test the stationarity of the variable (as done in the following section). Theoretical framework suggests that the impact of foreign aid on the fiscal policy behavior of Pakistan is being studied.

4.1 Selection of Variables

Public borrowing has been taken as the proxy variable for fiscal policy behavior. This is because public borrowing is an important source of domestic revenue signifies the strength of the domestic financial institutions. Foreign aid has been taken as the independent variable and the other aspects of fiscal policy, i.e. tax revenue and public expenditure have also been taken as independent (control) variables. Data for foreign aid has been taken from the Foreign Affairs Division while the data for Development Expenditure, Public Borrowing and Tax Revenue has been extracted from the Economic Survey of Pakistan (Issues 1988-2014). Data for foreign aid has been taken from the Foreign Affairs Division while the data for Development Expenditure, Public Borrowing and Tax Revenue has been extracted from the Economic Survey of Pakistan (Issues 1988-2014).

4.2 Model Specification

The following ARDL model to study the long run relationship between foreign aid on public borrowing has been used.

$$\Delta Y_t=\alpha+\sum\rho_i\Delta y_{t-1}+\sum\beta_i\Delta X_{1t-1}+\sum Xi\Delta X_{2t-1}+\sum\varphi\Delta X_{t-1}+\lambda_1 y_{t-1}+\lambda_2 X_{1t-1}+\lambda_3 X_{2t-1}+\lambda_4 X_{3t-1}+\mu_t. \quad (1)$$

Where Y_t is Public Borrowing, X_{1t} is Foreign Aid, X_{2t} is Tax Revenue and X_{3t} Government Expenditure. β_o is the coefficient that represents the intercept of constant term and β1, β2 and β3 are respective slope coefficients. However, the equation for error correction model is:

$$\Delta y_t=\alpha_o+b_1\Delta X_t+\Pi\mu_{t-1}+R_t \quad (2)$$

The model has been carried out in the following steps:

I. First, Augmented Dickey-Fuller (ADF) was used to test the assumption of stationarity.

II. Second, Long run relationship using equation (1).
III. Third and final step is to estimate error correction model to capture short run effects.
IV. For additional testation heteroscedasticity, autocorrelation and stability tests are applied to check the validity and stability of model.

5. Results

5.1 ADF Test

ADF test reveal that all variables are stationary at level, except for public borrowing that is integrated of first difference. Therefore, ARDL is the appropriate technique here. A variable is stationary only if calculated value of ADF is less than its critical value and it follows the following equation for each variable:

$$\Delta y_{t-1} = \alpha_o + \alpha_{1t} + \gamma y_{t-1} + \sum \beta_i \Delta y_{t-1} + \mu_t \quad (3)$$

Where y_t represents a specific variable in time period t and y_{t-1} is that variable's lag variable or value in previous year.

5.2 ARDL Bound Test

Next step is to test for the Bound test or long run relationship test and itis based on following hypothesis:

H_0: There is no cointegration in the model.
H_1: There is cointegration in the model.

Calculated Value	Lower bound	Upper bound
10.41	2.97	3.74

Table 1: Results of Bounds Test

Since the F-Stat value (10.41083) is greater than all the upper bound values (3.74, 4.23, 2.68, 5.23) we reject H_0 and conclude that there is cointegration in the model. In other words, there is long run relationship between dependent and explanatory variables.

Variable Name	Coefficient	Probability
Forgien Aid	-103.8722	0.0064
Tax revenue	-3.7547	0.0063
Total expenditure	1.848694	0.0018

Table 2: The estimated long run coefficients of the model

According to the results, if foreign aid increases by 1 unit, public borrowing will decrease by 103.8722 units, keeping all other factors constant. Since the p value (0.0064) is less than 0.05 we conclude that the coefficient for foreign aid is significant. If tax revenue increases by 1 unit, public borrowing will decrease by 3.754714 units keeping all other factors constant. Since the p value (0.0063) is less than 0.05 we conclude that the coefficient for tax revenue is significant. If total expenditure increases by 1 unit, public borrowing will increase by 1.848694 units keeping all other factors constant. Since the p value (0.0018) is less than 0.05 we conclude that the coefficient for foreign aid is significant.

5.3 Error Correction Model

Variable name	Calculated value
Coint Eq(-1)	-0.896261

Table 3: Result of ECM

The ECM adjustment factor is -0.896261. This shows that if model diverts from long run equilibrium, it reverts to it by 89% during next year.

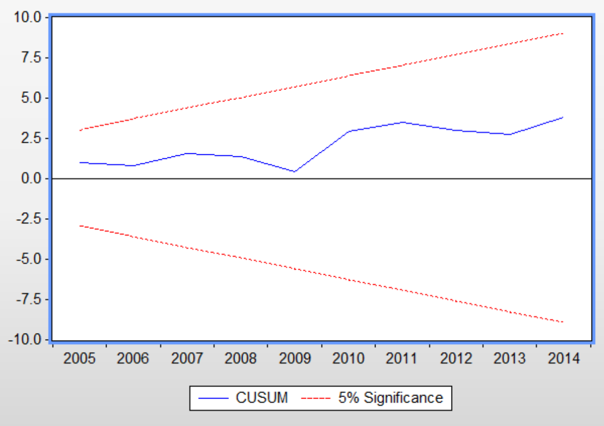
5.4 *Testing Assumptions*

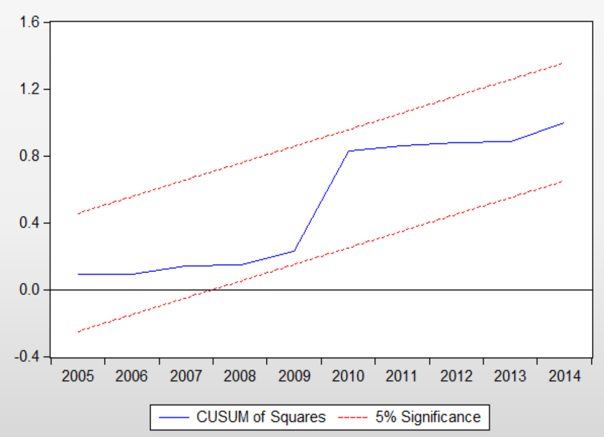
Test	**F-statistic**	**Probability**
Breusch–Pagan Test	0.685775	0.7534
LM test	0.685775	0.7534

Table 4: Results of Breusch–Pagan Test and LM Test

Breusch–Pagan Test and LM Test are used to check Hetroskedasticty and Serial Correlation respectively. The result suggests that there is no Hetroskedasticity and Serial correlations since the p value is greater than 0.05. Therefore, we can conclude that our model fulfills these assumptions.

The next assumption is to check for stability





CUSUM and CUSUM Square tests reveal that blue line (CUSUM lines) lies between the red lines we can conclude that the model is stable in terms of external shocks.

6. Discussion

This research shows the importance of studying the relationship between foreign aid and fiscal policy behavior of Pakistan. When viewed from the surface it may seem that foreign aid the economic growth have a positive relationship but deeper studies show that foreign aid is not beneficial for all parts of the economy. Fiscal policy has three main elements; public borrowing, tax revenue and government expenditure. Public Borrowing has been taken as the main proxy for the fiscal policy behavior of the government while tax revenue and government expenditure have been taken as the independent variables. The ARDL model has been used in this research to study the impact of foreign aid on the fiscal policy behavior of the government.

Fiscal policy is the main tool for managing the foreign aid and it can be seen from the research and supporting literature that foreign aid usually has a negative impact on the fiscal policy behavior of Pakistan. There have been no conclusive studies on the topic but most of the research up till now is pointing in this direction. When the government changes its fiscal policy negatively in response to inflow of foreign aid it makes the aid unproductive and causes it to impede economic growth rather than contributing positively to it. The government cannot earn returns from unproductive aid and ends up accumulating debt.

After the econometric analysis, it can be seen that foreign aid has a negative relationship with public borrowing. If foreign aid increases by 1 unit, public borrowing will decrease by 103.8722 units keeping all other factors constant. It was also seen that if tax revenue increases by 1 unit, public borrowing will decrease by 3.754714 units keeping all other factors constant, and if total expenditure increases by 1 unit, public borrowing will increase by 1.848694 units keeping all other factors constant. All the variables taken in the model are significant since they all have p-values less than 0.05. Considering these results we can reject the null hypothesis of the research and conclude that foreign aid has a significant impact on the fiscal policy behavior of the government.

Over the years, as the foreign aid increased the public borrowing decreased. This was because the government was borrowing from international sources rather than the domestic financial institutions. This is one of the reasons why international debt accumulation has become such a large problem for Pakistan's economy during the past few years. It puts a burden on the economy and leads to decreased productivity of the aid inflow.

The results of the independent variables also make theoretical sense. As tax revenue is increases the government would need to borrow less from domestic financial institutions so public borrowing and tax revenue have a negative relationship. On the other hand, if government increases expenditure it would need to borrow more from domestic financial institutions so public borrowing would increase. This is why government expenditure and public borrowing have a positive relationship.

As for the relationship of tax revenue and government expenditure with foreign aid we can study it through the data collected from the economic survey of Pakistan.

One of the main reasons behind the negative impact of foreign aid on the fiscal behavior of the government of Pakistan is the mismanagement of the aid received by the government. The aid received by the government is usually spent on non-development projects, as mentioned in the introduction. Since less money is spent on non-development projects the returns from aid are very less and the government cannot generate enough revenue to return the loans. This leads to an increased debt burden.

As money comes into the country through foreign aid the government also reduces its tax revenue collection efforts, and borrowing from domestic financial institutions. This leads to an increase in reliance on foreign inflows of money. Thus as foreign aid increases, the fiscal policy behavior of the government of Pakistan is altered in a way that can be harmful for the economy. These results can also be seen in other studies. Butt and Javid (2013) concluded in their research that a negative relationship exists between foreign aid and the fiscal responsibility of the government. According to their findings, foreign aid decreases domestic revenue and increases the accumulation of foreign debt.

Khan and Ahmad (2007) also carried out a research to study the impact of foreign aid on Pakistan's economy. They found out that foreign aid has a negative impact on the economic growth of Pakistan. Iqbal (1997) found some mixed results in his research. He concluded that foreign aid has a positive impact in government expenditure but a negative impact on development expenditure, i.e. the government spends most of the foreign aid on non-developmental projects that fail to provide returns to the investment. This trend can also be seen in this research. Mehmood (1997) found through his research that while foreign aid is good in terms of fixing budget deficit it has a negative impact on the fiscal behavior of the government. It tends to acts as a substitute for domestic savings, debt accumulation and decline in economic efficiency. Thus we can see that much of the literature on the topic supports the findings of this research.

7. Conclusion

Time series data has been taken from 1985-2014 (29 years) and the ARDL model was applied to the data to study the relationship between foreign aid and fiscal policy behavior of the government. The results obtained were significant and we can conclude that foreign aid has a negative impact on the fiscal policy behavior of Pakistan.

Public borrowing has been used as the main proxy for fiscal behavior in this research. It can be seen from the results that as foreign aid increases, public borrowing decreases. This would, in turn, lead to the weakening of the domestic financial institutions and channels. If the domestic institutions suffer, the government will become even more reliant on the foreign aid and trap the country in a vicious cycle of aid and debt.

Even though public borrowing has been taken as the main indicator of fiscal policy behavior in the study, the relationship between foreign aid and other fiscal policy indicators can also be studied from the research material. Most of the aid received by Pakistan is project aid, however, the government has been spending more on non-developmental projects as compared to developmental ones. This makes the aid unproductive since the government is unable to generate returns.

The decrease in domestic revenue collection coupled with the fact that the aid is not being used productively, leads to debt accumulation and increased dependency on foreign aid since the government is not generating enough returns to pay back the loans on its own. The public debt on the government has been rising steadily over the past few decades. If this trend continues the economy will be badly disrupted. This is why the government needs to revise and reform its fiscal policy approach towards foreign aid. It should restructure the use and receipt of aid, using it more productively to generate returns and also trying to strengthen domestic revenue channels first, instead of depending completely on foreign aid.

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Contents lists available http://www.kinnaird.edu.pk/

Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

UNVEILING THE EVIL; PAKISTANI YOUNG GIRLS AND ONLINE HARASSMENT

Kainat Shahid[1]*, Shumaila Kauser[2], Dr. Wajid Zulqarnain[3]
[1] MS Media Studies, Riphah International University
[2]Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Plot # 67, Street 9, H-8/4, Islamabad, Pakistan
[3] Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Plot # 67, Street 9, H-8/4, Islamabad, Pakistan

Article Info

*Corresponding Author
Tel: +92 336 5583604
Email Id:
shumailakauser@gmail.com

Abstract

Where world is blessed with the countless usefulness of Internet, there are also some cons attached to the usage of internet. Online harassment is a global phenomenon and women in particular are in majority of the victims all around the world. In a country like Pakistan where internet and social networking sites are growing gradually and the cyber control laws are not up to the mark therefore online harassment cases are increasing. Therefore this study that is descriptive in nature was aimed to find out the online harassment cases and the experiences of the Pakistani young social media users. The findings showed that majority of the respondents have clear understanding about this phenomenon however they are unaware to cope with the situation therefore they are reluctant to report the formal complaints because of lack of proper training, unaware of how to report first and have fear of the outcomes if they report it. The results stressed upon the government and other relevant institutions to arrange online trainings, strict laws and an organized mechanism of implementation of the cybercrime laws.

Keywords

Online Harassment, Pakistan, Women, Cybercrime

1. Introduction

Now, access to technology is an easy way for most people. The Digital Copyright Foundation (2016) found that Pakistan's use of information and communication technologies (ICTs) has grown exponentially, but there is still a long way to go. They found further that Internet penetration in Pakistan was 18% by mid-2016. With the popularity of mobile Internet (3G and 4G), this 18% is expected to rise. Access to these technologies is unequal; factors such as geographical location, economic status, gender and disability determine the level of access.

International Telecommunications Union (2016) found that Pakistan's digital gender gap is among the highest in the world, as "men are twice as likely as women to own a mobile phone in Pakistan" as only 64% of women owned mobile phones, while 81% Pakistani males owned cellular devices in 2015.

Even when women do have access to technologies, they are subjected to online violence that is markedly different from the experience of men. Online violence against women includes an array of behaviour, such as and not limited to, blackmailing, non-consensual access and distribution of personal information, impersonation, defamation, threats and gender-based bullying. While there are several motivations behind online violence, gender is the primary one and women are often the main target of it.

1.1 Online harassment

Winkelman (2015) found that online/cyber bullying often defined as "wilful and repeated harm inflicted through the medium of electronic text". She referred cyber bullying as "an aggressive act" or behavior that is carried out using electronic means by a group or an individual repeatedly and over time against a victim who cannot easily defend him or herself". However, cyber harassment has found to be linked closely with cyber stalking. It is more partner or relationship focused that encompasses a range of activities such as sending abusive, threatening or obscene emails, text messages, posts on to social networking and blog sites, and phone calls.

1.2 Mediums of online harassment

Mantilla (2013) found that cyber stalking and cyber harassment research has identified the following computer or telecommunication-based harassment mediums including: Monitoring e-mail communication, sending e-mail that threatens, insults or harasses, disrupting e-mail communications by flooding a victim's e-mail box with unwanted mail or by sending a virus program, using the victim's e-mail identity to send false messages to others or to purchase goods and services, using the Internet to seek and compile a victim's personal information for use in harassment, remailers (Email sent through a third party where the headings are removed, making it virtually impossible to trace its origins), spamming, incessant Instant Messaging (IM) or texting, posting in appropriate messages or stalking behaviours in chatrooms, posting inappropriate messages or stalking behaviors on bulletin boards, blog sites, and/or on social networking site personal pages, website tributes and personal data manipulation.

Digital Rights Foundation (2016) expalins that with the many technological devices (computers, laptops, smart phones, electronic notebooks, etc.) and online communication mediums (Internet, email, blogging sites, social networking sites such as Facebook, Twitter, etc.) one may become more susceptible and accessible to online harassment or stalking. Many internet users are sharing personal information on the internet making this information readily accessible. Search engines and social networking sites are able to identify people's addresses, telephone numbers, ages, and public mention on the internet (such as articles, blogs, Twitter postings, Facebook profiles, student status at a university, employment status at an organization, etc.).

Forms of online harassment

Mantilla (2013) found that some different forms (although not mutually exclusive or an extension to offline abuse and existing gender based violence) of online gender based harassment are:

i) Hate Speech

Online hate speech is any electronic communication that attacks a person on the basis of their identity, opinions, religious views, backgrounds, etc.

ii) Doxing

Doxing is the practice of leaking and publishing an individual's personally identifiable information. This information is meant to target, locate and contact an individual, usually through social media, discussion boards, chat rooms and the like; and more often than not, it is accompanied by cyber bullying and cyber stalking.

iii) Accessing and Disseminating Private Data without Consent

This involves viewing, using, sharing, disseminating and manipulating data such as photographs, personal information, etc. without consent. This breach of personal privacy is often done by stealing passwords, hacking, identity theft. The practice involves using personal data for the purposes of defaming the individual or harnessing personal profits.

iv) Cyber bullying and Harassment

Mantilla (2013) found that cyber bullying is the practice of deliberately abusing or harassing someone over the Internet. This form of harassment can include threats, incitement to physical violence, vandalism, blackmail, sexual remarks and false accusations that are meant to humiliate, threaten or discredit the victim.

v) Cyber stalking

Mantilla (2013) found that cyber stalking is the practice of tracking, monitoring and collecting information or pictures of an individual to monitor their daily activities. This is done through the use of blogs, photo-sharing websites and social media. It usually involves sending individuals threatening instant/text messages, emails and social media posts. In this sense, cyber stalking is often accompanied by cyber bullying and harassment offline.

Underlying Factors

As laid out by the United Nations High Commissioner for Refugees, human rights apply both offline and online, with "fundamental freedoms", such as free speech and right against discrimination, and the obligations that accompany them, being applicable online as well. All internet users have certain freedoms and obligations with respect to others that they must take into consideration when using the Internet.

Internet Governance Forum (2015) found that it is not always necessary for women to have an online presence in order to suffer gendered violence that originated online. For those that do, however, online and offline spaces are interconnected and interrelated, as there is usually a calculable link between online and offline harassment. As noted earlier, offline socio-cultural issues extend to the online sphere, and the socio-cultural backdrop of Pakistan, with its prevailing notions and realities of gender disparity and discrimination, feeds online gender-based violence. For a lot of women there is a lack of awareness about what constitutes online abuse and the action that can be taken to prevent or report it.

2. Online harassment study in Pakistan

According to a survey by Haque (2013), the Express Tribune English-language Pakistani news daily – measured internet use in Pakistan and found that approximately 70% of users on Face book were men. Zahid (2015), during a session on tackling online misogyny, the author of the report went on to reiterate that 75% to 80% of the users online were men. This effectively renders women a minority, and turns them into a marginalized community online.

Alexy (2005) mentioned that measure harassment has focused on the impact on college and university students, given that they are more prone and susceptible to online harassment and abuse, due to their extended and prolific use of digital spaces. Technology and Business Magazine (2015) in Pakistan, despite the dearth of data around online harassment, the official reporting figures provides some insight into the extent of the problem. The Federal Investigation Authority (FIA) has stated that in 2015 only five per cent of cases of harassment were reported and followed by legal action of any kind. Al-Jazeera (2016) reported that the authority has also separately pointed out that during 2015 around 3,000 crimes were reported, and 45% of these consisted of women being targeted on social media.

Law for online harassment

Prevention of Electronic Crimes Act 2016 (PECA)

The Prevention of Electronic Crimes Act (PECA) was passed in August, 2016 amid criticism from civil society and digital rights organizations. The vaguely-worded nature of the law meant that it could, and ultimately was, be used to silence opposition and clamp down on free speech.

Nevertheless, PECA has several sections that pertain to online harassment and protection of women in online spaces. Section 21 of PECA ("offences against modesty of a natural person and minor") address the exploitation of sexual imagery without consent:

"Whoever intentionally and publicly exhibits or displays or transmits any information which, (a) superimposes a photograph of the face of a natural person over any sexually explicit image or video; or (b) includes a photograph or a video of a natural person in sexually explicit conduct; or (c) intimidates a natural person with a sexual act, or any sexually explicit image or video of a natural person; or (d) cultivates, entices or induces a natural person to engage in a sexually explicit act, through an information system to harm a natural person or his reputation, or to take revenge, or to create hatred or to blackmail".

There are other two laws, section 20 and section 24 which also deal with online harassment. Section 20 contains offences against dignity of a natural person whereas section 24 contains cyber stalking. Both the section had pitfalls related to human rights law.

Law Enforcement Agencies

While there are several issues with the existing legislation, its implementation and the institutions tasked with the implementation create several hurdles for women and other victims of online violence.

The National Response Centre for Cyber Crime (NR3C) of the Federal Investigation Agency (FIA) is the designated authority to conduct investigations under PECA. The NR3C is severely understaffed and under-resourced, which hampers its ability to effectively deal with the scale of the problem at hand. The offices of the NR3C are limited to only major cities within Pakistan (Quetta, Peshawar, Lahore, Karachi, Rawalpindi and Islamabad). The lack of geographical access of these offices is a real concern, as it means that women living outside these select cities will have to leave their area of residence to simply file a complaint—which has the effect of particularly disadvantaging women in remote areas. While the NR3C does have an online complaint mechanism in place, it still adheres to a paper-based system and thus a formal complaint requires at least one visit to the office to start one's application.

Aslam (2017) further mentioned that the NRC offices are criminally understaffed. For instance, the office in Lahore only has 13 investigators (field officers), which includes 2 assistant directors, 4 inspectors and 5 Sub-Inspectors. The Deputy Director of the Lahore branch admits that these "13 men have to cover territorial jurisdiction within 32 districts within Punjab with only one available official vehicle.". These officials are tasked with handling a plethora of cybercrimes cases, not just online harassment. The sheer volume of complaints compared to the amount of resources available means that it is riddled with a severe backlog and institutional delays

2. Literature Review

Women in Pakistan and Social Media Usage

According to the study of Forbes (2007), the older generation is also utilizing social media to again connect with their family members and friends and those who are living abroad. He further explained that among all type of social media face book is the most popular, as it is used for both personal and professional use. However Zahid (2016) mentioned in Pakistan Telecom meeting from 191 million Pakistan Population 18% of Pakistani use internet which means 34.4 million. Social media or face book users are 14% or 27 million. Mobile users are 66% or 126.3 million. Mobile social media users are 12% or 22 million. Report further shows that women face book users are 22% which means 27 million.

Junco (2012) mentioned that for the college student development and success, there is fair amount of popular interest and also professional interest in social media effects. The study of Jones and Fox (2009) mentioned that for the college students, one of the most popular website of social media is face book and 99% of the students are face book users. However Smith and Zickuhr (2010) found that young adult's college ages between the percentage of 67 and 75, even those who are not enrolled in college, they use social networking sites. Recent data of US in the study of Smith and Caruso (2010) shows that from 126 US universities and one Canadian university, from sample size of 36,950, 90% of the University students are using social networking sites and 97% percent of the students says that they use face book. Similarly the study of Zulqarnain (2017) shows that in Pakistan more than four hours per day 67.1 % of the students use social media comparatively to the traditional media i.e. 25.2%. He concluded that 51% of people are using social media on daily basis.

The study of Nylander and Rudstrom (2011) found that many women have made their profile pages for the business purposes on social media networks, where they have given their detailed information, either it sis related to personal or business or product information. But besides these advantages Hasan and Fatima (2012) mentioned that Pakistani women on social media have to face many hurdles and barriers to grow their businesses. The important barrier is literacy and infrastructure problems. Many women are in opinion that they have education, freedom of choice and facilities availability and harassment issues as compared to men. Similarly Roomi (2006) identified that women face other challenges also such as inferior status of women in the society, economic underestimation issues and gender bias issues in the regional. Further he explained that in name of Islam feudal and tribal culture of Pakistan is also a major factor to grow for women. According to previous studies Shabbir and Di Gregorio (1996), Shah (1986) and Hibri (1982) stated that notion of Purdah, Izzat is also a major challenge for women while using social media as it is their mobility restriction and they are not allowed to do work with men and go out as it might affect in their marriages etc.

Users Pattern of Social Media

According to Smith and Kidder (2010) social media became a way to shape young people and their personal identities in the society. Several scholars have studied the impact of women motivation against the usage of social media. Smock et al., (2011) highlighted that maintenance of any relationship is one motivator for facebook users, it follows for passing time and for entertainment females use it more. However Special and Li-Barber (2012) mentioned that coolness and companionship is not very much important factor of their social media motivation. A study of Balan and Rege (2017) found that most of females post their topics related to small business such as on Twitter account, the number of female posts are greater than the males. Cardon and Marshall (2015) stated social media now started to impact on women's lives and its use of study became significant. However Kaplan and Haenlein (2010) stated that it created a massive content as users do share their experience and opinions on different topics in social media.

Kemp (2012) mentioned that 30% is about the total internet users in world and 22% are social media users. A study of Athulya (2015) indicate that communication has been changed by SNS, as age of adulthood between 18 to 25 is the age between adolescence and between the adulthood period of transition. This age virtual world interaction have role in emotional, social and physical development. He further described that this age focus on SNS use more and it impact on their self-esteem and also more on formation of social capital among the adults emerging.

Cases in Pakistan

A report by Digital Rights Foundation (2017) explored the laws in order to deal with the women online harassment cases and it shows the lived experience structure of women who are facing online harassment. DRF's analyzed about the harassment team helpline who are working for cyber, which includes behavior array, blackmailing, personal information distribution and defamation etc. Report explained further that behind the online violence, there are several different motivation and women are often major target of it. According to the Digital Rights Foundation (2017) survey, many online harassment victims are women in which self reported harassment cases are 63%. Whereas men calling on the behalf of the women are 107.Hence there are no official online harassment figures on this subject. Despite this, government has not provided gender data yet. Out of 3027 cases of cyber crime that was reported to Federal Investigation Agency, 45% of cases are violence against women during the year of 2014 to 2015. FIA have repeatedly failed to report in Parliament about their several operations as under the section of 53. According to DRF helpline the major experiences of harassment of women are 20% consist of blackmailing, 19% are information of nonconsensual, 21% is the reason of impersonation and 12% are the wrong messages.

Zakaria (2016) mentioned in his study about a recent case of a professor in Karachi University, he made five fake face book accounts of a female colleague. This case was happened in 2015, and her picture was used in immoral content and lewd. Only not this case happened, in 2014 to 15 there were 3027 cases of cyber crime. 45% of cases are only concerned with females. Similarly according to the NGO Hamara Internet, profile picture stolen are routine cases, in which some are those where women are forced completely to stop the sites of social media and blackmailed. Zakaria (2016) further explained that in many cases women were manipulated through the software of photo modification which is easy to modify and then they were used to blackmail them. The victims were especially those who don't know how to complaint on social media, and some of female not complaint to the harassment law enforcement agencies because of the consequences and censure of male family. Dad and Khan (2017), DAWN (2014) and Fazal (2017) mentioned that online harassment may lead to the swear case of suicide, as it can also cause distress emotions, fear and other facts etc. So it cannot be ignored as it can be a death. According to survey of Digital Rights Foundation (2017), 70% of the women were agreed that in online harassment cases they were more afraid of the pictures being online posted. However 40% of females said that they were being stalked and harassed with help of messaging apps etc.

Harassment Cases:

The Cyber Harassment Helpline Report (2016 - 2017) shows that 513 online harassment complaints in email face book and calls form and they deal 62% of cases which are reported by women. 37% of the chunk is also been men who open up their own experiences in order to break stereotypes and encouraging trend. One of fact is that National Response center for cyber crime is only located in some areas of Pakistan such as six major cities. According to Gabol and Subhani (2016), a recent case of "Qandeel Baloch", who was murdered as a result of online content and she was murdered by her brother, as according to him online activity of the girls brought dishonor in their family etc. This is another case which highlights the violence continuum from online spaces to the offline as death. Similarly another case mentioned by Siddiqui (2016) about digital media and honor killing in 2012, which was case of Kohistan video. In this case incident, a video of four dancing girls was leaked. All girls were murdered by their family in honor name. However the Pakistan Supreme Court side lined this case when the team of fact finding went to visit the area that was misled by the locals. Siddiqui (2016) further explained that the case of Kohistan highlighted at highest judiciary level act for the investigation and to providing time to time justice for the victims of online harassment. According to the Punjab Protection of Women against Violence Act (2016), Pakistan has been gentle to work on the laws related to cyber crime issues and several laws are used offline to run these spaces. Acknowledgement of these laws is an important step to resolve the issue. The penal code of Pakistan has different laws sections for online cyber crime for example there are some sections as 509, 499, and 25 D. These sections explains a clear understanding of laws regarding defamation, penalty for causing annoyance and insulting modesty or sexual harassment cause etc.

Awareness Trainings to avoid Online Harassment

According to the UNESCO (2015), it is important to address and create several awareness trainings for women in order to secure themselves from online or digital harassment. Digital literacy trainings are important to adopt as it may bring the change for example laws can be adopt to internet crimes regulation. It is also important to increase the self awareness of women and girls about the cyber crime laws, their privacy understanding while using digital media and use of mobile phones and also their rights to raise voice against violence. Further

UNESCO (2015) mentioned that safety and privacy of apps always enhance the confidence of using social media. There is a need to develop such solution of technology which can help to protect the girls and avoid risk. As the study of Burke et al. (2015) concluded that social media and the internet is widely used in the digital technology now a days, and there is a need to educate people about their personal data safety online and to prevent their identities. Further they should know about the policies and actions can be taken after the harassment case. Further they explained that health educator counselors are other participants that can be helpful in preventing the harassment as this is a public health issue. Social workers can be involved to advocate for the laws which deters cyber harassment as a criminal.

3. Methodology:

3.1Research Design

The quantitative research designs are used to obtain information according to posed research question or described and assessed accurately an observable phenomenon. By keeping in view the limitation of qualitative research methods, quantitative methods are adopted to ensure credibility and accuracy of research. Quantitative examination was employed to direct this research investigation due to significant amount of participants. The goal of utilizing quantitative approach as a part of this research was to test and primary data collected. This examination was intended to describe the relationship between the different online harassment cases in Pakistan and its impact on young girl's and experiences. Along these lines, this research outline had been utilized as a part of this research which looked to address the online harassment cases in Pakistan and the young social media user's experiences.

3.2Method

Survey is one of the most important common methods of study. It mainly includes the process of asking questions from the selected sample. For the current study, a survey method was designed and different university female students were asked regarding their online harassment experiences and responses.

To get better and in-depth insight survey methods was opted as it is an ideal option to record and explain online harassment cases of young girls and their experiences. The questions designed helps to evaluate, if these harassment cases are major problem of our society, if problem is so cruel that is unable to handle, if online harassment cases are difficult to tackle and affecting the young girls badly. Then how such online harassment cases are being ignored in the society and why young girl's not raising voice against this phenomenon. The Cross-sectional data has been collected from the students. It is a type of observational study that analyzes data collected from a population in a specific time period.

3.3Population

According to Polit and Hungler (1999) population is a cumulative or whole of all the things, subjects or members to conduct the study. Meays et al. (2004) quoted that population which varies from numbers and framework of the study.

Target population or participants are a generalized group of people or objects to which the researcher wishes to conduct the study like universities female students. In this study the population was enrolled different University's female students. The respondent age was measured by age group categories starting with 16 to 30 years and above. The population of the current study was female students (youth); these are the students who are using social media and have access to use internet.

3.4Sampling Technique

According to Wood and Haber (2013) the selection of the major potential sample is to ensure representation and generalization of the study.

For this study 110 respondents were selected who represented the characteristics of actual population to obtain maximum accurate results and validate findings. Though survey method actual participants were easily approached and data collection was done purposively. 110 students responses were used on basis of usable data from questionnaires specifically those students who use social media and have access.

3.5Research Instrument

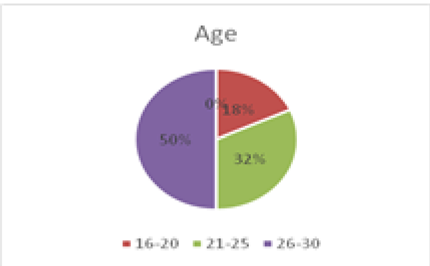
The closed-ended questionnaire was structured to collect data for the current study.

This study was adapted as many researches related to online harassment cases and experiences of young girls. In the questionnaire, research started with the demographics that included age and education level of respondents. Mention no of question??

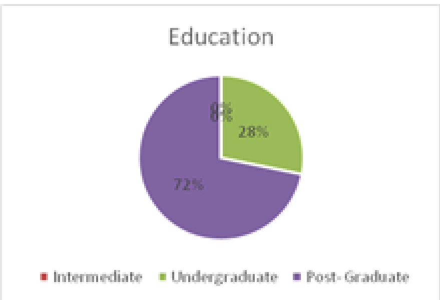
4. Findings and Discussion

A survey was conducted in 110 young girls in different universities of Islamabad what are those??, Pakistan.

Age		
16-20	20	18%
21-25	35	32%
26-30	45	50%

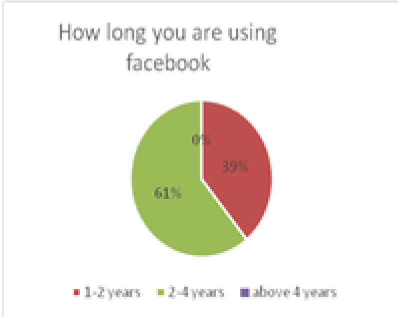


Education		
Intermediate	0	0%
Undergraduate	31	28%
Post- Graduate	79	72%



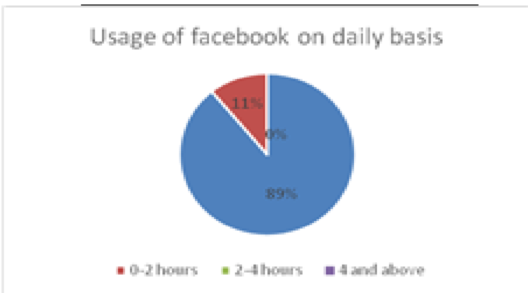
The education level was undergraduate 28% and post-graduate 72%.

Part 2: General Data		
1-2 years	0	0
2-4 years	43	39
above 4 years	67	61



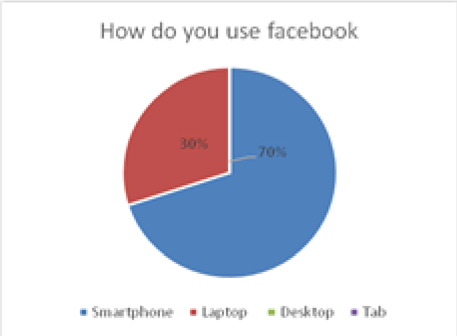
Girls who are using Facebook 2-4 years is 39% and 61% girls are using Facebook more than 4 years.

Usage of face-book on daily basis		
0-2 hours	98	89%
2-4 hours	12	11%
4 and above	0	0%



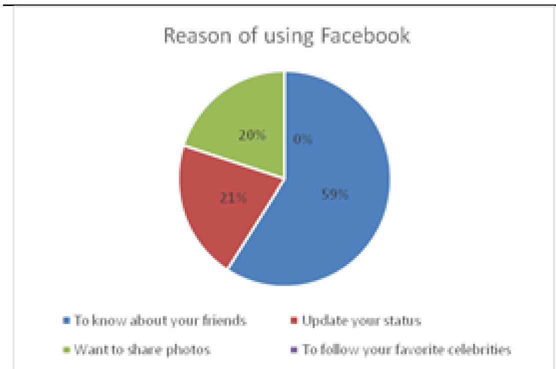
89% use Facebook 0-2 hours on daily basis and 11% spend 2-4 hours daily on Facebook.

Sources of facebook users		
Smartphone	77	70%
Laptop	33	30%
Desktop	0	0%
Tab	0	0%



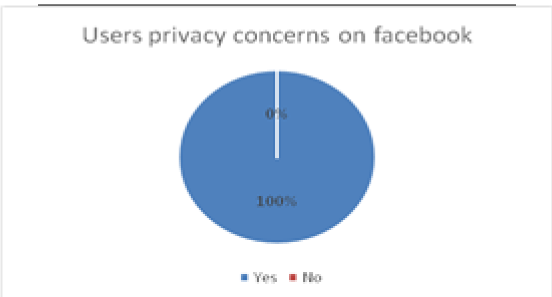
70% girls use Facebook on the smartphone as it is a portable technology and 30% use laptop to login to Facebook.

Reason of Using Facebook		
To know about your friends	65	59%
Update your status	23	21%
Want to share photos	22	20%
To follow your favorite celebrities	0	0%



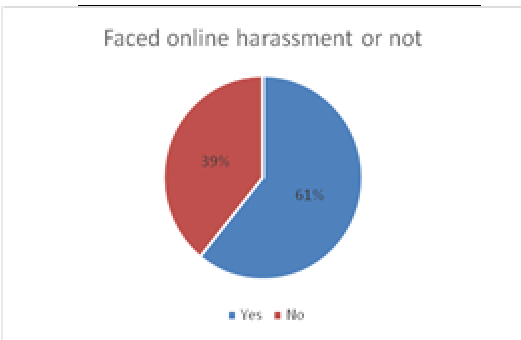
59% use Facebook to know about the updates of friends in their list, 21% want to update their life events, routines and status on Facebook and 20% likes to share their pictures on Facebook.

Users privacy concerns on facebook		
Yes	110	100%
No	0	0%



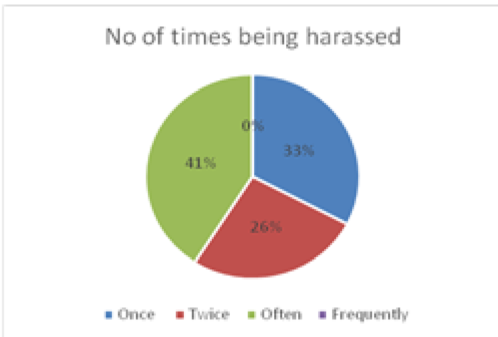
Almost every girl has privacy concerns on Facebook and they were well aware of online harassment.

Faced online harassment or not		
Yes	67	61%
No	43	39%



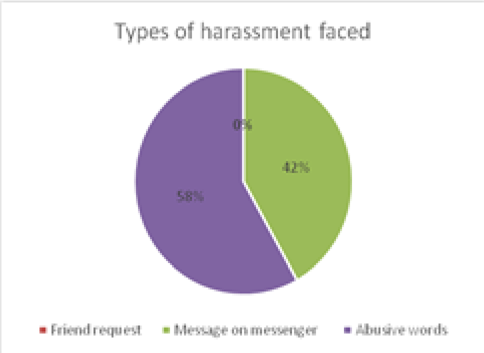
Girls who faced online harassment through Facebook are 61% and 39% never been harassed through Facebook.

No of times being harassed		
Once	36	33%
Twice	29	26%
Often	45	41%
Frequently	0	0%



33% girls had been victim of online harassment one time only, 26% had been harassed twice and 41% girls oftenly face online harassment.

Types of harassment faced		
Friend request	0	0%
Message on messenger	46	42%
Abusive words	64	58%



42% says they receive unwanted messages through messenger and 58% got harassed by using abusive words in comments on Facebook.

Action taken against harassment		
Block	60	55%
Delete	0	0%
Ignore	11	10%
Report	39	35%

55% blocked the harasser, 10% ignored it and 35% report the harasser Facebook ID to admin.

Action you took		
Decide not to update my status	22	20%
Avoid using facebook completely	0	0%
Deactivate your account	52	47%
None	36	33%

33% girls did not take any action, 20% decided not to update their status or share their pictures on Facebook and 47% decided to deactivate their Facebook account due to serious online harassment.

Online harassment shared with		
Family	22	20%
Friends	58	53%
Not shared	30	27%

20% girls shared their issue of online harassment with their family, 53% with friends and 27% girls did not share it with anyone.

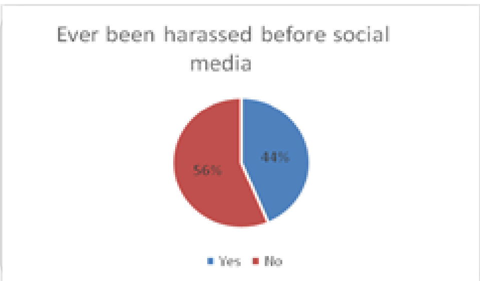
Reported to the facebook management		
Yes	63	57%
No	47	43%

57% girls report about the harasser to Facebook management while 43% did not report it.

Facebook Management response against the report		
Effective	33	30%
Not Effective	77	70%

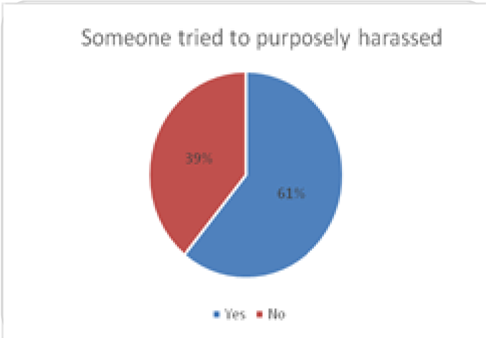
The response of Facebook management was not effective according to 70% girls whereas 30% says their response was effective.

Ever been harassed before social media		
Yes	48	44%
No	62	56%



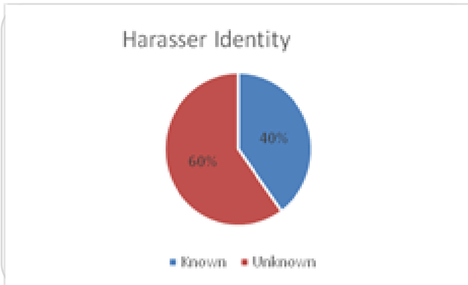
56% girls had not been harassed before social media while 44% had been harassed before social media.

Someone tried to purposely harassed		
Yes	67	61%
No	43	39%



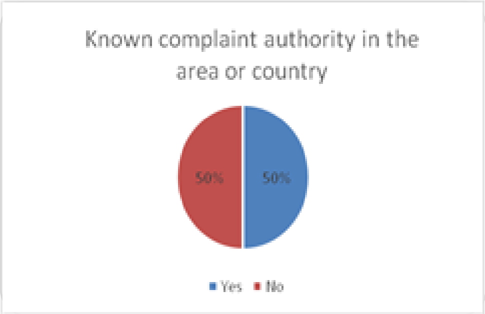
61% were purposely harassed but 39% had not been purposely harassed.

Harasser Identity		
Known	44	40%
Unknown	66	60%



In 40% cases the harasser was known while 60% were unknown.

Known complaint authority in the area or country		
Yes	55	50%
No	55	50%



50% know about the complaint authority in their area while 50% do not know about any complaint authority related to online harassment.

Ever got training to deal with such cases		
Yes	0	0%
No	110	100%

None of the girls who participated in the survey had any training related to online harassment.

5. Conclusion

World is taking advantage of uses of internet as well as many issues are attached to the usage of internet. Online harassment or cyber harassment is a global issue and mostly women are the victims of it. Country like Pakistan where usage of internet and social networking sites is increasing but the cyber control laws are not up to the mark hence online harassment cases are increasing. This study was descriptive in nature and was aimed to find out the online harassment cases and the experiences of the Pakistani young social media users. The findings showed that majority of the respondents have clear understanding about online harassment. They are unaware to deal with such situations therefore they are reluctant to report the formal complaints because of lack of proper training, unaware of where to report and have fear of the outcomes if they report it. The results stressed upon the government and other relevant institutions to arrange online trainings, strict laws and an organized mechanism of implementation of the cybercrime laws.

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Journal of Research & Reviews in Social Sciences Pakistan

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PORTRAYAL OF WOMEN FOR ADVERTISING EFFECTIVENESS IN PAKISTAN

Naveed Ullah Hashmi [1]*, Dr. Wajid Zulqarnain [2], Waseem Ghafoor [3]
[1]Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Plot # 67, Street 9, H-8/4, Islamabad, Pakistan
[2]Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Plot # 67, Street 9, H-8/4, Islamabad, Pakistan
[3]Government College Gulberg, Lahore,

Article Info
*Corresponding Author
Tel: +92 333 4302615
Email Id: wajidgeo@yahoo.com

Keywords

Women, TV Ads, Appealing to Product, Cultural Values, Sex Objects

Abstract

Advertising is one of the potent tools that affect on the buying behavior of the consumers. Similarly for the effectiveness of TV ads women is being used in different roles. Therefore this study attempts to find out the effectiveness of women in TV ads in three different perspectives i.e. appealing to product, shown with cultural values and shown as sex objects in Pakistan. The data was collected through close ended questionnaire adapted in the light of the previous studies. Purposive sampling technique was employed and sample was taken from the university students who have seen the particular TV ads. The findings show that the commercials in which women are used as appeal to product have significant effects of the buying behavior of the consumers followed by the ads in which women shown with the cultural values and then the ads in which women were presented as sex objects in TV ads. The results reinforce the previous findings with stress upon the meaningful use of the women in TV ads in Pakistan.

1. Introduction

Representation of women is still questionable in TV advertisement and media O'kelly at el. (1976). Most of the time women portray negative in advertisement Lindner (2004). The objectification of women in mass media has long sorted history Real (1977). The study of Pillay (2010) mentioned that in Pakistani television, most of the time women portrayal as objects not as human being. It has been identified through literature review that advertisements used to generate the finance and solve the financial issues for the televisions channel. As per advertisement agency these type of content (women as object) use to increase the popularly and viewership of the advertisement. For this purpose TV channel usually break the law, work beyond the ethics and broadcast questionable material especially in advertisements. According to the different researches like Ullah and Khan (2014), the portrayal of women in advertisement as sex object, objects of desire and as a product affect the emotional feeling of women and not only harmful for the women but also society. Zimmerman and Dahlberg (2008) further elaborated that the attention of the female after viewing that particular advertisement is not much higher. The researches proved that psychological impact of the advertisements is negative through immense negative implications for constant self-surveillance and self-objectification Gettman and Roberts (2004).. Further they mentioned that a new trend in advertisement is to link the product to its culture which increases not only viewership of the advertisement but also the sale of the products.

2. Literature Review

Many of the research articles have been published after broadcasted of such type advertisements which portrayal men and women unfairly Stern (2004). According to Stern (2004) above one century the main targets have been women as consumers. Females spend more money for buying household products.

Glue that binds the group together is culture De Mooij (2005). However De Mooij (2005) indicated that these groups based on particular characteristics and representations common attributes, beliefs, ideas, customs, roles, institutes and social organizations shared by members and these members live together in the same geographic region in the same historical period. Ferrante at el. (1988) explained in their studies that Women represent their gender in different occupations outside the home as compare to previous; however the representation is unchanged in advertisement, announcers for voice-over and age categories. Kilbourne (1987) mentioned that It is advertisement which setting negative standards in the mind of women like skinny ideal beauty. Further Anderson at el. (2016) says that the portrayal is not cleared and inaccurate image of female gender for men as well as the unrealistic approach to the women body.

According to the Zimmerman and Dahlberg (2008), advertising is the information about the products or ideas by particular group or organization via mass media as paid content, which affect the behavior and attitude of the viewers. Bovee and Wood (1995) explained further the advertising is the main sources of earning money for any television channel, so the biggest part of financial liabilities is covered through advertisement. The study of process involved when people select, purchase, use dispose of produce, services, idea or experience to satisfy needs and desires DeMooij (2010). According to Zimmerman (2008) the reaction on advertisement has minor effect on purchase, however major effect on attitude of women. Geis at el. (1984) research on advertisement and equality of the opportunity the results of the study show that social reality for women and men needed to be changed. According to the study of Stern (2004) the recent studies the negative portrayal of the women like as sex object and as product is reduces as compare to the previous era but sill the portrayal women in advertisement is same in most of the advertisement . Most common scenario in advertisement is domestic residence, cultural values and family relationships, in which women act for the product. Women are the one of the main feature in advertisements and used to enhance the message Majid (2013). However most of the time this usage is depict negative impact on the viewers while women portrayal as product not as human being. Research of Pillay (2010) also explained that use of female characters enhance the emotion and influence the message. A new trend in advertisement increase the viewership of advertisement is use of cultural content in advertisement. This type of content helps the viewer to relate the advertisement and scenario with their real situation and environment. Majid (2013) explained that most of the time Pakistani advertisement convey message in the form of emotion with combination of emotional voice and expressions.

2.1. Objectives:

1. To find out the relationship between the effectiveness of the advertisement and the cultural content
2. To explain the relationship between the effectiveness of the advertisement and the Appealing to Product shown in advertisement
3. To ascertain the relationship between the effectiveness of the advertisement and obscenity shown in advertisement

3. Methodology:

A questionnaire was developed and adapted on the basis of previous research. To 21 items were asked from the respondent to the relevant categories. Population was all the public sector universities in twin cities. List of the universities were sought from HEC website and then by applying simple random technique five universities were chosen. Total 300 questionnaires were distributed equally in every university however 247 were received with the response rate of 82%. All the respondents were voluntarily participated and data was used confidentiality. Questionnaire was distributed in to three parts on the bases of three variables i.e culture values, obscenity & appealing. A purpose sampling techniques was used to select the Pakistani advertisements. Four popular Pakistani TV Commercial of different brands were selected for the current study. The characteristic of the sample are shown in the form of graphs and tables.

4. Results

Table 1: Gender

Gender	Total	Percentage
Male	97	39
Female	150	61

The frequency result of respondents show in the graph 1. “1” code was given to male responded however code “2” was given to the female respondent. Total 275 questionnaires were distributed from which only 247 were adept to use. 39% of the responded were male however 61% were female respondents. The result shows that most of respondents were female.

Table 2: Age

Age	Total	Percentage
18-21	141	57.1
22-25	92	37.2
26-29	14	5.7
30 & above	0	0

In age of the respondents were categories in four groups, coded 1 was given to 18-21 years, code 2 was given to 22-25 years, 26-29 years fall in code 3, 30 & above years was coded as 4. As analysis of the result, 5.7% respondent were from age group belong to 26-29, 37.2% were from 22-25 however 57 % were from 18-21 age group. The result depict that most of the respondents were youth and belong to the age group of 18-21.

Table 3: Education

Age	Total	Percentage
F.A /F.Sc	94	38
B.A/B.Sc /BS (Honors)	91	37
M.A/MS	62	25

The result of education show that most the responses were having B.A/B.Sc/BS (Honors) 39%, then F.A/F/Sc 37% and then M.A/MS, 25%. Respondents have 12 years of education been high in percentage.

Table 4: Descriptive Statistics

	Range	Mean	Std. Deviation	Variance	Skewness	Kurtosis
Culture	1.20	3.051	0.380	0.145	-0.262	-0.997
Appealing	1.60	3.385	0.305	0.093	-0.589	0.642

Effectiveness	1.60	3.064	0.602	0.363	0.315	-1.482

Mean, standard deviation, kurtosis and skewness of the variables were calculated and shown in the Table 1. The values of the variables were very interesting i.e. for culture the values were (M = 3.051, SD= 0.380, Variance = 0.145, Skewness= -0.262, Kurtosis= -0.997), for Appealing the values were (M = 3.385, SD= 0.305, Variance = 0.093, Skewness= -0.589, Kurtosis= 0.642), for Effectiveness the values were (M = 3.064, SD= 0.602, Variance = 0.363, Skewness= 0.315, Kurtosis= -1.482)

Table 5: Results of Regression Analysis

Hypothesis	R2	F	B	T	Sig	Status
H1: The relationship between the effectiveness of the advertisement and the cultural content	0.15	45.64	0.39	6.75	0.00	accepted
H2: The relationship between the effectiveness of the advertisement and the Appealing to Product shown in advertisement	0.23	74.72	0.48	8.64	0.00	accepted
H3: The relationship between the effectiveness of the advertisement and obscenity shown in advertisement	0.07	17.09	0.25	4.13	0.00	accepted

Regression is used to see the relationship of independent variable on dependent variable.

Hypothesis 1 has been supported. The relationship between the effectiveness of the advertisement and the cultural content shown in advertisement has positive and significant i.e.(β= 0.396, t = 6.756) on the bases of result the hypothesis 1 has been supported and accepted.

Hypothesis 2 has been supported. The relationship between the effectiveness of the advertisement and the Appealing to Product shown in advertisement has positive and significant i.e. (β= 0.483, t = 8.644) on the bases of result the hypothesis 2 has been supported and accepted.

Hypothesis 3 has been supported. The relationship between the effectiveness of the advertisement and obscenity shown in advertisement has positive and significant i.e. (β= 0.255, t = 4.135) on the bases of result the hypothesis 3 has been supported and accepted.

5. Conclusion

The purpose of the current study was to analyze and find out the relationship between portrayal of women and effectiveness of the TV commercial broadcast on Pakistani TV Channel on the bases of Culture, obscenity and the appealing to product. Frequently occurrence was found with regard to objectification of women, disempowered and subordinate to the men in advertisement. The finding of research show that positive portrayal of women improved the appealing to the product, similarly according to responses, cultural aspect are more important in TV advertisement as compare to Obscenity. Audience associated the situations used in advertisement to their daily life scenario and culture vales.

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Journal of Research and Reviews in Social Sciences Pakistan, Vol 1 (2), 2018 pp 169-193

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OCCUPATIONAL STRESS AND ITS EFFECTS ON JOB PERFORMANCE

Mamoona Masood[1*]
[1] University of the Punjab.

Article Info

*Corresponding Author
Tel: +92 322 7978767
Email Id: mamoona.masood2015@gmail.com

Keywords: Occupational stress, job performance, stressors, eustress, distress, work commitment, stimulus, intrinsic motivation, ergonomic-stress-level

Abstract

This study is on the occupational stress and its effects on job performance. The main focus of study was the private organizations in service sector of Pakistan. Objectives of the study were to analyze the causes of stress and factors affecting job performance and then find out the relationship between stress and job performance. Hypotheses were raised to guide the study. Target study population consisted of the people who are employed in private organizations in service sector. Random sampling technique was used to select participants for study. Questionnaire was main instrument for data collection. 370 questionnaires were distributed. Out of which 240 were returned. Descriptive statistics were used to analyze data, along with other statistical tools like regression, correlation and scatter plot. Statistical methods used were mean, standard deviation, correlation and regression. The study findings revealed that various demographic factors like age, gender, qualification, experience and nature of appointment affect individual`s stress level at work as well as performance. It also reveals that stress has a strong positive correlation with job performance. Therefore this study depicts that stress is not always a negative phenomenon. A considerable amount of stress is essential at work place to keep employees motivated and focused. The study recommends that management should spend considerable time and energy to keep stress at a desirable level in an organization. Employees must be made aware of the concept of stress through trainings and most importantly there should be a proper reward system in the organization to keep employees satisfied with their efforts.

1. Introduction

Selye (1956) has first given the idea of stress in life sciences. Nelson and Quick (1994) defined stress as one of the most debatable word in English Language. According to Orlans (1991), the research published on this topic till now has different point of views regarding defining stress and still have not agreed on any particular definition of stress. In most recent times, Omolara (2008) defined stress as a reaction of an individual when he is not able to meet the challenges. This can be both physical and psychological. If the environment of organization is not quite supportive, the employees don't have positive relationship among them, they are not provided with adequate resources and if the senior organization members are not competent in doing their work and in running the organization, all this leads to serious stress for employees (Isikhan, et al., 2004; and Steinhardt, et al., 2003). Occupational Stress is one of the core issues at workplace which is often neglected by organization and employees themselves.

Performance is defined as the work activities which are to be performed by the employees and through which the employer judges the performance of the employees that how far an individual has been successful in achieving the goals of an organization (Robbins, 2005).

One of the factors affecting job performance is the level of stress also called work pressure (Rebecca, 2010). The stressor-detachment demonstrate (Sonnentag & Fritz, 2015) expresses that large amounts of every day workloads have prompt outcomes for representatives as strain responses and negative enactment. Stress leads to absenteeism as one of its major impact, which rises when an employee faces a stress situation at work (Mead, 2000). Hence stress is one of the leading challenges for employers and they must take necessary steps to cope up with this challenge. In other case they have to face the employees' health issues as well as their performance degradation. Das et al. (2016) noted that psychosocial factors in light of work style, for example, workload, due date/weight and working through agony, may impact danger of rate of work-related musculoskeletal disorders (WMSDs).

In a developing country like Pakistan, issue like stress is mostly neglected in many organizations; they are just concerned about their goals and treating employees like a machine to continuously work for them. But this attitude affects the organizations very negatively in long run in the form of employee`s bad health, absenteeism, and in many cases eventually leads to employee turnover. Comfort Prah & Johnson (2015) suggested that identifying the causes of stress and taking necessary steps to overcome them is very important for organization`s wellbeing and overall performance. It is also a key factor in determining job performance. Hence, this research is carried out to determine the effects of stress on job performance so that it can be applied by managers to manage their staff efficiently. This research will help organizations understand the concept of stress and manage their employees accordingly. In this way people will be more committed towards the organization, it will increase their morale and will obviously affect the performance of employees. People will be happy with their job and will not want to leave the job. It is very much beneficial for the organization in getting good reputation due to quality work and better employee management. The study is based on various private organizations in service sector of Pakistan. It excludes the professions which are considered to have employees with comparatively high stress levels due to nature of their work such as doctors, dentists, pilots, police, minors and social workers (Cooper, et al., 1988).

The organizations must take necessary steps to ensure that stress in organization environment should be used positively and should not rise to that level which cause the employees to have physical and psychological issue (Herzberg, 2000). This study creates awareness between managers and staff about dealing with stress. The purpose of this study is to find out the relationship between occupational stress and job performance and to determine how stress varies with different individuals and organizational attributes. It helps managers develop its staff to cope up with the stress level at work and use it in a productive way. In this study, organizations are encouraged to create stress environment that increases employee productivity; utilize stress positively for enhancing job performance and not on the cost of health and other costs. It then develops an understanding of the relationship between stress and job performance. Most importantly, it adds to the existing knowledge and literature for further studies.

The objectives of this research are:

1. To identify the causes of stress
2. To examine factors affecting job performance
3. To establish the relationship between occupational stress and job performance
4. To analyze the effects of demographic factors like age, gender, marital status, qualification, job experience, monthly income and nature of appointment.

This research investigates the causes of Occupational stress and factors that influence the job performance of employees. It then establishes the relationship between stress and job performance. So this research is given more of a generic focus and various relationships are examined in different Private organizations in service sector of Pakistan. This research will help organizations understand the concept of stress and manage their employees accordingly. In this way people will be more committed towards the organization, it will increase their morale and will obviously affect the performance of employees. People will be happy with their job and will not want to leave the job. It is very much beneficial for the organization as its reputation will be improved due to more quality work and better employee management.

2. Literature Review

The fast moving technological and managerial changes have increased the level of stress in employees (Davisson, 1994). Stress arises from the stressors in our environment acting on the individual as well as on organization level (Matteson and Ivancevich, 1982). Selye (1956) was the first man to investigate stress scientifically. He did this research fifty years back and is known as "father of stress". Stress is not always negative. In fact Selye (1956) said that if there is no stress, it's actually considered as death. It is basically of two types. First is positive stress, also called Eustress or Pressure, which enhances work performance. Second is negative stress, also called Distress, which negatively affects work performance **(**Le Fevre et al., 2003). An advanced form of stress which is gaining much attention now is termed as Burnout (Spector, 2000). When an employee is unable to meet the demands of his job, he faces a resistance between his job and other employees (Faulkner & Patiar, 1997).

Kinman and Jones (2005) categorized occupational stress on the basis of organizational factors, personal-interpersonal factors and factors related to job. Ivancevich and Matteson (1980) divide occupational stress into physical environment, individual level (including both role and career development), group level (primary relationship based) & organization Level (climate, structure, job design and task characteristics). Designing the job activities along these lines is probably going to expand work assets and test requests, thusly cultivating work commitment (Bakker & Demerouti, 2017). As to commitment, job redesign is a key instrument to upgrade the arrangement of occupation resources for workforce, making prolific environment for work commitment (Michelle R. Tuckey, Sabine Sonnentag & Janet Bryan, 2018).

Cooper & Bright (2001) also gave few basic types of stress causes including stimulus based stress which is caused by the environmental factors in the surroundings affecting the individual`s stress level (Folkman et al., 1986). Response based stress which is in response to some threatening or damaging stimulus in environment. It is also called physiological approach (Jovanovic J. et al., 2006). Interactional approach combines both stimulus and response based approaches (Cox, 1978; Richard and Krieshok, 1989). This approach takes into account both the individual and environmental factors. The response of an individual towards the environmental factors is the basis of this approach. Greenberg (1999) proposed transactional approach while studying the interactional approach. Transactional approach focus on the response of person`s "touch" in response to surroundings (Cooper, et al., 2001).

Cooper and Marshall (1980) have given five factors as major stress causes. (1) Intrinsic to the job, including factors such as poor physical working conditions, work overload or time pressures, (2) Role in the organization, including role ambiguity and role conflict, (3) Career development, including lack of job security and under/over promotion; (4) Relationships at work, including poor relationships with your boss or colleagues, an extreme component of which is bullying in the workplace (Rayner and Hoel, 1997), (5) Organizational structure and climate, including little involvement in decision-making and office politics.

It has been seen that stress is related to many factors originating from within the organization like absenteeism, turnover, and poor employee performance (Williams, et al., 2001). Rugulies, et al., (2006) investigated how organization environment affects the stress level of employees. Ergonomic-Stress-Level (ESL) developed by Melamed and colleagues (Melamed et al., 1989; Melamed, et al., 1999) measure various aspects individual at work is subjected to including body motion and posture, physical effort, active hazard, and environmental stressors. Role conflict occurs when two aspects of job are not compatible with each other (Fontana, 1989) and is seen to be the stress cause. Role ambiguity is when the employees are not clear about their job duties because of the lack of personal understanding, and they know about their weaknesses. It's the stressor for employees but in this case, organization is not to be blamed for this (Warshaw's, 1979). Ability of an individual to lead others and influence them towards a common goal is called leadership (Robbins, 1988). Some leaders are Stress Carriers (give stress to others) and some are Stress Relievers (Matteson & Ivancevich, 1982). Excessive supervision also cause stress among employees (Blanding, 1991). Self-efficacy is the individual`s believe about himself and how much he is aware of his capabilities. Brockner, et al., (1993) said that a person with low self-efficacy will argue more with his coworkers or supervisors, he will seek other`s approval and expect a lot from others and when he don't get what he wanted, it results in stress and negative attitude. According to Chiang, Birtch, and Kwan (2010), to reduce stress in organization, organizations should support their employees in the hour of need. A theory named Distribution justice theory proposed a proper distribution of rewards to encourage employees to perform better than each other (Lee & Farh, 1999). It has been observed that young age group has more time constraints and is less satisfied with career and family satisfaction, because they are often doing much more work in much limited time (Linn, et al., 1985). If the circumstances causing the stress are strong, and the individual doesn't have the ability to cope up with them, it will lead to the physical and mental dissatisfaction and restlessness (Antonovsky, 2001). Stress pattern varies from one individual to another. Some individuals have certain traits like fears (e.g., fear of flying, height, public speaking, chatting with strangers at a party) or repetitive thought patterns. Some continuously worry about future events (e.g., waiting for medical test result) and some individuals have unrealistic or perfectionist expectations about one`s personal and professional lives (Nnuro, Kwaku E., 2012).

Antonovsky (2001) suggested that to enhance the capability of individual to manage successfully with the causes of stress, two areas must be focused at. First of all he has to "successfully" gone through the stress causing circumstances intentionally and secondly by increasing his social interaction. Soon he will have the art of balancing the workload and tackling with the other factors causing him stress at workplace. The finding that deep acting related both to work-related stream and depletion, though surface acting related predominantly to weariness might be credited to the way that females take part in deep acting more than men (Cottingham, Erickson, & Diefendorff, 2015). If an employee is not given the enough job control and is restricted from participating in company decisions, he will not feel satisfied with his job, will have emotionally stressed and his absenteeism rate will also increase, affecting his performance (Matteson & Ivancevich, 1982). How much social circle the individual has, also impact how he places himself among his peers, indirectly enhancing his self-esteem (Gardner and Pierce, 1998). The individual with high self-esteem works more productively at work. It is seen that if an individual is not having a happy relationship with parents and family it does impact his level of communication at work (Cooper, et al., 2001). Employee`s age and body conditions affect the stress level at work. For example physiological stressors include rapid growth of adolescence, menopause, illness, aging, giving birth, accidents, lack of exercise, poor nutrition, and sleep disturbances (Nnuro, Kwaku E, 2012).

Companies should introduce stress-management programs to make employees aware of how to handle the stress situations (Brymer et al., 1991). Training can be done in two basic ways: On-the-job training and Off-the-Job Training. On-the-Job trainings are given within the work premises like coaching, job rotation and mentoring and in Off-the-Job Trainings employees are taken somewhere else and are given training on some aspect of the job like conferences and seminars (Nadler, 1984). According to Spector and Jex (1998), workload is the amount of tasks to be done evaluated in a quantitative manner. It is basically of two types. Quantitative (so many tasks to do but the time is limited) and Qualitative (not having skills to do that task, no matter how much time is given). These work parts and duties are probably the most perilous experienced by any workforce and are both mentally and physically demanding (DeJoy et al., 2017).

Work under load leads to stress when individual feels boredom, lack of opportunity to use his skills and the same task repeated again and again (Warshaw, 1979). Like work overload, work under load is also of two types (Ann et al., 1997). Qualitative (individual feels mentally lethargic) and Quantitative (boredom in physical activity, idleness from having much less to do in much more time). A new form of stress is arising in this era termed “Techno-stress” which arises when an employee feels difficulty in using the new technology, including computer software and hardware (Hanson, 1993).

Methods of identifying causes of stress include group discussion through brainstorming, questionnaires and observation & negotiation in case they are upset or frustrated (Robert et al., 2004). Stress diagnosis is the continuous process of accessing the causes of stress and taking steps to minimize them (Van Maanen & Laing1979). It functions in three steps: (1) Finding the stress causes (2) Developing stress profile, which contains all the new events that are causing stress. (3) Devise and access the methods of stress prevention.

Job performance is a term which is wrongly associated with organization goals (outcomes) only (Murphy, 1995), but in fact it is also related to the behaviors of individuals while they are doing their work in the organization on the way to achieve the organizational goals (Dr. Swalhahet al., 2013) because if the employees are just goal focused, then they try to find the most easiest way to achieve those goals, which will be harmful for the organization`s health. So it represents the goals of an organization as well as the means to achieve those goals (Al-harbol, Z.H., 2002). Borman and Motowidlo (1993) divide the performance into two subcategories (Motowidlo & Van Scotter, 2004). Task performance is the one in which the employee effectiveness is measured with respect to the tasks which are part of the normal business operations. Contextual performance are determined on the basis of parameters which are not actually the part of job, but are essential for the smooth running of the organization functions like helping others and cooperating with coworkers (Borman and Motowidlo, 1993). Contextual performance is further divided into two divisions. Interpersonal facilitation including cooperative and helpful attitude towards the coworkers and job dedication including “self-disciplined, motivated acts such as working hard, taking initiative, and following rules to support organizational objectives” (Van Scotter and Motowidlo, 1996).

According to Landy (1985) and Kinicki & Kreitner (2007), employees who are happy are believed to show good performance than those who are not happy with their jobs. Nassazi (2013) said that to have a consistent job performance, the company`s manager is accountable for all the operations of a company and to ensure the efficient performance of all its employees. According to Aguinis (2005), if one wants to measure the performance within an organization, it can be done by considering three main factors: Declarative knowledge which is information related to the task given to employees Procedural knowledge which is a combination of information regarding task and also how to do that task like motor and interpersonal skills.

Motivation which also involves three types of choice behaviors: Choice to "consume" effort, Choice of "level of" effort and Choice to "persist in the expenditure" of that level of effort.

He establishes an equation for performance as the product of these three determinants as:

Performance = Declarative Knowledge × Procedural Knowledge × Motivation

So if any of these factors is zero, performance is zero**.**

According to Encyclopedia of Business (2011), improvement in performance of employees is not possible at all without proper and timely feedback. Hence the concept of performance can be explained in a lot of different ways, which can be measured depending on the related factors affecting it (Armstrong, 2000).

MARS model of individual behavior is an excellent approach for creating a win-win relationship between employer and employees (Naseem et al., 2012). It is an acronym of motivation, abilities, role perception and situational factors. So to have efficient performance in an organization, elements of Mars model should be positive, otherwise it will deteriorate the employees and indirectly organizational performance. Working conditions also affect individual`s performance and it includes the general physical conditions of an organization such as lightening facilities, noise level and proper temperature adjacent to external temperature in summers and winters (Nassazi, 2013). Although they don't have direct impact on employee performance, as the diligent employees are good at their work even if these conditions are not suitable. But if provided with the good working conditions, it will enhance the employee performance rate to greater extent, and indirectly improving the overall organizational performance. The workplace environment and its conditions affect many factors like lifestyle of employees, work-life balance and health of employees (Chandrasekar, 2011). Good organizational environment can make employees more satisfied towards their job (Al-Anzi, 2009).

It can be seen that at low levels of stress, employees may not be challenged; they may not be fully active to show good performance. As the stress level increases, employees also started to show better performance but only up to a certain limit indicated by a "downward pointing arrow". Beyond that point, if stress level goes on increasing, the performance starts to deteriorate. Increased stress threatens an employee to perform well (DeFrank, et al., 1998). The most widely spread pattern of stress performance curve is this Inverted U-Shaped curve (Robbins, 2005) as shown in the figure 2.1. Industries are now more aware of the effects of stress on absenteeism and employee health (Sauter et al., 1990). The path-goal theory of House and Mitchell (1974) implies that if the employees in stress are given the option to choose a leader for themselves, they will prefer a leader who will cause the employees to relax and enhance boredom and fatigue in the time of stress, which will seriously hinder the job performance.

Many researches are done to find out the relationship between stress and job performance; but the findings are still fluctuating (Jex et al., 2003) and much less work is done on this topic in last two centuries (Cooper et al., 2001).

3. Materials and Methods

This study is a descriptive correlation study that explores the relationship between stress and job performance in various private organizations in service sector of Pakistan. It has used the quantitative research methodology and is designed to gain the maximum information possible from the employees. I have used quantitative approach as it allows us to examine the relationship between the two variables, i-e, stress and job performance (Table 3.2). A questionnaire is designed which included set of questions regarding employee`s personal and professional lives. Data is collected through questionnaire. A five-point attitudinal scale is used to analyze attitudes of respondents towards each question (du Plooy, 2002). The study used non-probability sampling in which a subset of individuals (a sample) is chosen from a larger set (a population). The questionnaire is randomly distributed to the members of population. Population of this study includes the private organizations in service sector of Pakistan. Specifically the data was collected from banks (Silk Bank, Samba Bank, Askari Commercial Bank, Standard Chartered Bank, Habib

Meteropolitan Bank, Habib Bank Limited), telecom sector (Mobilink, U-Fone, Telenor, Warid), Hospitality industry (Avari Hotel, PC Hotel, Hotel One, Bahria Grand Hotel), Airlines (Airblue and Shaheen Air International) and Insurance Companies (EFU Life Insurance, Alfalah Insurance and Universal Insurance Company Ltd). It excludes the professions which are considered to be more stress oriented like doctors or social workers. It is seen in previous studies that in such organizations, employees are more likely to get emotionally and physically exhausted at work. Moreover a lot of work is done in such areas, so this study is not focused on these occupations. A random sample of 240 employees is selected for filling the questionnaire.

The demographic variables that are used in this study include age of respondents, gender, marital status, qualification, job experience, monthly income and nature of appointment. The study aims to determine how changes in these demographic variables affect the level of stress of an individual.

For data collection, few good companies in our target population were selected from internet or through referrals. Then their HR managers were contacted who facilitated in data collection. (Table 3.1) They were specifically given the confidence about the confidentiality of data and that it will only be used for academic purposes. After data collection, the instrument (questionnaire) is checked for reliability by applying reliability test and taking the Cronbach alpha into account, which should be greater than 0.7 for a reliable instrument (Hwang, 2014). In this study, reliability of the instrument is measured by the reliability test and the Cronbach alpha value is determined for each section of questionnaire. Results indicated that the instrument is internally consistent. SPSS 22nd edition (The Statistical Package for Social Sciences) is used to conduct the analysis of the data collected. Various statistical techniques are used including reliability tests, mean, standard deviation, correlation, and regression analysis.

4. Results and Discussion

The analysis of data shows that the number of male and female participants varies to a large extent. This survey has 91.3% male participants and 8.8% females. The main reason for this small number is the less number of female employees in these organizations and insecurity and time constraints for female employees in work atmosphere. 0.4% of respondents didn't mention their marital status and it was also observed that many employees, who were married, have marked their status as "single". But the overall result is that majority of respondents, 60% are single. 39.6% are married and 0.4% didn't disclose their marital status. According to this data, majority of the respondents are graduates. The reason behind most master's qualification than bachelors is that students in Pakistan try to first complete their education and then join the professional sector. People who are employed after bachelors are those who are subjected to some family issues and are forced to come into the professional sector to earn their both end meets. So in this data, 62.5% participants are masters, 27.5% are bachelors and 10% others (doctorate or diploma holders). Majority of the respondents have the job experience of 3-7 years (37.1%). The participants having experience of more than 8 years are of second highest percentage, i-e, 33.8% while 29.2% respondents are those having job experience of 1-3 years. As this study was conducted in the "Leading" organizations of service sector and such big organizations give good salary packages to their employees, the majority of the respondents are getting salary more than 40 thousand Pakistani Rupees. Respondents getting more than 40k salary constituted of 73.3% of total, while those getting up to 20k were very few in number (i-e, 7.9%). Employees getting salary from20-40k were 18.8% of total. So the main research findings are conducted from employees with good financial status.

As far as the age bracket of the respondents is considered, majority of the respondents were from 20-30 year old. 67.1% of the respondents lie within the range of 20-30 years. This is the age group with majority of those employees who are working on their first job after the completion of studies and are in the struggling phase to settle down both in personal and professional lives. 27.9% respondents were from the age bracket of 30-40 years and very few (5%) were those with age above 40 years. When looking at the nature of appointment of the respondents, 81.3% are permanent employees of organization, 18.3% were those on the contract and only 0.4% is those who are doing work on volunteer basis. So the results of this study will focus on general employees' attitude but the main focus will be single males, aged 20-30 years, having master degree with more than 3 years of job experience; who is employed on permanent basis and earning above 40k monthly.

"Reliability is the absence of differences in the results if the research was repeated" (Collis & Hussey, 2009). This questionnaire is divided into three main sections. The reliability of each section is determined separately to check the Cronbach Alpha value. The overall Cronbach alphas of all variables in our study are more than acceptable. The recommended value is 0.50 by Nunnally (1970) and 0.60 by Moss (1998), while the reliability indicator shows that it should be greater than 0.7. The results of reliability analysis of section 1 with 14 items shows the Cronbach alpha value of 0.703 indicating it to be a confidently reliable instrument used for analysis. The reliability analysis of section 2 indicates the total number of items is 19 with Cronbach alpha value of 0.755 indicating it to be a reliable instrument for data analysis. The last section, section no 3, includes all questions of how the occupational stress affects the individual and organization wide job performance. The total number of items in this section is 12. This section gives the Cronbach alpha value of 0.723 indicating it to be a reliable instrument for data collection and analysis.

To check how stress varies with different demographic factors, these factors are considered as independent variables while stress is considered as dependent variable (Table 4.1). According to this data, males are more subjected to stress than females at work place. The reason for this observation can be that the number of male staff is more than females in these organizations. Secondly females are given proper respect and rights in such large organizations. Stress is also affected by the marital status of employees. The results of the analysis are shown in Table 4.2:As is clear from the table above that stress is seen to be more evident in married individuals than in singles. It is because of the fact that married people are responsible for their personal, professional as well as family responsibilities. So they are subjected to stressors from within the organization as well as from outside. Stress level is also related to the individual's qualification. Qualification gives them confidence to tackle difficult situations and hence cope up better with stress. But qualification also increases their expectations from their jobs. If an individual spends his time and energy in getting good education, he expects more from his job than less qualified individuals. But in developing country like Pakistan, unfortunately this is not seen everywhere (Table 4.3). So in this study also it is seen that more qualified individuals are subjected to more stress at job. This may be because they are not getting enough as their expectations were, regarding their job or after study completion, they are subjected to both professional and family responsibilities, which cause them to be more stressed (Table 4.4). Stress is affected by the job experience of employees, as depicted by the table above. As per this data collected and the analysis done, stress is seen to be more in employees with job experience of 8 years and above. The reasons can be increased responsibilities, eagerness to do more progress, or getting promoted. If they are not promoted or rewarded properly, the stress level will obviously increase. If the relationship of stress is studied with regards to the monthly income, it is seen from the table below that employees with salary range between 20-40 thousand rupees are more subjected to stress (Table 4.5). The reason behind this result can be that these are the ones who are in the struggling phase of their both personal and professional lives. Those who are getting up to 20 k are mostly junior level staff and they have less qualification and job responsibilities, like wise those who are getting above 40k are very much at safe side as far as their financial conditions are concerned. But those getting salary from 20-40k are those with good qualification, experience, with demanding professional and personal lives, so they are subjected to more stress than the other two categories. Age and stress level are also having very close connection with each other. Their effect is depicted in the table 4.6: Previous researchers have observed that as compared to middle age employees, youth is the big victim of stress but according to the data collected and the table above, it is seen that employees with age from 30-40 years are more subjected to stress at work place. One of the main reasons for this change is the double burden of professional and family lives (White, et al., 1992). Other reasons for this can be the increased responsibilities, increased technological usage, poor reward structure and increased family responsibilities. The long working hours of employees also lead to clashes in the family life (Gabbard, et al., 1987). It can also be seen that the sample is not evenly distributed according to age. As it is seen in the table also that number of respondents with age from 20-30 years is 161, while those from 30-40 years are 67 only, like wise those above 40 years are only 12. So this ratio also affects the results. But if we generalize these findings, so according to this data, employees with age 30-40 are more subjected to stress. The number of respondents varies a lot when we see the variation of stress and job performance with reference to the nature of appointment of employees. 195 respondents were those with permanent jobs, 44 were those on contract and only 1 respondent was working on volunteer basis (Table 4**.7). It is** evident from the table above that volunteers have very high stress level than other two categories. This is because they are not given any salary and their job`s future is still very uncertain. Permanent employees have comparatively least stress level because of salary, job security, rewards and other professional benefits (Table 4.8).

Individual`s ability to perform well at work place is also affected by various demographic factors. Gender, age, education and experience all factors affect employee performance level at work. According to this data, when we analyze the relationship of gender and job performance, it is evident from the table below that male employees are showing better job performance than the female employees. It may be because of the number of male members in organization, which is much greater than the female employees (Table 4.9). Analyzing the effect of marital status on job performance shows that married employees are showing better performance than singles owing to the fact that they are more responsible in their personal and professional duties and obligations. It is believed worldwide that education grooms the personality and makes a person more responsible. It is evident from the results of this study also that the more educated the employee is, the more responsible he is towards his goals (4.10).It is seen from the table above that employees who are masters show better performance than those who are bachelors and bachelor employees show better performance than others (like diploma holders). Job experience adds on to employee`s skills and knowledge of how to perform various tasks at work and how to move forward efficiently for individual and organizational performance. Seeing the table below, it is evident that the more jobs experience an employee gains, the more efficient he becomes towards his performance at work (Table 4.11). Employees with more than 8 years of experience show good performance than those having 3-7 years of experience. And these employees with 3-7 years' experience show better performance than 1-3 years' experience. So more the experience is, better the performance (Table 4.12). Performance of employees increases with increase in income. It is seen from the table above that the more the monthly income of employee is, the better he is at his job performance. People having salary above Rs 40k monthly are believed to show better performance than those having less salary. Employees learn and grow with the passage of time. Age makes them more responsible and mature towards their job responsibilities (Table 4.13). Having a look at the table above shows that the employees show better performance with the passage of time. Employees who are above 40 years of age show better performance than those below this age. Likewise employees between 30-40 years of age give better performance than those between 20-30 years. Job security enhances one's ability to perform at his best. It is seen in this study that those employees who are appointed on permanent basis outperform those who are appointed on contract basis (Table 4.14). Although employees who are voluntarily working in some organization perform best but as they are not employed for a longer period of time and also are not given any salary, so their performance is just to groom their own abilities and to help their seniors in their tasks. The organizations visited for this study have very limited number of those volunteer workers like it can be seen in the table that out of 240, only 1 worker was doing work on volunteer basis.

Pearson Correlation, scatter plot and regression analysis are used to find out the relationship between stress and job performance in the data collected. Correlation "is a measure of the direction and strength of association between two quantitative variables" (Collis & Hussey 2009**).** The correlation analysis of stress and job performance shows a strong positive correlation between occupational stress and job performance (Table 4.15). The correlation coefficient, r = 0.727 is significant at p = 0.000<0.005 level. If the relation between stress and job performance is a positive linear relationship, it means that stress is a challenge that improves performance (Arsenault & Dolan, 1983; LePine, Podsakoff, & LePine, 2005). After Pearson correlation, scatter plot was used to determine the relationship between the two variables. It is clear from the results of this scatter plot that stress and job performance are strongly correlated as the line can be very clearly drawn within the dots and this relationship was positive as the line was slopping from zero to upward in the right direction. It means that the more stressed an employee is, the higher is the performance and the relationship is linear (Figure 4.1). Then linear regression analysis was also done to see if there is a relationship between stress and job performance (Table 4.16). This table shows which variables are dependent and which are independent in the regression analysis. In this case performance is the dependent variable and stress is independent variable and "Enter" Method was used to do this regression. This table provides the R and R^2 values. The R value represents the correlation coefficient and is 0.727 (same as in Pearson correlation). Therefore, we can conclude that stress is positively correlated with job performance and the relationship is very strong (R is positive and is closed to 1). The R^2 value indicates how much of the total variation in the dependent variable, performance can be explained by the independent variable, stress. In this case, it is 52.9%, which is moderate (Table 4.17).This table indicates that the regression model predicts the dependent variable significantly well. Significance of regression model run here was 0.000 which is less than 0.05, p < 0.0005. It indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data) (Table 4.18). From the "Sig" column it is clear that the relationship of stress and job performance is significant (Sig value = 0.000). Table 4.19 also provided with the necessary information to predict stress from performance by presenting the regression equation:

Performance = 1.077 + 0.679 (Stress)

Total of 240 respondents were analyzed for the effects of stress on job performance and it gave an insight to a lot of effects stress leave on job performance. It indicates the effects of stress on job performance of employees that it leads to loss of productivity (Mean = 3.3667) this finding is in line with what Montgomery, et al., (1996) proposed that stress leads to loss of productivity. It can also be inferred from the table 4.20 that in most of the employees stress enables them to produce more quality work (Mean = 3.0750); stress do not discourage employees from working hard (Mean = 2.9333). Previous studies were showing stress to be very strongly related to absenteeism (Mead,2000), but in this study it was proved wrong because employees disagreed with this statement that "Stress leads them to absenteeism" (Mean = 2.3958). It is because of the good organizational environment of organizations, in which this study was conducted. Employees don't run from stress causing issues by being absent from work. They have also shown that they feel secured at job, while answering question that they feel they will be kicked out of their job while in stress. They have disagreed with this statement (Mean = 2.45), showing their feeling towards their job security, which can be one of the main reason they don't get absent from work even after facing a stressful situation. Majority of respondents do not face eye sight problems in stress. (mean = 2.4583), which can be because the main age bracket in this study was between 20-30 years old employees and they are physically stable enough to cope up with stress situations. Respondents also agreed that stress motivates them to work more actively (Mean = 3.0958) leading to good overall organizational performance.

The last section of questionnaire analyzes the ways stress affects the job performance and which factors are predominantly affecting job performance, either positively or negatively. When asked employees about their productivity in stress situation, it was seen that majority of employees (15 + 36.3 = 51.3%) were experiencing a loss of productivity while they experience stress situation at work. 15% of employees strongly agree with the statement that "Their productivity reduces in stress", while 36.3% agree on this statement. 23.3% employees were either unaware of their productivity in stress or their productivity is not at all affected by stress. 21.3% respondents said that their productivity is not reduced even when they are in stress situation. 4.2% strongly disagreed about the statement showing that they are very much confidence of their increased productivity even in stress situation. But looking at the major percentage, stress was believed to affect the productivity of most of the employees at work place. When asked respondents about how their morale is affected by stress at work, it is evident in the pi-chart also that majority of employees were believed not to lose their morale in stress (33.3%) or are unaware of this phenomenon (20%). 14.2% strongly disagreed with the statement that they lose their morale in stress. Only (24.2+ 8.3 = 32.5%) believed that they lose their morale in stress. So loss of morale is not a predominant of stress at work place.

As far as the effect of stress on quality of work is concerned, it was seen to have a very positive impact. 40.7% (31.1+ 9.6) of respondents were believed to produce more quality work in stress, so for them stress is a motivating factor. And it is one of the reason for the organization`s success. 27.1% seem undecided about their work quality in stress situations. 32.1% (10.8 + 21.3) of respondents were seen to have a reduced work quality in stress situations, i-e, their quality of work reduces in stress situations. When asked employees of either stress encourage or discourage them from hard work, it shows a mixed kind of response. 28.3% of employees agreed to their being discouraged from working hard and the same percentage (28.3%) of employees disagreed to this statement. 17.5% were unaware of their response to working hard in stress. 14.6% strongly disagreed with this statement depicting that they are not at all discouraged from working hard in stress while 11.3% strongly agreed to their being discouraged from hard work in stress. So overall 42.9% (28.3 + 14.6) believed stress to discourage them from working hard and 39.6% (28.3 + 11.3) believed that their hard work is not affected by stress. So majority 42.9% believed that stress is a factor behind discouraging them from hard work at work place.

It is seen in previous studies that stress is often accompanied with employees fight on trivial issues, but our target organizations are big names in the industry, they also have good working atmosphere which is depicted in the results. Majority 57.1 % (28.3 + 28.8) of employees believed not to have trivial or big clashes with their colleagues when in stress. Just a small percentage 25.9% (16.3 + 9.6) believed to have fight among their coworkers in stress. Loss of concentration is often an effect of stress at work place but according to this data, majority (57.1%) of respondents reported that stress doesn't affect their concentration at work place. Just 25.9% (29.2 + 7.1) believed stress to affect their concentration at work place. The reason behind this can be the good academic background of employees working in good industries, which help them better cope up with stress level at work place. As far as the effect of stress on absenteeism is concerned, it is clear from the pi-chart above that majority of respondents 57.5% (27.9 + 29.6) believed that their absenteeism rate is not affected by stress level at work place. Just 21.2% (15.8 + 5.4) reported that their absenteeism rate is not affected by stress. So according to this data, absenteeism is not among the predominant consequence of stress.

As these organizations are office-based, so these employees reported not having much work to be done for home. Their almost all the work is done in office premises. 61.6% (30.8 +30.8) of respondents denied the fact that they have to take work home. Just 28.7% (20.4 + 8.3) of respondents agreed with this statement that they have to take work home. This ratio is more in academic sector, like teaching, where a lot of work is to be taken home to make the lesson plans but in office work, this ratio is very much limited. As per this data from leading organizations, employee's job security is a very predominant factor to be seen. 59.6% (28.8 + 30.8) of employees disagreed with the fact that they feel they will be kicked out of the job when in stress and 25.4% (17.5 + 7.9) of respondents agreed that they do feel insecure at job while in stress. This is because these organizations give job security to the employees and encourage them to work hard and be loyal to their organization.

"Stress makes employees more defensive". This is the result analyzed from the data collected. As seen in the pi-chart above, 30.4% of respondents agree with the statement that "Stress makes me more defensive", 7.9% strongly agreed with this statement, while only 36.2% disagreed that they become more defensive at work. While being more defensive is considered as being taking the work as a challenge and be in a constant effort of achieving one`s goals, it is considered as one of a very strong factor for employee`s encouragement and motivation. Stress cause many health issues but the question is asked specifically about the eye sight problem people face in stress. According to this data, 30.4% strongly disagreed with the concept of having eye sight problem in stress while 26.7% disagreed with it. Overall 57.1% denied this concept of facing vision problems in stress. 25% respondents reported to have eye sight problem in stress. When asked employees about the effect of stress on their job performance, majority 42.5% (30 + 12.5) of respondents believed to have positive affect of stress on their job performance and they said that stress motivates them to work more actively. 32.9% (20.4 + 12.5) of respondents denied this concept that stress motivates them to work more actively. For them stress hinders them from working productively. Based on the theoretical framework, various hypotheses were proposed and analyzed on the basis of the research.

Hypothesis 1: Stress level is high in employees with job insecurity

A hypothesis was proposed that stress level is high in the employees who have job insecurity and the results are very much clear from Table 4.17.

H1 Accepted

It is seen from the table that the employees who are permanently working in the organizations are less stressful than those on the contract or volunteer basis. So the results are significant with H1 claiming it to be accepted.

Hypothesis 2: Employees with higher education are subjected to less stress than those with less education

It was assumed that employees with higher education are subjected to less stress than those with less education but when we analyzed the variables on the respondent`s responses, this was proved wrong and the hypothesis was rejected.

H2 Rejected

It is clear from Table 4.13 that employees who are highly qualified are subjected to more stress than those employees less qualified than them.

It was based on the fact that they have high expectations from their job due to their more knowledge and efforts in achieving good qualification. If they enter an organization to utilize that knowledge and do not get enough in return, it is very disturbing for them, leading them towards stress. Hence this hypothesis was unsupported by this study.

Hypothesis 3: The more educated the employee is, the better he will perform at work

A hypothesis was devised that the more educated the employee is, the better he will perform at work, which is proved right by this study.

H3 Accepted

Looking at Table 4.20, it is evident that employees, who are more educated, tend to outperform others at work. Employees who have done masters outperform those who have done bachelors. This is because of the fact that education makes an individual more responsible and efficient in whatever he does. It is said that if an educated individual will be doing something very trivial, he will do it in a much efficient way than an uneducated individual. Hence this hypothesis is accepted by the study.

Hypothesis 4: Permanent employees show better performance than the ones on the contract

It was hypothesized that permanent employees give better performance than those on the contract basis. If analyzed the table 4.24, it is seen that job security in fact do increase one`s performance at work.

H4 Accepted

Table 4.24 is consistent with H3 as it can be seen that permanent employees give better performance than those on contract. Although volunteers are seen to show better performance in the table than both the other categories, but their performance is just for their own grooming and does not contribute much in the organization`s overall performance. Secondly these organizations do not appoint people as volunteers. As it is evident from this study also that out of 240, only one individual was working as volunteer.

Hypothesis 5: There is a weak positive relationship between stress and job performance

This study explains that occupational stress has a strong positive relationship with job performance. The Pearson correlation $r= 0.727$ was significant at $p= 0.000 < 0.01$ level. This result shows that there is a strong positive relationship between occupational stress and job performance. The correlation results of the occupational stress partially confirmed H5.

H5 Partially Accepted

It is evident from Table 4.25, figure 4.26 and table 4.28 that occupational stress is positively related with job performance. And it is not a weak relation; in fact stress is very strongly related to job performance. Stress is a motivational factor for most of the employees and it increases their efficiency towards their job. It motivates them to work more efficiently and produce more quality work. A considerable amount of stress is important for an organization to keep it streamlined with the organizational goals. It will help employees remain active and focused towards their job. As the organizations surveyed are few of the big names in industry, they intentionally create a significant level of stress in the employees to keep them focused and active in achieving their organizations objectives.

5. Conclusion and Future Work

This study concludes that:

- Stress is generally thought to be a negative phenomenon but in fact a considerable amount of stress act as a booster for employees at work as it shows a positive relationship between stress and job performance in this study. This result is in line with the study conducted by Allen (2011) on "Occupational Stress And Employees Performance, A Case Study Of Ugafode Microfinance Limited"
- Males are subjected to more occupational stress than females in Pakistan which is because of the increased responsibilities of family and work.
- Married people are subjected to more stress as compared to single persons due to increased responsibilities of personal as well as professional life.
- Stress is more prominent in experienced employees, which can be the result of lack of proper promotional structure and incentives or techno-stress but still they show better performance than others.
- There is a large ratio of employees who are taking stress as a motivating factor in their job and believed that stress makes them work more efficiently
- Stress pose serious threat on health of an organization and needs to be controlled in a positive manner

6. Practical Implications

- In countries like Pakistan, which is considered a male-dominant society, females should be encouraged to participate in economic wellbeing along with men.
- The society should conduct awareness programs for individuals and organizations to balance their family and work life.
- Employees should be rewarded properly for each goal they achieve, which will reduce their stress level.
- It is seen in these organizations that many employees having better education are working under the supervision of less educated people; so serious steps are to be implemented to stop this practice. So there should be a separate hiring process for each education level.
- The wage rate of employees should be increased with the inflation in economy with the passage of time.

- It requires both individual and organization wide steps to control and manage the stress level (Dewe, 1994). Cooper and Cartwright (1994) said that if steps are taken to minimize stress level at work, it should be followed by the regular monitoring of organization`s performance and employees attitudes.
- Employee involvement is important in organization`s decision making, which increases their self-esteem and their efficiency in performing their tasks.
- Doing exercise reduces stress level (Leonard, 1994), so employees must be facilitated with some relaxing exercises at work.
- Proper stress inventories should be managed in organizations and discussed with employees often. All the stress causes should be listed down to be worked later on.

7. Limitations

The following limitations of this study should be kept in mind while interpreting its results:

- The analysis is based on data collection tool, i-e, questionnaire and in filling the questionnaires, many factors affect the respondents answers like:
    - The work pressure they are facing on that day or time
    - Insecurity of leaking out of that information to the senior management
    - Many employees don't disclose their week points in questionnaire and fill it as some imaginary perfect individual.
    - The responses may have been subject to social desirability, which may have occurred when participants responded to questions the way they thought the researchers wanted them to respond.
- The ratio of males and females respondents varies a lot, which may alter the overall result.

8. Future Work

Occupational stress is an integral part of employees work and personal life and for this vast concept, this study is not enough. Further researches should be carried out to elaborate this concept and its understanding for organization employees and managers. Future research should be conducted:

- To examine the effect of stress and job performance between intra-professional groups like elementary and high school teachers and government and private employed professionals
- To compare public and private organizations while calculating the stress level of employees, as their reward structure differs a lot.
- To examine the effect of reward on employee performance
- To examine the effect of working condition on employee performance
- For data collection, methods can also be used other than questionnaires, like interviews
- Further researches can also use other statistical methods to determine the relationship between different variables
- Further research may also look into the nature and pattern of employee turnover intensions and related constructs
- Sample size can be increased for further studies

9. Acknowledgement

This article is the milestone of the long journey of mine and it is a collection of endeavor among numerous people from whom I received assistance and support without which I could not have done it.

First and foremost, I am grateful to Almighty God for His Mercies and protection without which this thesis could not have been possible.

My parents and brothers, who have been my constant motivation and comfort, which allowed me to excel despite many difficulties and challenges, without their support this, would not have been possible.

And finally, this thesis is only a beginning of my journey.

Figures

Figure 2.1 General Stress Performance Relationship

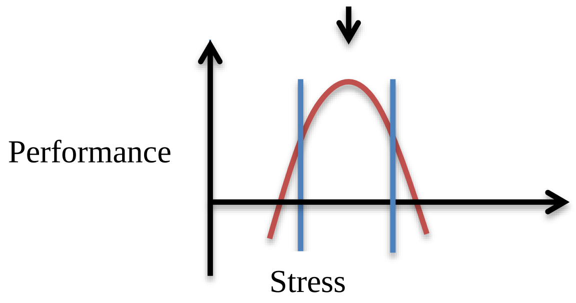
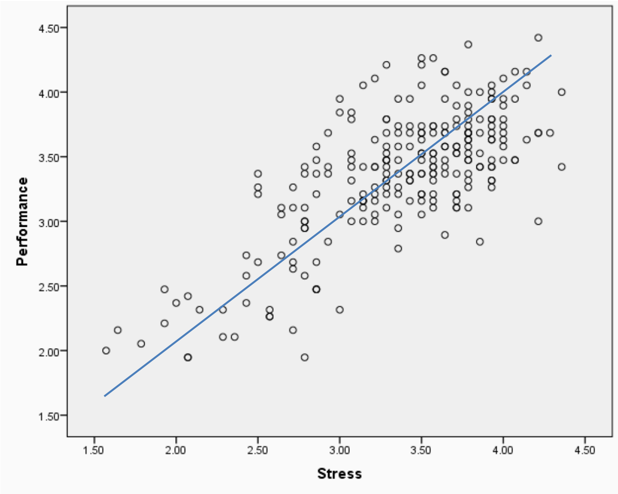


Figure 4.1 Scatter plot of stress and job performance



Tables

Table 3.1 Questionnaire Response Rate

	Total	Received	Response Rate
Hard copy	250	173	69.2%
Through Mail	120	67	55.8%
	370	240	64.9%

Table 3.2 Data Collection Instrument Variable

VARIABLES	QUESTIONS/ ITEMS for each VARIABLE
Causes of Stress	14
Employee Performance	19

Effect of Stress on Job Performance	12

Table 4.1 Effect of gender on stress

Report			
Stress			
Gender	Mean	N	Std. Deviation
Male	**3.3953**	219	.51885
Female	3.0510	21	.70136
Total	3.3652	240	.54426

Table 4.2 Effect of Marital Status on stress

Report			
Stress			
Marital Status	Mean	N	Std. Deviation
Single	3.3061	144	.57278
Married	**3.4489**	95	.48810
Total	3.3652	240	.54426

Table 4.3 Effect of Level of Education on stress

Report			
Stress			
Qualification	Mean	N	Std. Deviation
Bachelors	3.3333	66	.54389
Masters	**3.3976**	150	.54155
Other	3.2500	24	.56440
Total	3.3652	240	.54426

Table 4.4 Effect of Job Experience on stress

Report			
Stress			
Job Experience	Mean	N	Std. Deviation

1-3 years	3.2653	70	.59490
3-7 years	3.3772	89	.48036
8 years & Above	**3.4383**	81	.55819
Total	3.3652	240	.54426

Table 4.5 Effect of Monthly Income on stress

Report			
Stress			
Monthly Income	Mean	N	Std. Deviation
Up to 20k	3.2068	19	.49653
20-40k	**3.3968**	45	.50704
Above 40k	3.3742	176	.55811
Total	3.3652	240	.54426

Table 4.6 Effect of Age on stress

Report			
Stress			
Age	Mean	N	Std. Deviation
20-30 years	3.3412	161	.55981
30-40 years	**3.4328**	67	.47962
Above 40 years	3.3095	12	.67649
Total	3.3652	240	.54426

Table 4.7 Effect of Nature of Appointment on stress

Report			
Stress			
Nature of Appointment	Mean	N	Std. Deviation
Permanent	3.2828	195	.54800
Contract	3.3808	44	.53015
Volunteer	**3.6429**	1	.
Total	3.3652	240	.54426

Table 4.8 Effect of Gender on Job Performance

Report			
Performance			
Gender	Mean	N	Std. Deviation
Male	**3.4011**	219	.47753
Female	2.9574	21	.64280
Total	3.3623	240	.50829

Table 4.9 Effect of Marital Status on Job Performance

Report			
Performance			
Marital Status	Mean	N	Std. Deviation
Single	3.3480	144	.53826
Married	**3.3795**	95	.46215
Total	3.3623	240	.50829

Table 4.10 Effect of Qualification on Job Performance

Report			
Performance			
Qualification	Mean	N	Std. Deviation
Bachelors	3.3533	66	.53529
Masters	**3.3944**	150	.48903
Other	3.1864	24	.53516
Total	3.3623	240	.50829

Table 4.11 Effect of Job Experience on Job Performance

Report			
Performance			
Job Experience	Mean	N	Std. Deviation
1-3 years	3.3150	70	.57281

3-7 years	3.3732	89	.44678
8 years & Above	**3.3912**	81	.51608
Total	3.3623	240	.50829

Table 4.12 Effect of Monthly Income on Job Performance

Report			
Performance			
Monthly Income	Mean	N	Std. Deviation
up to 20k	3.2659	19	.64615
20-40k	3.3520	45	.44868
Above 40k	**3.3753**	176	.50801
Total	3.3623	240	.50829

Table 4.13 Effect of Age on Job Performance

Report			
Performance			
Age	Mean	N	Std. Deviation
20-30 years	3.3527	161	.51447
30-40 years	3.3794	67	.47594
Above 40 years	**3.3947**	12	.63257
Total	3.3623	240	.50829

Table 4.14 Effect of Nature of Appointment on Job Performance

Report			
Performance			
Nature of Appointment	Mean	N	Std. Deviation
Permanent	**3.3852**	195	.48753
Contract	3.2428	44	.57613
Volunteer	**4.1579**	1	.
Total	3.3623	240	.50829

Table 4.15 Relationship between Stress and Job Performance

Correlations			
		Stress	Performance
Stress	Pearson Correlation	1	.727**
	Sig. (2-tailed)		.000
	N	240	240
Performance	Pearson Correlation	.727**	1
	Sig. (2-tailed)	.000	
	N	240	240
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.16 Regression Table (Variables entered/ removed)

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	Stress[b]	.	Enter
a. Dependent Variable: Performance			
b. All requested variables entered.			

Table 4.17 Regression Table (Model Summary)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.727[a]	.529	.527	.34961
a. Predictors: (Constant), Stress				

Table 4.18 Regression Table (ANOVA)

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	32.657	1	32.657	267.188	.000[b]
	Residual	29.090	238	.122		
	Total	61.747	239			

a. Dependent Variable: Performance
b. Predictors: (Constant), Stress

Table 4.19 Regression Table (Coefficients)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.077	.142		7.602	.000
	Stress	.679	.042	.727	16.346	.000
a. Dependent Variable: Performance						

Table 4.20 Effect of Stress on Job Performance

Descriptive Statistics			
	N	Mean	Std. Deviation
My productivity at work reduces in stress.	240	3.3667	1.10103
I quickly lose my morale while I am in stress at work.	240	2.7917	1.19899
Stress makes me produce more quality work.	240	3.0750	1.15829
Stress discourages me from working hard.	240	2.9333	1.26579
I fight normally with any of my colleagues while in stress.	240	2.4958	1.31613
I lose my concentration at my work while I am in stress.	240	2.8167	1.20309
My day of stress is followed by a day in bed, leading to absenteeism.	240	2.3958	1.21599
I take my work home while in stress at my work place.	240	2.4458	1.33397
I feel like I will be kicked out of my job when in stress.	240	2.4500	1.28623
Stress makes me more defensive.	240	2.9917	1.14618
I face vision (eye sight) problem while in stress.	240	2.4583	1.30269
Stress motivates me to work more actively.	240	3.0958	1.22525

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Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

BEAUTY PRODUCT ADVERTISEMENTS IN PAKISTANI 'SHE' MAGAZINE: A CRITICAL DISCOURSE ANALYSIS

Dr Asmat A. Sheikh [1*], Madiha Shuaib [1]
[1] Department of English, The Women University, Multan, Pakistan.

Article Info

*Corresponding Author
Tel: +92 3146850377
Email Id: asmatrizwan@gmail.com

Keywords
Advertisements, Critical Discourse Analysis, Women, SHE Magazine, Beauty, Ideologies.

Abstract

This study examines the beauty advertisements in local English magazine (print media) 'SHE' from the perspective of Critical Discourse Analysis. This study mainly focuses on the use of language and visuals in beauty advertisements and strategies employed by advertisers to manipulate and influence their customers. For this purpose, five advertisements from 'SHE' magazine have been selected and analyzed linguistically and visually. The linguistic analysis of these advertisements is based on Fairclough's Three-Dimensional Model (1995) and the visual analysis is made through Kress and van Leeuwen's Grammar of Visual Design (2006). This research is qualitative in nature. The findings show that the advertisers used various strategies to manipulate women by showing them an ideal image of beauty in the advertisements. The advertisements promote an idealized lifestyle and manipulate readers to a certain extent into believing whatever that is advertised is indeed true. This study reveals that the ideology of beauty is constructed against women by marginalizing them and limiting their role in society by the advertisers, who are actually the people in power and have their vested interests. The study also indicates that the language of advertisements is used to control people's minds. Thus people in power, i.e. the producers of advertisements use language and visuals as a channel to exercise control over the female consumers of Pakistan. The future researchers can apply same models of analysis to study television advertisements to find the representation of women and survey can be conducted on why women are unable to realize that they have been manipulated by the advertisers in the name of beauty. Also, same models can be applied on to Pakistani Urdu magazine (print media) and T.V (electronic media) advertisements.

1. Introduction

This topic has been selected to know about how women are presented in the advertisements of one of the most popular Pakistani fashion magazines, SHE. Pakistan is an eastern country having a unique culture, language and beauty stereotypes. This study is basically focused on the way Pakistani women are portrayed in SHE magazine. Advertising is a discourse which has the power to create, shape and change the cultural norms and ideologies. Moreover, gender stereotypes are also presented by advertisers as it is a powerful medium today. It is assumed that certain feminist themes in advertisements are detriment to women as they have limited the role of women to make themselves beautiful and attractive for the opposite sex. Naomi Wolf (1990) is of the view that beauty images of women are being used against women as they have to fulfill the definition of beauty given by their society. Traditionally beauty ideals are shown in advertisements where women are shown without playing any constructive role in the society. The capitalist influence on the fashion magazine advertisement will also be studied.

This work is going to explore what beauty means to Pakistani women today and how their concept of beauty is being exploited by the producers of fashion magazine advertisements. This study analyses the portrayal of women in the advertisements of SHE magazine to show whether women in these advertisements represent average Pakistani women or not. Advertisements replete with persuasive images and verbal structures are a part of strategy coined by the powers operating in the context. Language of advertisements is a manipulative instrument used by the dominant class to maintain their power. The viewers or readers are made to develop choice and urge to buy the product which is the ultimate goal of the whole activity. Representation of women in media has been a point of discussion since decades. With the emergence and popularity of second and third waves of feminism woman seems to get more social power and prominence than ever before. Role of woman has expanded from a home-maker to a politician, lawyer, scientist, analyst, and so on. In spite of this, their representation in the advertisements of beauty products is confined to mere struggling to look more beautiful and to attract the opposite sex. Women are still objectified and are made to reach an impossible ideal of beauty. This study will try to find the truth of this hypothesis.

2. Literature Review

2.1 Women's Magazines

Women's magazines are a powerful advertising medium. Most of the beauty product companies advertise their products in fashion magazines because magazines reach a vast number of women weekly or monthly. The advertisements, to a great extent, tend to manipulate readers into believing whatever that is advertised is in fact true. Visuals, as well as, the language of the advertisements play a pertinent role in attracting women. Women are not represented as actually acting upon the world or things around them. They are portrayed as doing trivial things. According to Davidson, (1992), false materialistic needs are created in the name of good life. Women are made to believe that they need the products advertised in order to achieve a high status in the society.

2.2 The Beauty Myth

The concept of "The Beauty Myth" has been given by Naomi Wolf (1990). Her basic stance is that 'the images of beauty are used against women'. According to her the social power and prominence of women have increased in the modern era. Women are playing their fruitful roles in the economy and politics of their respective societies. But they are being pressurized through the social standards of physical beauty. The social standards of beauty have become stronger due to commercial influence on mass media.

Wolf (1990) takes the fashion and beauty industries as exploitative of women as they set the standards of physical beauty to increase their sale, such as products made to attain slim body, white complexion, shiny teeth, blond hair etc. So she concludes that Beauty Myth is not about women; it is about men's institutions and institutional power. The concept of beauty in any culture has weakened women psychologically but it is useful for the capitalists who run billion dollars cosmetic industry. According to Wolf (1990), women should have the choice to do whatever they want to do with their faces and bodies without being forced by any ideology that imposes economic pressure and different attitudes which undermine them psychologically and politically.

2.3 Advertising and Capitalism

Capitalism is a system that aims to make a profit through buying and selling of goods and services. Schudson (1986) sees advertising as unofficial capitalist propaganda. Advertising presents purchasing as a solution to all material and social needs. Advertising convinces the audience that it is important to purchase the things, or in other words it is important to spend money, to express your love and care to others. So advertising can be seen as a tool used by capitalists to target consumers. Advertising promotes capitalism and it can be viewed within economic and political context.

2.4 Latest Researches Related to the Topic

Results of a study related to Representation of Men and Women in Advertisements by Ali & Shahwar (2011) reveal that the advertising is affecting the women in three ways: body image, sexuality and consumer spending habits. The results also indicate that the portrayal of women in most of the advertisements is unnecessary and needless. Women are only used as fascinating and provocative element of the advertisement having the function of capturing the attention of viewers.

In a study based on the data analysis of the advertisements, Kaur, Arumugam & Yunus (2013) argue that advertisers use various linguistic devices such as direct address, positive vocabulary, headlines, and catchy slogans to attract women and they are also manipulated into buying a way of life by the advertisers.

In a study relating to female models appearance in the advertisements of products used by men Mehmood & Yameen (2014) concluded that advertisers use female models to increase brand likeability and sales. The majority of the respondents understand that these types of ads based on unrealistic, deceiving, embellishing nature and strongly emphasis on emotions for opposite gender and suggested that In the TV commercials marketers must focus on brands rather than female models.

Iqbal, Danish & Tahir (2014) discovered in an analytical study of the advertisements of beauty product Fair & lovely that in order to attract women, various linguistic devices such as direct address, positive vocabulary, headlines, and catchy slogans are used by the advertisers. They also argued that the ideal appearance or look for women is the most obvious theme in the advertisements. Their findings showed that if women have wrinkle free eyes and face with no marks they will look more beautiful. And for all these purposes only Fair & lovely is perfect and desirable product.

On the basis of analysis of beauty product adverts Tehseen & Hameed (2015) concluded that in order to catch attention of women various types of strategies and linguistic patterns such as persuasion techniques, technical vocabulary and slogans are used by the advertisers. Ideologically contested vocabulary as to what an ideal woman is used by such advertisements. The greatest strategy in the adverts which is used to directly involve the viewer is the use of pronouns such as you.

2.5 Critical Discourse Analysis

Critical discourse analysis is a sub-disciplinary approach to the study of discourse that takes language as a form of social practice and focuses on the ways political dominations are reproduced by talk and text. Wodak & Meyer (2015) state, “CDA aims to investigate critically social inequality as it is expressed, signaled, constituted, legitimized and so on by language use or in discourse”(p 13).

In CDA language is seen as a form of social practice. Every form of social practice is tied to some specific historical context. The social practice is the means by which existing social relations are reproduced and different interests are served. Different interests are served by the following questions: How is the text positioned or positioning? Whose interests are served by this positioning? Whose interests are negated? What are the consequences of this positioning? -that relate discourse to relations of power (Janks, 1997). When an analysis is done to understand how discourse is implicated in relations of power, it is called critical discourse analysis.

Although the main focus of critical discourse analysis is on language, but it is not concerned with language alone. It also examines the context of communication: who is communicating, with whom and why; in what kind of society and situation; through what medium; how different types and acts of communication evolve, and their relationship to each other.

CDA can be used as a research tool by introducing Fairclough's (1995) concept of interrelated three dimensions of discourse. The first dimension represents the "object of analysis", it includes text and visual. Here the term text is not only linguistic units, rather it includes all semiotic indications such as images, different colors, signs, sound, etc. The second dimension is described as "the processes by which the object is produced and received by human subjects". It tells us that who are the producers of the text and what are their objectives in producing this text. The third dimension of discourse is described as 'power behind discourse", or as social practices. It can be called social practices because it contains the socio- historical conditions that govern these processes of production and reception Janks (1997). All three dimensions of this process are interdependent and analysis can be started from any of these three.

3. Methodology

3.1 Research Questions

- How are the Pakistani women represented in the advertisements of SHE magazine?
- Whether the images of beauty are used against women's power and their constructive roles in a society or not?

3.2 Data Collection

For the present study four advertisements from SHE magazine have been selected. Volumes published in 2016 have been selected as the study aims to find the latest representations of women in advertising.

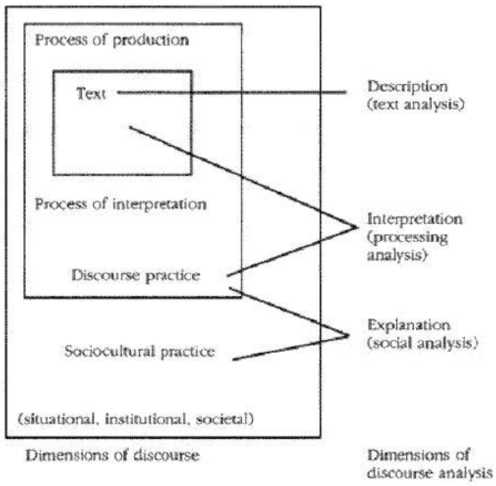
A qualitative and descriptive design is adopted for this work. An analysis of the major linguistic and visual characteristics of advertisements is conducted. Analysis of each advertisement is done in two phases; first linguistic analysis is based on Fairclough's Three Dimensional Model (1995) and then visual analysis is made by using Kress and van Leeuwen's Grammar of Visual Design (2006).

3.3 Frameworks Used For Analysis

3.3.1 Fairclough's 3 D Model

Fairclough's (1995) model for CDA consists of three interrelated processes of analysis. These three processes are tied to three inter-related dimensions of discourse. Each of these three dimensions requires a different type of analysis:

1. Text Analysis (description)
2. Processing Analysis (interpretation)
3. Social Analysis (explanation)



Hence CDA can be used as a research method by introducing Fairclough's (1995) concept of interrelated three dimensions of discourse.

3.3.2 *Kress and van Leeuwen's Grammar of Visual Design (2006)*

Following parameters have been selected from Kress & van Leeuwen (2006):

1. **Actor:** Actor is defined as the doer of the action on the visual.
2. **Goal:** Goal is defined as the object to whom the action has been done
3. **Gaze:** direct gaze is like direct address, it demands something from the viewer
4. **Size of Frame:** Size of frame determines different types of social distances between the interactive participant and represented participant. **i. Close Shot** and **Medium Shot** show a close and intimate relation while the ii. **Long Shot** shows the distal relation between the interactive participant and represented participant.

5. Camera Angle

- **i. Horizontal Angle**: The front angle of camera shows the involvement of the viewer with the represented participant and the oblique angle shows the detachment of the viewer with the represented participant.
- **ii. Vertical Angle**: The high angle of camera shows the high power of the viewer towards the represented participant. The low angle of camera shows the high power of represented participant towards the interactive participant; the viewer. The eye level of camera shows equality between represented participant and interactive participant. There is no power difference involved.

4. Data Analysis

In this section, the researcher presents qualitative analysis of four selected advertisements following Fairclough's 3 D Model (1995) and Kress and van Leeuwen's Grammar of Visual Design (2006).

4.1 Analysis Advertisement No 1

4.1.1 Textual Analysis under Fairclough's 3D Model (1995)

This is the Advertisement of an Anti-aging Cream.

In textual analysis, according to Fairclough (1995), focus is on the way things are described. Vocabulary is the means to describe one's opinions about something. In the language of advertisements different types of adjectives are used. In this advertisement many negative adjectives have been used for skin such as; '<u>Vertical Wrinkles</u>', '<u>Nasogeneated Fold</u>', '<u>Lip Corner Wrinkle</u>', '<u>Horizontal Wrinkles</u>', '<u>Forehead Wrinkles</u>', '<u>Crow's-Feet</u>'; so that the reader tries to avoid such wrinkled skin and gets interested in purchasing the product. Image of an aged woman or an old woman has been depicted through these negative adjectives; and such an image is not acceptable for today's woman.

Promise for a wrinkle free and firm skin has been made. The quality of the product has been repeated in different ways, e.g. '<u>Anti-aging Cream</u>', '<u>Fights Wrinkles</u>'. Details of wrinkle types are also given. Second person pronoun has been used which shows the direct address and assures the involvement of the reader in the text. Reader is given importance and a strong relationship is shown between reader and producer. Disjunctive syntax is another strategy to simulate conversational style, that is, the phrases without subject or verbs for example, '<u>Scientific Breakthrough</u>', '<u>Proven Efficiency</u>'.

4.1.2 Processing Analysis

This level of analysis deals with the production, distribution and consumption of text and gives the ideas that how power relations are established in texts. The producer of this advertisement is <u>'LOREAL Skin Expert'</u>. Their purpose is to promote their new anti-aging cream. They have presented their product by using the strategy of scientific evidence; e.g. '<u>Revitalift's Exclusive Formula</u>', <u>'Pro-retinal'</u>, '<u>Elastic-flex</u>'. Inadequacies have been evoked by using negative adjectives to make a woman aware consciously that there are so many types of wrinkles and she needs to avoid them, otherwise she will not look good and will not get a high status in the society. Emotive words have excessively been used to persuade the women such as: <u>'Skin regains firmness'</u>, <u>'Because you're worth it'</u>.

4.1.3 Social Analysis

According to Fairclough (1995) this level deals with ideological conventions. This is an advertisement of an anti-aging cream taken from a Pakistani fashion magazine. Only a middle aged or an old lady needs to use an anti-aging cream. In Pakistan, such a woman is a mother and a house wife. She might be a working woman as well. She has lots of responsibilities like taking care of family, cooking**,** cleaning and if she is a working woman then she has workplace responsibilities as well. She might be playing certain constructive roles in society; but here she is represented as a passive woman interested only in a wrinkle free skin. So we can say that this is not the true or real representation of a Pakistani middle aged woman. The advertisement has been produced to meet the needs of the producer of the product, who is in power, to get it sold and consumed by women.

4.1.2 Visual Analysis under Kress & Van Leeuwen's (2006) Framework

a. Actor

Actor of this advertisement is a female model. She is shown as happy and satisfied after using the product. Her goal is to get a wrinkle free skin as the advertisement is of an anti-aging cream. She is smiling confidently which shows that power has been implied on the viewer.

b. Gaze

The represented participant, i.e. the female model, is directly looking at the eyes of the viewer. It shows the direct address of the represented participant towards the interactive participant, i.e. the viewer. According to Kress and van Leeuwen (2006), this direct address demands something from the viewer to do. So the power lies with the represented participant. Here the model is assumed to demand from the audience to use the product to get a wrinkle free skin. The satisfaction and smile on her face shows that the product works well to fight the wrinkles on one's skin. It complements the text of the advertisement.

c. Frame

Photograph of the model on page one has been taken from a close shot which shows a close and intimate relation between the represented participant and interactive participant according to Kress and van Leeuwen (2006). The producer of the advertisement wants to create a close relationship between the represented and interactive participants so that the viewer assimilates herself with the model and tries to get the flawless and wrinkle free skin.

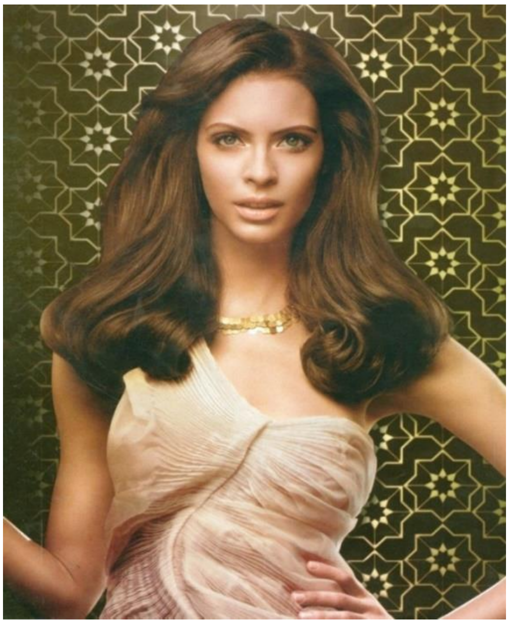
d. Angle

Front angle has been used to take the photograph. The front angle shows the attachment of the viewer towards the represented participant. Eye level angle has been used which shows a relationship of equality between the represented and interactive participants.

4.2 Analysis Advertisement No 2

4.2.1 Textual Analysis under Fairclough's 3D Model (1995)

This is the Advertisement of Hair Oil.



This advertisement contains a small amount of text; at the top, name of the brand is given with its logo: <u>'LOREAL PROFESSIONAL PARIS'</u>. Then there is the name of product, <u>'MYTHIC OIL'</u>. Below it a sentence is given: '<u>Every Sublime Woman Has Her Mythic Secret'.</u> In the advertisements of beauty products the use of positive adjectives highlights certain qualities to the ideal woman. Here, emotive adjective 'sublime' has been used which stimulates fantasy and desires. Overall impact of the advertisement is formal. The text contains only one sentence which is simple and declarative.

4.2.2 Processing Analysis

As a strategy all three types of the product have been shown to attract the maximum number of consumers, e.g. 'Rich Oil' which is for frizzy hair, 'Nourishing Oil' which is for all hair types and 'Color Glow Oil' which is for the women who color their hair. Through this strategy they have implied their power on the reader that their product is a solution to all types of hair.

4.2.3 Social Analysis

This advertisement is of hair oil, the name given to the product is 'Mythic Oil', which itself creates a feeling of fantasy in the reader. The use of the word 'Sublime' in the text of the advertisement creates a feeling of loftiness and glory. Desire to become sublime is created among the women. We know that this is the age of materialism; everyone wants to show him/her better than others, rather superior to others. In this advertisement a feeling of superiority has been created in the women by using the word 'Sublime'. Power has been implied by evoking the desire to become sublime. To see it from the perspective of capitalism it is observed that such a representation of the woman is in the interest of the people who have produced this product and want to get it sold. So it is observed that the producers of the product have manipulated women's desire to become sublime.

4.2.3 Visual Analysis under Kress & Van Leeuwen's Framework

a. Actor

Actor is defined as doer of the action by Kress and van Leeuwen (2006). Actor in this advertisement is the female model.

b. Gaze

The represented participant is directly looking at the eyes of the interactive participant so here the represented participant is demanding something from the viewer to do. According to Kress and van Leeuwen (2006) when the represented participant directly looks to the viewer it demands something from the viewer. So here the model is demanding from the viewer to use this product implying power over the viewer.

c. Frame

This is a close medium shot; the body of the model has been cut off approximately at the waist. The close medium shot, according to Kress and van Leeuwen (2006), creates the intimate relation between the represented participant and the interactive participant. So there is a close relationship between the advertisement and the viewer.

d. Angle

The front angle has been used which shows the involvement of the viewer. The front angle involves and engages the interactive participants. The photograph has been taken from an eye level angle which shows the equal relation between the represented and interactive participants.

4.3 Analysis Advertisement No 3

4.3.1 Textual Analysis under Fairclough's 3D Model (1995)

This is the Advertisement of Eye Recovery Serum.

This advertisement does not have much text. On the left hand side name of the product 'VINCE' with the caption 'Beautiful Skin Matters' is given. On the right hand side of the page the product's function and its components are given. It also lacks the use of direct address with the viewer. There is no use of pronouns and imperatives. Rather another type of strategy is used to simulate conversational style which is disjunctive syntax; i.e. sentences without verbs and subject, e.g. 'Eye Recovery Serum'.

Vocabulary is the main source for advertisers to inculcate some ideology in the minds of the receivers. This is done by using positive or negative adjectives in the text of an advertisement. In this advertisement the main heading says ‘Beautiful Skin Matters’ which may imply to the readers that to get a beautiful skin is very important for her. Use of such words evoke desire to become beautiful.

Other adjectives to give a pleasant feeling about the product have also been used like: ‘Eye Recovery Serum’ and ‘Vegetal Fresh Cells’, these are the positive adjectives which motivate the reader to purchase this product while the adjectives with negative connotations have also been used to give the idea about the problems which exist prior to using the product or due to not using the product, for example, ‘Dark Circles’ and ‘Puffiness’.

Technical and scientific sounding words have also been used in this advertisement to attract the people. The use of such lexical items ensures the professionalism and advancement in technology for example, ‘Serum and Vegetal Fresh Cells’.

4.3.2 Processing Analysis

Following strategies have been used in this advertisement to attract the women; emotive phrase has been used, ‘Beautiful Skin Matters’. It evokes a desire in a woman to become beautiful. Certain inadequacies have been invoked for example, dark circles and puffiness. Such inadequacies create a feeling of dissatisfaction among the women and they want to try the product. This advertisement seems to insinuate that women with dark eye circles and with puffy eyes are not beautiful. They need this product to get rid of eye circles then they will become beautiful.

4.3.3 Social Analysis

In this stage, we analyze an advertisement from the societal perspective. In this advertisements two points have been highlighted; one that the product is an eye recovery serum and it reduces dark circles and puffiness; second idea that has been given is that ‘Beautiful Skin Matters’. From the perspective of Pakistani society we can analyze that this advertisement is pressurizing women by saying that ‘beautiful skin matters’. It has been said in a general way, we cannot get the idea where or in which situations does the ‘Beautiful Skin Matter’, does it matter only in social gatherings or in work places as well. If it matters everywhere, including work place, then it is really troublesome for women as they have double pressure; one, efficiency in work and the other striving to look beautiful. It reinforces the idea of beauty given by Wolf (1991) that the beauty of women is used against women.

To see it from the perspective of capitalism it is observed that such a representation of the woman is in the interest of the people who have produced this product and want to get it sold. This is true that no one can avoid aging but women have been put into the pressure that they are beautiful only when they are young and their skin is wrinkle free. Even after using the product a woman can no longer avoid aging and wrinkles on her face. So it is observed that the producers of the product have manipulated women’s desire to look young.

4.3.4 Visual Analysis under Kress & Van Leeuwen’s Framework

a. Actor

Actor is defined as doer of the action and goal is to whom the action has been done, according to Kress and van Leeuwen (2006). The female model is the actor in this advertisement.

b. Gaze

The represented participant is directly looking at the eyes of the interactive participant so here the represented participant is demanding something from the viewer. . According to Kress & van Leeuwen (2006) when the represented participant directly looks at the eyes of the viewer it demands the viewer to do something for example, here the represented participant is demanding to use this product.

c. Frame

This is a close shot; only head and shoulder of the model are shown. The close shot, according to Kress & van Leeuwen (2006), creates an intimate relation between the represented participant and the interactive participant. So there is a close relationship between the advertisement and the viewer.

d. Angle

The front angle has been used which shows the involvement of the viewer according to Kress & van Leeuwen (2006). The viewer has been involved in the advertisement by using the front camera angle. The photograph has been taken from an eye angle which shows the equality between the interactive and represented participant.

4.4 Analysis Advertisement No 4

4.4.1 Textual Analysis under Fairclough's 3D Model (1995)

This is the Advertisement of a Tooth Paste.

In this advertisement the second person pronoun is extensively used. '*You' or 'Yours'* have been used in almost every line of the text.

- <u>If '*you'* think this is right.</u>
- <u>Continue painting '*your'* teeth white</u>
- <u>Making '*your'* teeth whiter</u>
- <u>Bring back '*your* 'natural whiteness</u>
- <u>The choice is '*yours'*</u>

The use of second person pronoun hides the actual actors and the reader finds him/herself involved in the discourse. The producers of the advertisement set such a discourse in a society in a way that no one feels it and it develops a strong relationship between the reader and the producer of the text (Smith, 2004). Moreover, use of second person pronoun indicates that the company is making sincere promises.

At sentence level, conditional structure has been used in the first sentence; <u>If you think this is right; continue painting your teeth white.</u> Imperative sentences are used in the text of this advertisement:

- <u>'Continue painting your teeth white!'</u>
- <u>'Start good health!'</u>

The use of imperative sentences shows that the producer of the advertisement wants to impose power. Imperative sentences also show that the reader has confidence in the writer and he/she is ready to follow the instruction or suggestion given by the producer of the text. From the very beginning of the text the producer has engaged the reader. Command is given by using imperative sentences.

Some scientific sounding words are also used to give the impression of professionalism and advanced technology:

- <u>'active stain fighting ingredients'</u>
- <u>'maximum stain removal'</u>
- <u>'teeth enamel'</u>

4.4.2 Processing Analysis

Processing Analysis is a discursive analysis which deals with the production, distribution and consumption of the text. This advertisement has been produced by the company Protect; and it has been printed in one of the most popular Pakistani women fashion magazine. As the main audiences of fashion magazine are women so the producer consciously uses such strategies which are likely to attract women. In this advertisement the product has been made essential to get whiter, brighter and stronger teeth. Phrases like active stain fighting ingredients, provide maximum stain removal, bring back your natural whiteness show that to make teeth clean and white is the main function of this product.

Text starts from a conditional sentence:

- <u>'If you think this is right…'</u>
- <u>'Continue painting your teeth white'</u>

This strategy may be called as positive self-representation where the producer is claiming that other toothpastes just paint your teeth white and to strengthen this argument a white paint bucket is also shown. The use of word 'paint' has been used to create a negative image of other toothpaste manufacturers. This strategy shows that rest of the toothpastes just make the teeth white while this product possesses the qualities which not only makes the teeth white but also bright and strong; and removes stains and by using this toothpaste your teeth will become naturally white.

4.4.3 Social Analysis

This is an advertisement of toothpaste which is one of our basic needs and deals with cleanliness and personal hygiene. Toothpastes are used to clean the teeth and kill the germs but here it is presented as a product which only gives white shiny teeth. Power has been implied by presenting the other toothpaste brands in a negative way that they just paint the teeth white.

4.4.4 Visual Analysis under Kress & Van Leeuwen's Framework

a. Actor

Actor is defined as the doer of the action by Kress and van Leeuwen (2006). In this advertisement a female model is the actor who is involved in a material action of brushing her teeth.

b. Gaze

Only the lower part of her face has been shown in the advertisement. Eyes are not shown so there is no direct gaze demanding something from the viewer; as according to Kress and van Leeuwen (2006) the direct gaze demands something to do from the viewer. Whereas when the model is not looking directly at the viewer it offers something. Here we can say that the model is offering the viewers to try this product.

c. Frame

A very close shot has been used. Fragmentation has been done, only lips and teeth of the model's face are shown. The producer wants to highlight only teeth which he claims will become stronger and shiner after using the product.

d. Angle

Front angle has been used to take this shot. The front angle shows the involvement of the viewer while the oblique angle shows the detachment of the viewer (Kress & van Leeuwen, 2006). In this advertisement close shot evokes high involvement; the viewer feels intimate relationship with the visual. As far as vertical angle is concerned the eye level angle has been used which shows a balance of power between the represented and interactive participants according to Kress & van Leeuwen (2006).

5. Conclusions

In the remaining section, the researcher will conclude the study and will also suggest some future implications.

This study revealed that the representation of women in Pakistani SHE magazine is not real; as in each of the advertisement women are trying to make themselves beautiful and attractive although they have many other important roles to play. Woman in advertisements is portrayed as useless and passive; thinking about her appearance only. This is not the true portrayal of a Pakistani woman. Most of the readers of these fashion magazines might be students or working women but the images of models in the advertisements are not shown in professional and working roles. They are portrayed as decorative objects and saleable commodities which is not only humiliating rather detrimental to their identity.

The images of women in these advertisements are also affecting the dressing style of Pakistani women. Although these are Pakistani advertisements yet the models are wearing only western dresses. Moreover, they are shown in maximum body exposure shots which are against Islamic ways and recommendations for women. It could bring the change in the dressing style of the audience. It could be a deliberate effort to impose a new ideology on Pakistani women as advertisers are in power and have their own vested interests.

6. Future Implications

This work studied the advertisements from the fashion magazines (print media); same models of analysis can be used to study television advertisements (electronic media) to find the representation of women. Also, same models can be applied on to Pakistani Urdu magazine advertisements. Future researchers can investigate more advertisements where the image of beauty is detrimental to women's images and survey can be conducted on why women are unable to realize that they have been manipulated by the advertisers in the name of beauty.

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Journal of Research and Reviews in Social Sciences Pakistan, Vol 1 (2), 2018 pp 205-211

Contents lists available http://www.kinnaird.edu.pk/

Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

MODELING BLADDER CANCER PATIENTS DATA THROUGH AN SIA LOG-SYMMETRIC DISTRIBUTION FOR ACHIEVING BETTER FIT

Saleha Naghmi Habibullah[1*], Kessica Xavier[2]
[1] Department of Statistics Kinnaird College For Women Lahore, Pakistan.
[2] Department of Statistics Kinnaird College For Women Lahore, Pakistan.

Article Info

*Corresponding Author
Tel: +92 333 4249674
Email Id: saleha.habibullah@kinnaird.edu.pk

Keywords
Remission times data, SIA Log- Symmetric distributions, better-fitting model.

Abstract

Demography is the study of facts and figures regarding human populations such as births, deaths, incidence of disease, etc. which illustrate the changing structure of populations of various countries of the world. In this paper, we consider a data-set pertaining to remission times of bladder cancer patients which has already been modeled by a few researchers using various probability distributions. With a view to obtaining an even better fit than those achieved so far, we apply one of the SIA log-symmetric distributions to this data-set utilizing the self-inversion property for parameter-estimation. Evidently, the better the fit, the more accurate will be the estimation of probabilities of early remission, an information necessary for oncologists and cancer-care providers.

1. Introduction

Demography is a branch of social sciences concerned with the study of human populations and, in this regard, about half a century ago, it was realized that a study of phenomena such as fertility, mortality and migration needs to be interdisciplinary and must incorporate several other disciplines (Mayer 1962).

These disciplines include economics, climate change, environmental studies, health sciences Health of human beings is an indispensably important concern, and cancer is a severe and epidemiology. (See, for example, Preston 1975 and McMichael et al. 2005). According to Napalkov, (2004), the phenomenon of epidemiological transition based on medical innovation in disease or sickness therapy relates to the frequency, distribution, and control of disease in a population and this, in turn, relates to the changes which are occurring in the incidence of malignant tumors, as well as to mortality from them and to the opportunities for cancer control.

Health of human beings is an indispensably important concern, and cancer is a sever disease that attracts the attention of medical researchers all over the world. Obviously, the shorter the remission time of a cancer patient, the greater the need for patient care and, in this regard, collection of *data* on remission times of various categories of cancer patients is important as this can provide *information* conducive to proper planning for treatment and care of returning patients. The information contained in the data facilitates estimation of *probabilities of early remission* subsequent to attainment of *a well-fitting probability model*. The better a probability model fits the data, the more *accurate* will be the estimation of probabilities leading to informed decision-making.

The objective of this paper is to demonstrate the usefulness of *SI*A *log-symmetric distributions* (Habibullah, 2017) in obtaining models that are likely to fit data-sets such as those of remission times of cancer patients *better* than some other probability models. This is achieved through the development and utilization of self-inversion-based estimators of distribution parameters that are *more efficient* than the well-known method of moments estimators. The term *'SI*A-*estimator'* was adopted by Ali and Habibullah (2016) as well as by Xavier and Habibullah (2016) to represent any such estimator. The terminology *'SI*A-*estimation'* can also be used for this methodology.
In this section, we present a set of real data on remission times of bladder cancer patients. The data-set has been extracted from Lee and Wang (2003) and consists of remission times *in months* of a random sample of 128 patients. The data-values are as shown below:
0.08, 2.09, 3.48, 4.87, 6.94, 8.66, 13.11, 23.63, 0.20, 2.23, 3.52, 4.98, 6.97, 9.02, 13.29, 0.40, 2.26, 3.57, 5.06, 7.09, 9.22, 3.80, 25.74, 0.50, 2.46, 3.64, 5.09, 7.26, 9.47, 14.24, 25.82, 0.51, 2.54, 3.70, 5.17, 7.28, 9.74, 14.76, 26.31, 0.81, 2..62, 3.82, 5.32, 7.32, 10.06, 14.77, 32.15, 2.64, 3.88, 5.32, 7.39, 10.34, 14.83, 34.26, 0.90, 2.69, 4.18, 5.34, 7.59, 10.66, 15.96, 36.66, 1.05, 2.69, 4.23, 5.41, 7.62, 10.75, 16.62, 43.01, 1.19, 2.75, 4.26, 5.41, 7.63, 17.12, 46.12, 1.2, 2.83, 4.33, 5.49, 7.66, 11.25, 17.14, 79.05, 1.35, 2.87, 5.62, 7.87, 11.64, 17.36, 1.40, 3.02, 4.34, 5.71, 7.93, 1.46, 18.10, 11.79, 4.40, 5.85, 8.26, 11.98, 19.13, 1.76, 3.25, 4.50, 6.25, 8.37, 12.02, 2.02, 13.31, 4.51, 6.54, 8.53, 12.03, 20.28, 2.02, 3.36, 12.07, 6.76, 21.73, 2.07, 3.36, 6.93, 8.65, 12.63, 22.69
The data-set given above has already been modeled by a few researchers using various probability distributions. We will be applying an SIA log-symmetric distribution to this data-set using the method of SIA-estimation, the objective being to obtain a fit which is even better than that achieved by previous researchers.

2. SIA LOG-SYMMETRIC DISTRIBUTIONS (SOME HISTORY)

Seshadri (1965) focused on the distributions of non-negative continuous random variables for which the reciprocal of the distribution is the same as that of the original random variable. He (1965) derived a necessary and sufficient condition for the fulfillment of this property and provided quite a few examples of such distributions.

Saunders (1974) generalized Seshadri (1965)'s reciprocal property for the normal family of distributions and presented a number of important theoretical results. Also, he showed that, for any nonnegative random variable with density g, the random variable T with density

$$\left[g(t)/2\right]+\left[g(1/t)/\left(2t^2\right)\right], t>0$$

also possesses the reciprocal property.
Habibullah et al. (2010) formulated two types of *differential equations* for generating distributions possessing this property and adopted the nomenclature "Strictly Closed Under Inversion" for such distributions, Habibullah and Saunders (2011) introduced the term 'self-inverse at unity' for these distributions and Habibullah (2012) adopted the abbreviation SIU to represent the term 'Self-Inverse at Unity'. Habibullah and Fatima (2015) introduced the terminology 'Self-Inverse at A (SIA)' for distributions of the non-negative continuous random variable X for each of which, X/A is distributed exactly as A/X where A represents the median of the distribution. It was obvious that 'SIU' is a special case of 'SIA' and that the class of 'SIA-distributions' is *much wider* than the class of SIU distributions.

In almost the same period, Jones (2008) discussed the class of distributions of non-negative continuous random variables X for which the distribution of X/median is identical to the distribution of median/X and adopted the nomenclature 'log-symmetric' for these distributions due to the fact that application of the transformation Y = log X to any such distribution yields a symmetric distribution extending over the entire real line.

Habibullah (2017) proposed that the two nomenclatures be *merged* and such distributions be called 'SIA log-symmetric distributions'. Some of the well-known distributions belonging to this class are the lognormal, log-logistic, log-Laplace and log-Cauchy distributions.

3. 'SIU' and 'SIA'-ESTIMATORS'

Just as the term 'SIA-estimator' represents estimators of distribution parameters based on the self-inversion property of distributions that are self-inverse at A, the term 'SIU-estimator' can be used to represent estimators based on the self-inversion property of distributions that are self-inverse at unity. As the substitution A=1 converts an SIA distribution to an SIU-distribution and an 'SIA-estimator' to an 'SIU-estimator', obviously, the set of SIU-estimators is a subset of the set of SIA-estimators.

Habibullah and Saunders (2011) proposed an SIU-estimator of the cumulative distribution function (CDF) that is applicable when the sample has been drawn from an SIU distribution and is more efficient than the well-known empirical cumulative distribution function (ecdf). Fatima et. al. (2013) achieved an SIU-estimator of the cumulative hazard function.

Fatima and Habibullah (2013a, b) proposed 'SIU-estimators' of central tendency and dispersion whereas Habibullah and Fatima (2014 a, b & c) proposed SIU-estimators of the well-known Kelley's Measure of Skewness, Percentile Coefficient of Kurtosis and Crow & Siddiqui's Coefficient of Kurtosis. Through simulation studies, it was shown that the SIU-estimators are more efficient than the corresponding method of moments estimators when sampling from SIU distributions.

Habibullah and Fatima (2015) focused on the general case and proposed an SIA-estimator of the mean of a probability distribution self-inverse at A. The SIA-estimator is given by

$$\bar{x}_{\text{SIA}} = \frac{\sum_{i=1}^{n} x_i + \hat{\text{A}}^2 \sum_{j=1}^{n} x_j^{-1}}{2n}$$

where n is the number of observations and is the median of the sample.

Subsequently, Ali and Habibullah (2016) proposed a decile-based SIA-estimator of the scale parameter of the Log-Cauchy distribution whereas Xavier and Habibullah (2016) proposed a decile-based SIA-estimator of the shape parameter of the Log-Logistic distribution.

4. MODEL-FITTING THROUGH LOG-LOGISTIC DISTRIBUTION

The SIA log-symmetric distribution that has been chosen for this paper is the well-known Log-Logistic distribution the probability density function (PDF) of which can be written as

$$f(x) = \frac{(\beta/\text{A})(x/\text{A})^{\beta-1}}{\left(1+(x/\text{A})^{\beta}\right)^2}, 0 < x < \infty, \text{ A} > 0, \beta > 0 \qquad (2)$$

where A is the median as well as the scale parameter, and β is the shape parameter.

The mean of the distribution is given by

$$E(X) = \frac{(\text{A}\pi/\beta)}{\sin(\pi/\beta)}, \beta > 1 \qquad (3)$$

The distribution finds a variety of applications; among other things, it has been used for modeling lifetime of an object or of an organism, modeling service-time and modeling water demand.

In the following two sub-sections, we present the results obtained by fitting the Log-Logistic distribution to the data pertaining to bladder cancer patients' remission times given in Section 2 using (i) Non-SIA estimator and (ii)

SIA-estimator of the distribution's shape parameter. We compare the fit based on the SIA-estimator with the one based on Non-SIA estimator.

4.1 MODEL-FITTING USING NON-SIA ESTIMATOR OF THE SHAPE PARAMETER

For these 128 values of bladder cancer patients' remission times, we find that the median is equal to 6.395 and the ordinary arithmetic mean is 9.4455. Substituting these values in equation (3), the value of the shape parameter β turns out to be 2.138. We fit the distribution taking A= 6.395 and β = 2.138 and, in order to test for the goodness of fit, we apply the Kolmogorov-Smirnov test, a well-known non-parametric procedure. The value of the K-S statistic D comes out to be 0.074 which is less than the critical value 0.120 at 5% level of significance. Hence, we conclude that the Log-Logistic distribution with the Non-SIA estimator of β fits the bladder cancer patients' remission times data fairly satisfactorily.

4.2 MODEL-FITTING USING SIA-ESTIMATOR OF THE SHAPE PARAMETER

In order to obtain the SIA-estimator of the shape parameter β, we employ Habibullah and Fatima (2015)'s SIA-estimator of the distribution mean. The value of the sample median being 6.395, the SIA-estimator given by equation (1) comes out to be 12.918. Substituting these values in equation (3), the value of the shape parameter β turns out to be 1.647. We fit the distribution taking A= 6.395 and β = 1.647 and again apply the Kolmogorov-Smirnov test in order to test for the goodness of fit. The value of the K-S statistic D comes out to be 0.044 which is not only less than the critical value 0.120 at 5% level of significance but also less than the value of the K-S statistic in the case of the Non-SIA estimator of β. Hence, we conclude that the Log-Logistic distribution with the SIA-estimator of β fits the bladder cancer patients' remission times data better than the Log-Logistic distribution with the Non-SIA-estimator of β.

4.3 COMPARISON WITH OTHER DISTRIBUTIONS (MERGING SECTION 5 & 6)

In this section, we compare the two models fitted in Section 5 above with five different probability models that have already been fitted to the bladder cancer patients' remission times data given in Section 2. We begin with a review of the literature in this regard:

Khan et al. (2014) introduced the three-parameter Transmuted Inverse Weibull (TIW) distribution. Having derived its fundamental properties, they fitted the distribution to the bladder cancer patients' remission times data by the method of maximum likelihood, they fitted three sub-models of the TIW model i.e. the Transmuted Inverse Rayleigh (TIR), the Transmuted Inverted Exponential Distribution (TIE) and the Inverse Weibull Distribution (IW) models to the same data-set and utilized the Akaike Information Criterion (AIC), the Bayesian Information Criterion (BIC), the Mean Square Error (MSE) and the Kolmogorov–Smirnov (K-S) Test to compare the goodness of fit of the four models.
The TIW distribution having the lowest AIC, BIC, MSE and K-S values, they concluded that the TIW distribution proposed by them provides a better fit to the bladder cancer patients' remission times data than each of the other three lifetime distributions.

Kumar et al. (2015) proposed the use of sine function for obtaining a new life time distribution in terms of some life time distribution used as baseline distribution. They adopted the nomenclature 'SS transformation' for their method and applied it to the exponential distribution with inverse scale parameter □ in order to obtain the 'SSE (□)-distribution'. Having computed the MLE of the parameter □ of SSE(□)-distribution for the bladder cancer patients' remission time data given in Section 2, they fitted the distribution to the data and, comparing the values of AIC, BIC, log-likelihood and KS statistic obtained for the SSE(□)-distribution with those for TIW, TIR, TIE and IW distributions considered by Khan et al. (2014), concluded that the SSE(□)-distribution provides a better fit to this data-set than each of the other four lifetime distributions.

In Table 1, we present the values of the K-S statistic D for each of the four models fitted by Khan et al. (2014) and the SSE ()-model fitted by Kumar et al. (2015) as well as the two models fitted in Sub-sections 5.1 and 5.2 (i.e. the Log-Logistic distribution using Non-SIA estimator and the Log-Logistic distribution using SIA-estimator).

TABLE 1: Computed Values of The K-S Statistic D For $Ss_e(\Theta)$, Tiw, Tie, Iw, Tir And Log-Logistic Distribution Using Sia Estimator And Non-Sia Estimator

PROBABILITY DISTRIBUTION	VALUE OF K-S STATISTIC
Log-Logistic distribution using SIA-estimator of shape parameter	0.044
$SS_E(\theta)$ distribution	0.067
Log-Logistic distribution using Non-SIA estimator of shape parameter	0.074
TIW distribution	0.119
IW distribution	0.131
TIE distribution	0.155
TIR distribution	0.676

As indicated in Sub-section 5.1, for sample size 128, the critical value of the K-S statistic at 5% level of significance is 0.120. As such, we see that four of the seven fitted models yield K-S values that fall in the acceptance region whereas three do not. Of the four that can be regarded as good fits to the bladder cancer patients' data, the Log-Logistic distribution using SIA estimator has the lowest K-S value in comparison with the others. As such, we conclude that the Log-Logistic distribution using SIA estimator of the shape parameter provides the best fit to the bladder cancer patients' remission times data among the seven models contained in Table 1.

6. CONCLUDING REMARKS

Demography deals with the changing structure of human populations and phenomena such as incidence of a life-threatening disease have a direct relationship with potential demographic change. Human health being of paramount importance, it is important to collect *data* pertaining to severe diseases such as cancer. Collection of data on remission times of various categories of cancer patients, for example, can provide *information* conducive to proper planning for treatment and care of returning patients. The data facilitates estimation of *probabilities of interest* through well-fitting probability models; the *better* a probability model fits the data, the more *accurate* is the estimation of probabilities leading to informed decision-making, In this paper, we have focused on a data-set pertaining to *remission times of bladder cancer patients* which has already been modeled by a few researchers using five different probability distributions. The shape of the data being positively skewed, we have chosen the two-parameter Log-Logistic distribution for modeling this data-set and, utilizing the method of SIA-estimation for estimating the shape parameter of the distribution, we have obtained a fit that has turned out to be *better* than all five distributions used by previous researchers. As such, we have demonstrated the usefulness of *SI*A *log-symmetric distributions* in conjunction with the method of *SI*A-*estimation* in obtaining models that are likely to fit data on remission-times, survival times and the like *better* than some of the Non-SIA probability models.

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Journal of Research and Reviews in Social Sciences Pakistan, Vol 1 (2), 2018 pp 212-223

Contents lists available http://www.kinnaird.edu.pk/

Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

IMAGES OF JUDICIAL ACTIVISM IN PAKISTAN: THE REPRESENTATION OF SUPERIOR JUDICIARY IN NATIONAL ENGLISH DAILIES

Saadat Ali [1*]

[1] PhD Scholar, School of Media and Communication, University of Central Punjab, Lahore, Pakistan.

Article Info

*Corresponding Author
Tel: +92 300 7607752
Email Id: saadi.klasson@gmail.com

Keywords

Foreign Aid, Fiscal Policy, Fiscal Behavior, Revenue, Government Expenditure, Public Borrowing.

Abstract

When judges set new precedents and interpret the law while applying their judicious mind, it is considered as judicial activism. The judiciary in Pakistan was active and bold after its restoration. Mainstream media gave full coverage to their steps taken for the public good. Leading English newspapers had their own view point regarding the role of judiciary. The current study has examined the framing of judicial activism by the English dailies, which created a particular image of judiciary among the masses. The op-ed pages reflect the policy of newspaper organization and the writer. These pages are mainly examined to probe the role of print media in framing the issues. The questions and hypotheses are analyzed to know whether judicial activism is good for the best interest of the public. The census method is applied to collect the data. The coding sheet is designed with different frames and slants and the data collected in the research is analyzed through SPSS version 22.

1. Introduction

According to 19th-century German theologian and writer David Strauss, judicial activism can be defined as actions like overturning laws as unconstitutional, overturning judicial precedent and ruling against a preferred interpretation of the constitution. There are two perspectives about judicial activism. Judiciary should remain in its limits and must not interfere in the affairs of executive. The other one is that the judiciary is responsible for providing justice and where the rights of masses denied by the executive, it will have to interfere in it. According to the advocates of first principle, the role of judiciary is to provide justice not to ensure effective governance in the state. At the same time there is a perception that judicial activism is the outcome of incompetency of government and bad governance by the administration.

In Pakistan, judiciary started taking bold decisions soon after its restoration back in 2009 against the higher authorities of different organizations and in the matters of highly public interests. Although, judiciary in Pakistan took some courageous decisions, but it also gave the message that there is rule of law in Pakistani society and no one is considered as above the law. Supreme Court of Pakistan has used its powers of *suomoto* and judicial review. This relatively new approach of dealing with matters related to public policy in Pakistan has received a divided response from the media, civil society and politicians. Supporters of judicial restraint believe that these actions are against the scheme of separation of power. On the other hand, advocates of judicial activism believe that poor governance and incompetency of government create such circumstances in which judiciary jumps into affairs of executive. It creates an atmosphere of accountability with the help of democratic government and vocal media (Faisal, 2013).

The expansion within fundamental rights under the constitution of Pakistan had expanded the number of public interest litigations and mainly the trend of taking *suomoto* actions has gained popularity among the masses. It has covered almost all types of important matters including, political, social, economic and even matters related to the foreign relations of Pakistan. The superior court has decided number of cases under its jurisdiction of *suomoto* within last ten years after the restoration of judiciary including the issues like price hiking of commodities, law and order in metropolitan city Karachi, the investigation of crimes and most importantly the disqualification of an elected Prime Minister. The practice of *suomoto* as a routine matter raises serious concerns regarding the constitutional powers of executive and the effectiveness of its agreements with other states (M. Raheem, 2014). Judicial activism has strengthened the belief of supremacy of constitution. For the first time, media and civil society realized that any military takeover would no longer find the judicial support. The problem of judicial activism lies in judges' personal views on matters related to the public policies. This has resulted unease and some political parties believe that it is interference into the affairs of executive (Faisal, 2013).

2. Framework

Theory applicable to the subject is framing and the concept of framing is related to the agenda setting. It focuses not on what to think but what to think about. It goes into essence of the subject rather than discussing only the topic. According to the concept of framing, media focuses on certain events and gives them its own direction and meaning. Goffman (1974) describes for the first time the concept of framing that was actually given by Gregory Bateson in 1972. He believed that people interpret the events which they view according to their own basic framework and understanding.

2. Method

The present study applies the content analyses to evaluate the slants and frames of print media in regards to the judicial activism. Area of study is Pakistan as the op-ed pages of English newspapers is the same from all the cities' bureaus. The print versions from Lahore and mainly the web versions for the archives have been studied.

Leading English Newspapers of Pakistan namely the News, the Nation and Daily Dawn were studied, as they have mass circulation and readership in all over the country. Later the Dawn was dropped as their online archives were not updated. The researcher has taken the whole tenure of Iftikhar Muhammad Ch. from 2009 to 2013. Archives of all English daily newspapers are easily available and the content of newspapers has covered all the perspectives of topic. Op-ed pages of selected English newspapers are taken and census technique has been used. Op-ed pages reflect the true policy and agenda of the newspaper organization. It also reflects the mindset of the writer of the story that is why; these pages are taken for this study to explore a particular framing of the press. Headlines and intro of the stories are the recording units. Each news report, features, editorials, column, article and letter to the editor having any sort of content pertain to judicial activism is from contextual units.

4. Findings

From March 2009 to October 2013, there were 476 stories published in leading English newspapers of Pakistan regarding judiciary, judicial activism and the personality of former Chief Justice of Pakistan Iftikhar Muhammad Chaudhary.

Table 1. *Frequency Table of Statistics*

		Newspaper Name	Length of Story
N	Valid	476	476
	Missing	0	0

Out of 476 news stories, 209 were published in The News that makes 43.9 percent of total percentage, 267 news stories published in The Nation which makes 56.1 percent of the total stories.

Table 2. *Frequency Table of Newspapers*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The News	209	43.9	43.9	43.9
	The Nation	267	56.1	56.1	100.0
	Total	476	100.0	100.0	

Out of 476 news stories, the length of 83 is between 200 to 500 words that makes 17.4 percent of the total stories, the length of 168 stories is 500 to 750 words that makes 35.3 percent, 56 stories have length of 750 to 1000 words which is 11.8 percent, while 169 stories have length of more than 1000 words which is 35.5 percent.

Table 3. *Frequency Table of Length of Stories*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	200-500	83	17.4	17.4	17.4
	500-750	168	35.3	35.3	52.7
	750-1000	56	11.8	11.8	64.5
	1000 plus	169	35.5	35.5	100.0
	Total	476	100.0	100.0	

285 out of 476 stories were consisting of editorials published in both newspapers that is 59.9 percent of the news stories, while 191 news stories were either articles or columns which becomes 40.1 percent.

Table 4. *Frequency Table of Credit Line*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Editorial	285	59.9	59.9	59.9
	Article/Column	191	40.1	40.1	100.0
	Total	476	100.0	100.0	

Out of 476 stories, 455 were about the ruling against certain political parties and figures, while 21 stories did not discuss this variable. Particularly, 410 stories talked about the personality of Iftikhar Muhammad Choudhary and in 66 news stories he was not discussed. 438 stories discussed the role of judiciary about taking action for public interest and 38 stories missed this variable. 180 stories were about the *suomoto* actions of judiciary and 296 stories did not touch this variable. About the interference of judiciary into executive's affairs, 445 stories were covered and 31 news stories did not discuss this variable. Regarding the clash between judiciary, executive and legislature, 458 stories were studied and 18 news items did not talk about this variable.

Out of 476 news stories 146 news stories believe that ruling against certain political parties and political personalities is a positive step that makes 30.7 percent of total news stories. 64 news items criticize the role of judiciary regarding ruling against certain political parties and persons, which is 13.4 percent of the news stories. 245 news stories remain neutral while discussing the role of judiciary regarding ruling against certain political parties that makes 51.5 percent. 21 news stories did not touch this issue which is 4.4 percent. The chart clearly states that superior judiciary was not biased against certain political parties or figures. 51.5 percent news stories state that judiciary was neutral. The data proves that judiciary crossed its defined parameters while ruling against certain political parties and figures. At the same time, the content of the newspapers justified the role of judiciary as incompetency of corrupt rulers forced the judiciary to meddle into the political affairs. 208 news stories show that the former Chief Justice of Pakistan Iftikhar Muhammad Choudhary was a positive person, that makes 43.7 percent, 64 news stories criticized the personality of Iftikhar Ch. which is 13.4 percent. 138 news stories remained neutral while discussing the personality of former Chief Justice of Pakistan which is 29 percent of the total stories. 66 news items did not talk about the personality of Iftikhar Muhammad Choudhary that makes 13.9 percent of the total stories. The leading English newspapers of Pakistan covered the personal life of former Chief Justice of Pakistan. The newspapers highlighted the clash of power between the three pillars of the state, the ideal role of judiciary and the theory of separation of power. The bold and active role of judiciary was also highlighted by the newspapers in which the power of *suomoto* actions was discussed in order to provide justice to the humanity. He was labeled as the hero and darling of the masses during his office, because he became popular by taking bold decisions against the big guns. His personal life was called into question, when his own sun was found involved in malpractices and misusing of his name for financial gains.

Table 5. *Frequency Table of Ruling against Certain political Parties/Figures*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	146	30.7	32.1	32.1
	Negative	64	13.4	14.1	46.2
	Neutral	245	51.5	53.8	100.0
	Total	455	95.6	100.0	
Missing	System	21	4.4		
Total		476	100.0		

Table 6. *Frequency Table of Portrayal of Iftikhar ch.*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	208	43.7	50.7	50.7
	Negative	64	13.4	15.6	66.3
	Neutral	138	29.0	33.7	100.0
	Total	410	86.1	100.0	
Missing	System	66	13.9		
Total		476	100.0		

In 348 news stories, the role of judiciary in taking action for public interest was appreciated which is 73.1 percent, 28 news stories criticized the role of judiciary in taking action for public interest that makes 5.9 percent of the total stories. 62 news items remained neutral while discussing the role of judiciary in taking action for public interest which is 13 percent of the total news stories. 38 news stories 8 percent of the total did not cover this issue. The newspapers gave a special coverage to the judiciary and its activism. The objective of judiciary is to provide justice to everyone without considering other's political, religious and social affiliations. Judiciary was considered as messiah for the poor and deprived population of the country, there was the only door of justice for the common men, which was of judiciary. The mass media also supported the role of judiciary in the issues related to the public interest. It helped the judiciary in identifying the evils in society.

Table 7. *Frequency Table of Taking Action for Public Interest*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	348	73.1	79.5	79.5
	Negative	28	5.9	6.4	85.8
	Neutral	62	13.0	14.2	100.0
	Total	438	92.0	100.0	
Missing	System	38	8.0		
Total		476	100.0		

The exercise of power of *suomoto* action by the judiciary was appreciated in 138 news stories that are 29 percent. 15 news stories, 3.2 percent of the total criticized the judiciary for exercising the power of *suomoto* actions. In 27 news stories, the writers remained neutral while discussing the role judiciary in exercising the power of *suomoto*. 296 stories that make 62.2 percent of the total did not touch this variable. Although, there was not much coverage for the *suomoto* in print media, but most of the content was in favor of exercising this power by the supreme judiciary. It helps in providing the speedy justice to the masses. It also gives the message that there is rule of law in the society and no one is considered as above the law. The interference of judiciary into executive's affairs was appreciated in 78 news stories that make 16.4 percent of the total, 139 stories 29.2 percent criticized the superior judiciary for interfering into executive's affairs. In 228 news stories, the writers remained neutral while talking about the role of judiciary in interfering into executive's affairs, which is 47.9 percent of the total news stories. 31 news stories 6.5 percent of the stories did not discuss this variable. Mass media supported the judiciary while working actively to provide justice, but the interference of judiciary into executive's affair was not appreciated. Press believes that all the organs of state should work within their defined parameters. Parliament is the law making body, the judiciary is to define the law and executive implements it. The combination of all produces an ideal state.

In 50 news stories, the clash of power between judiciary, executive and legislature was appreciated that is 10.5 percent, in 246 news items the clash of power between the three organs of state is criticized which is 51.7 percent of the total stories. 162 stories remained neutral while commenting on the clash of power between judiciary, executive and legislature that is 34 percent of the total. In 18 news stories the issue was not raised which is 3.8 percent of the total news stories. As the chart explains that there was a clash of power between the judiciary, executive and legislature. The news stories supported this clash or did not appreciate it, but these clearly indicate that there was a clash between three organs of the state during that particular period of time. The leading English press identified that there was a clash of power between judiciary, executive and legislature. It criticized all the pillars of the state for not being in their limits. The press highlighted the issues where state institutions were not working according to the true spirit of the constitution.

Table 8. *Frequency Table of SuoMoto Actions*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	138	29.0	76.7	76.7
	Negative	15	3.2	8.3	85.0
	Neutral	27	5.7	15.0	100.0
	Total	180	37.8	100.0	
Missing	System	296	62.2		
Total		476	100.0		

Table 9. *Frequency Table of Interference of Judiciary into Executive's Affairs*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	78	16.4	17.5	17.5
	Negative	139	29.2	31.2	48.8
	Neutral	228	47.9	51.2	100.0
	Total	445	93.5	100.0	
Missing	System	31	6.5		
Total		476	100.0		

Table 10. *Frequency Table of Clash of Power between judiciary, Executive & Legislature*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	50	10.5	10.9	10.9
	Negative	246	51.7	53.7	64.6
	Neutral	162	34.0	35.4	100.0
	Total	458	96.2	100.0	
Missing	System	18	3.8		
Total		476	100.0		

5.Discussion

As per the statistics, the superior judiciary was neutral. It solely believed in the rule of law and it worked purely for the administration of justice. A judge is purely judged through his judicious mind and his decisions, not from his personal characters. The superior judiciary in Pakistan has power of taking *suomoto* actions; the newspapers appreciated the exercise of this power but did not give much attention to this variable. Lawyers believe that judicial activism is a positive and good thing, if it is governed by the rules and principles made by the constitution of Islamic Republic of Pakistan. Although, there was a clash of power between judiciary, executive and legislature, but the active and bold role of judiciary for public good is also appreciated. People believe that the justice is to be provided at any cost. The clash of these three organs of state led to the conviction of an elected Prime Minister, but when the executive authority refuses to follow the law, it has to pay the price. The interference of judiciary even in executive's affairs for the administration of justice was supported by the leading English press. The restoration of independent judiciary was not in the favor of corrupt political personalities. That is why; there was a clash between judiciary and executive. The judiciary believes that no one is above the law and everybody is equal before the eye of law. The justice is to be provided to everyone at any cost, if the executive is not playing its due role, then judiciary has to interfere. It is the constitutional power of judiciary to interfere in the matters where the matter of public interest is involved. There were some reservations regarding the role of superior judiciary when it acts as a trial court. It is further suggested that the superior judiciary should make such laws where the lower courts should play the ideal role, because the justice starts from the bottom not from the top.

Different news organizations have their different view point and policy, but overall the role of judiciary was considered positive. Judicial activism is known as overturning the laws and judicial precedents, while in the case of Pakistani judiciary; it did not rule against the precedents, it set new precedents while taking bold decisions. There are defined limits of judiciary, but at the same time it is responsible for providing justice and the justice sometimes demands active and bold decisions as well. The courageous decisions of the judiciary also give a positive message of rule of law. The constitution of Pakistan is based on Islamic ideology and laws given by the first Islamic state. That is why; everyone is answerable for his acts, so bold decisions of judiciary are according to the injunctions of Islam. The head of the state and the head of the government are to serve the common citizens; they are not the superior to other fellow human beings. The concept of immunity is in conflict with the principles set by Quran and Sunnah.

The superior judiciary set a precedent that the court orders are binding on every authority in the state. The laws are enacted by the legislature, protected by the judiciary and effectively enforced by the executive. A pillar of the state that is responsible to protect the law has to interfere when there is violation of law. Press is considered as the fourth pillar of the state, it played its responsible role. When the judiciary was playing the positive role, press supported it and became the advocate of truth, justice and rule of law. Media organizations stood with judiciary, initially when there was movement for the restoration of judiciary, and once again when judiciary actively performed its due role. The information provided by the press was relied and the judiciary and took actions bravely whenever there was violation of fundamental rights and there was question of public importance.

6.Recommendations:

Following are some recommendations after this study:

1. Superior judiciary acts when there is violation of law, but it does not play the role of a trial court, it should create such laws and policies where the trial court should apply judicious mind to decide the cases.
2. The organs of the state have to remain in their defined limits, the coordination and assistance of all the organs with one another helps in running the smooth business of the state.
3. The press has to support the judiciary in order to provide justice to everyone without any discrimination.
4. Judicial activism is a positive thing, but it should be used to protect the law, it should not be guided by the personal whims of the judges.
5. The press is to play its role for the protection of public interest and it should act impartially.
6. There should be difference of opinion amongst the press, but only for the constructive purposes not for the destructive agendas.
7. The judiciary should be free from any political, regional and linguistic biases and prejudices.
8. The judiciary has the power to interfere into executive’s affairs, but it should not be the norm of the judiciary.
9. If there is a clash of power between three organs of the state, the media should highlight it and should point out the weaknesses in the system.

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Contents lists available http://www.kinnaird.edu.pk/

Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

THE EVOLUTION OF PUPPET THEATER IN PAKISTAN

Aneeqa Mahmood [1*]
[1]Institute of Design and visual Arts, Lahore College for Women University Lahore

Article Info

*Corresponding Author
Tel: +92 323 4280665
Email Id: Aneeqamahmmood84@gmail.com

Abstract

In this Paper the Evolution of puppet art and the origin of puppetry in Pakistan are explained. The roots of this art are traced back to the Indus valley civilization, to the Sub Continent, and eventually to the areas which are now known as Pakistan. Same like India there is no clear history of Puppet art in Pakistan. Underlying research has strived to explore the significance and the importance of the puppetry as an art form and some extent for the sake of education in Pakistan. This art is subject to decline because of lack of interest of the people in it. The research explains the evolution of puppetry, its origin, its different forms, its making, different govt. and non-government theaters, its comparison with other countries and the reasons of its decline. The research also counts the positive aspects of the puppetry that despite all the odds, this art is still alive and working in our society. The title of the promotion of this art goes to theaters and cultural bodies who run puppet shows on proper platform. Besides this many schools and colleges are also contributing to this field of art. It proves that the puppetry is in the cultural roots of the people of this region. If a nation is alive then its art and culture is also alive. Underlying research contributes towards creating awareness for this art and entertainment form.

Keywords
Puppet, Art, Evolution, Pakistan, Promotion, Culture

1.Introduction

Puppetry, the performance of puppets, is the most wonderful art form as it allows great freedom of expression that otherwise cannot be expressed. The word puppet means "doll" (figure a).

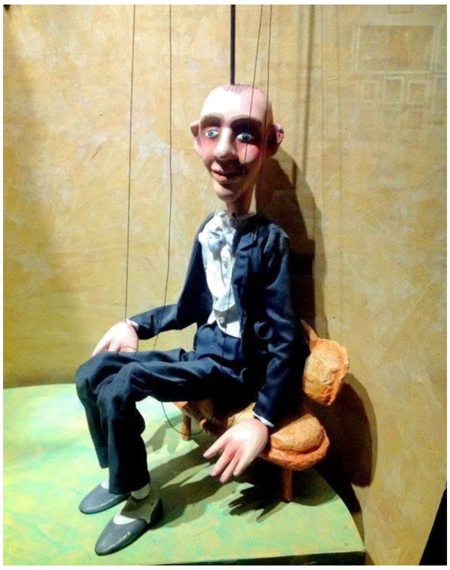

Figure a. French Puppet, Rafi Peer Theater Workshop, Lahore.
Source: Picture by author, August 31, 2015.

The origin of word 'puppet' is from Middle English *popet* doll, from Middle French *poupette*, alteration of Latin *pupa*. The first use of the word Puppet is explored from the British English Dictionary (Webster 1828.) Over the passage of time it was developed as a powerful medium of communication. Starting from the history of the subcontinent, puppet art was the basic cultural entertainment of that time. The local name of Puppets is "*Putli"* and the performance is called "*Putlitamasha"* (Pakistan, Folklore). This name is so common in both Indian and PakistaniTheater; this term is equally famous in India another name of puppet is *Kathputli.*(Pakistan, Folklore) This is a special kind of puppet called String puppet, *Kath*a mean "story" and *putli* mean Puppet (figure b).

Figure b. String Puppeteer, Rafi Peer Theater Workshop, Lahore.
Source: Picture by author, March 30, 2017.

The puppet is a Doll, up to two feet tall, manipulated by puppeteers using strings which are connected to the head, waist, shoulders and arms of puppeteer. Usually puppets do not have legs their bodies are covered with a long piece of cloth. Many researchers claim that the puppet art is the dying art and it's after effects is not so good. No one wants to carry this business with him. To check this hypothesis it is necessary to interview many persons. If the puppet art is fading away and vanishing from the country, then why puppet festivals are held every year onthe national or international level?

To check this hypothesis primary data was collected using 'interview' technique. Famous & prominent personalities related to the field of puppetry were interviewed. One such personality was Salima Hashmi- A renowned professor of Art in Beaconhouse National University Lahore. She was interviewed at same campus. Another prominent figure which was interviewed was Bashir Ahmad the Puppeteer of Rafi Peer Theater Workshop. Both of these figures are considered 'authority' in puppet art. Similarly interviews were conducted from professional puppeteers who were continuing it as a source for earning their bread & butter. These puppeteers are custodian of this dying art. One such person was 'Basheer' a puppeteer of Rafi Peer Theater. He was seasoned puppeteer.

In our country Pakistan we are facing lot of difficulties in every walk of life but it does not mean that we forgot our culture. We have to struggle to put up high. In this Research Paper many important things about the puppet art have been discussed. The art of puppetry started from prehistorical era. It is a unitary of the ancient varieties of artwork. If we unfold the pre-historic times of South Asia, many evidences of puppet art have been found in the Indus Valley Civilization around 3000 BC. Unfortunately, insufficient evidences of puppetry have been documented in the Indus Valley Civilization. Jonathan Mark Kenoyer mentioned in his book the "Ancient Cities of Indus Valley Civilization" that these small masks like objects have hand puppets or worn as amulets for children's toys (Kenoyer 2006). According to archaeologist Jonathan Mark Kenoyer has unearthed many evidences in different time frame such as one terracotta mask depicted the bull-horned with a beard when the faces are in a peaceful mood. The mask is combed flat, but when in angry mood the beard spread wide and the fringes of a roaring tiger are visible (Kenoyer 2006) (figure c).

Figure c. Miniature Mask of Beard, Horned Deity, 1965, Mohenjo-Daro Department of Archeology Karachi, Terracotta 5.3 x 3.5cm.

Source: Jonathan Mark Kenoyer, *Ancient Cities of the Indus Valley Civilization* (New York: Oxford University Press, 2006), 82.

Many terracotta figurines have been found wearing detachable headdress. Although most of the headdresses broken. Kenoyer has documented in his book that “due to the delicate nature of the wide spreading horns, most terracotta figurines of the deity broken down, but despite this, fragmentary pieces give a sense of the powerful beauty of the deity (Kenoyer 2006). These small masks like figurines are not explored from their graveyard or from their sacred places instead these are found in the soil or in trash boxes. Several were broken and a few of them are in their original form. After the link between terracotta figurine and puppets, it was confirmed that these small figures have different appearances and are for different functions. It is not possible that folks discarded images of their ditties, god and goddesses in waste boxes. It is obvious that people used these figurines as a toy to entertain their children. The evidences of making these types of figures and drawing found from Bhimbetika Cave Art 5500 BC. Ajanta Cave Art of 1st Century BC is the most important

cave art in India in which many drawings found most of them were faded away. By mean of these drawings people convey their thoughts and experiences. These drawings also served as pictorial messages to their families. The depictions of these drawings are directly related to puppet manipulation. As we explore that the Puppetry is an ancient form of entertainment and famous in the entire world. The origin of Puppet Theater comes from China from 13th century. China evolved theater performance with different thematic stories. This was the earliest time when theater started. Guan Hanqing was the famous actor of that time its dramatic theme concern the story of tragic fate of young women (Bradon 1993). Later on, the history is unfolded and it is revealed that in the period of great Mughal Empire of 15th century where Islam becomes the state religion, theaters activity failed to succeed further. During 15th century theater was the important force in Indian society, but after the arrival of Mughals in the Subcontinent the theater breathed to its last.

According to the writing of different authors, the existence of this art form has been there since 17th century. As per the writing of R.C Craven, Hindus were religiously bound to perform dances, they have faith in it and they talk to their god and demons through meditations. At the same time they had some rituals to perform in the festivals. Afterward Muhammed of Gazzni weakened the kingdoms of North India. After covering the ancient history of puppetry we come to the south Asian history of puppets. While we talk about the puppetry in South Asia, particularly in the region of sub-continent which comprised of India and Pakistan. Where both the nations lived together and shared their art and cultural activities. *Eid*, *Holi*,*Dewali*, *Besakhi*, wedding ceremonies, dance and music was celebrated indifferent of religion,race or creed. Both the communities took an active part in societal activities and gathered for puppet shows, drama, peasant festivals and other celebrations. Many South Asian puppeteers are from the lower class and sticked to their caste system. The silent feature of puppet art isimpersonates the real life character such as political or social celebrities. Puppet shows are used to changes their thoughts toward the social scenario. Puppetry is the course of theater and it reflects upon the taboos of our society and conveys a direct message through their subtle expression worked out by the puppets. Rajasthan and Kerala State are the most prominent in the history of Puppet art, where many forms of puppets are still used for performance (figure d).

Figure d. Kerala Puppets, Rajasthan India.
Source: http://www.tripmalabar.com/wp-content/uploads/2015/12/yaksha-puppets-tour-kasaragod.jpg (accessed July 14, 2017).

The people of Rajasthan used the term "*Kathputli*". This term drive from their cultural drama which is named as *Khathkali*. *Khathkali* dance or drama is a distinctive genre of South Asian dance develops during sixteenth or seventeenth century in the Malayalam speaking coastal region of southwest India known today as Kerala state. In Bengal, ShombhuMitra was active with his Tagore plays and excellent production of Oedipus Red. With BadalSircar the theatre scene got hold of a new twist. Various dramatic arts from folk to traditional and modern urban theatre co-exist, influencing each other creatively and effectively.

While reading Sarwat Ali Book of puppetry it showed that after independence of Pakistan a very limited contribution have been observed towards Puppet Art in Pakistan. In the book, *"Image and Identity"* Akbar Nakvi explains the first fifty years of Pakistan were not so good asit faces many problems because of political and social conflict of India-Pakistan. In the early the Alhamra Art Council, Lahore was the only organization, who provided the platform where the shows of puppet art were conducted. Faiz Ahmad Faiz's was appointed as the secretary of the Alhamra Art council induced a new life into the institution. Previously it was badly affected because no activity related to art and Culture was conducted in this institute. This cultural body has never lived up to the expectation of stakeholders since its inauguration in the late 1940s. AlysFaiz wife of Faiz Ahmad Faiz was privately charged with the responsibility to manage and arrange shows for the entertainment of children. "Faiz Ahmad Faiz's Mother was the first lady

who brought the puppet from the England; it was a glove puppet that kindled love for puppetry in the Faiz household." Salima Hashmi, in an interview she explained that at the age of five (1947-48), she was not acquainted with the puppets ever before. However, her grandmother brought a puppet which was traditional punch and Judy puppets (Hashmi 2017). The Family of Faiz Ahmad Faiz was so much committed to set Contemporary puppetry on stage was started by the Rafi Peer Theater Workshop in the late nineteen seventies (1970s). Audiences in Pakistan are now more familiar with the art up the art activities in the society that for the first time in our history Salima Hashmi and her sister Muneeza Hashmi held the puppet shows for the children in the district and made money in this agreement. Alys Faiz was the first who organized the puppet show in Alhamra Art Council. The first stories about puppet play there were based on English literature. Glove puppet shows used to hold in Alhamra Hall with some regularity, in which hundreds of people could seat easily. She was self taught puppeteer to heighten the potential growth and interest of puppetry. After that, like Salima Hashmi, Samina Ahmad, was working in Alhamra Art Council.

Czechoslovakian puppeteer invited to Pakistan in the early1960s to hold the workshop at the Alhamra Art Council, Lahore. Haveilikove and Vadickova (artists), who tragically died in the plane Crash in 1965s while going back after the workshop, they introduced the art of puppetry as conceived and practiced in modern times that inspired the group of young boys and girls. In 1964 television broadcast started with many entertainment programs in which puppet shows played a vital role for the entertainment of the youngsters. The trained group of young puppeteers introduced a new theme to attract the viewers with many fresh stories and characters were portrayed in a very interesting manner.

In 1969, a series of program named as Sesame Street-an educational program was on aired in America, on the same time Rafi Peer taken its right to play this show in Pakistan. Because of the efforts of puppeteers, it could be possible to run innovative stories on television weekly or daily. The puppetry was in its Climax in 1970, because many governments and non-government organization were taking initiatives to enhance the value of puppet art in the Pakistan. National Council of Art was built in 1973 and it took the responsibility to look after the cultural heritage. After that a non-government organization Rafi Peer Theater Workshop constructed Museum of puppetry in 1974 which is still working even after three decades (figure e).

of puppetry. In this process many youngsters inspired and many volunteers joined the Rafi Peer Theater Workshop to become a puppeteer. The Rafi Peer Theater Workshop has served as a nucleus of the entire trend of contemporizing puppetry in the state. The foundation of the Rafi Peer Theater Workshop was laid by five brothers, who are responsible to run the workshop, after the death of their father Rafi Pererzadah in 1974 (Ali, 2005). Rafi Peer's sons established their own group of puppeteers and made their individual puppets. The main idea is to emphasize the living styles of peasant, such as their festivals, clothing style, season of rain, season of harvest, wedding, Eid and so on. In the beginning it was called the Rafi Peer Theater Workshop (RPTW) and later on it was called the Museum of puppetry.

Figure e. Museum of Puppetry, Rafi Peer Theater Workshop, Lahore.
Source: Picture by author, August 3

It is constructed in Lahore on a private basis and works as a non-government organization.
In 1981 Alhamra art center, inaugurated the new hall and in 1982 Samina Ahmad organized a show with the help of the Pakistan National Council of art team Alhamra. In 1983 Samina Ahmad joined as a Director of Alhamra Puppet Theater on a permanent seat. Although there were no proper arrangements, the illuminations were not enough for the shows; the echo system was not there, no proper stage setting for the show, no enough space for people to sit and to enjoy the show. Samina Ahmad was the great puppet art lover. Samina Ahmad visited Islamabad to observe the performance on Chinese puppetry. Samina Ahmad included many students from the National College of Arts which was the only institute where the puppet art training was given back in 1985. Many students were selected to make a mural of puppet art in Alhamra Art Council. Along with Alhamrah Art Council the PNCA (Pakistan National Council of Art) contributed to show painting, theater, music and as well as puppetry. The department of puppetry set up inside the council with proper management and staff who is responsible to lead the Puppet Art. Puppeteer sent to China, where they discovered the artistic world of Rod Puppetry and on return they set up a small group which played regularly. They arranged the shows in northern areas and exposed these areas to the art of puppetry. Their shows are message oriented, especially the "Story of Pakistan" in which the struggle of Quid-e-Azam is highlighted. Shahid Toosay is the puppeteer of this organization who has been the most active person in the group. These theaters are continuously preparing the puppet shows to revive the puppetry of Pakistan. The major puppet events are held on Independence Day, Pakistan Day, Qaid-E-Azam Day etc.

Puppetry faces many crises by losing the interest of people in its shows. The Only sponsors of Puppet shows in Pakistan were USAID; they face Corruption cases made against them. It created its own puppet show like Sesame Street, an original puppet show and they have to pay the fine of 20 million dollar which later was halved. Because of these hurdles USAID stopped funding Rafi Peer Theater. After a long gap of around ten years in 1992 Rafi Peer Theater Workshop arranged its first International Festival of World performing Arts. This festival took place by the struggle of FaizanPeerzadah the Director and the curator of the show. Started from that day to current days this festival is conducted on a regular basis (Bashir, 2017).

In 1997 Norwegian Embassy approve the idea to make a museum for puppets the museum of puppetry works amazingly on puppet art. In Puppet shows the children and students came to see the shows arranged for the school and a college trip to this museum. The Museum has a vast area along with the open air theater. The Rafi Peer Museum enjoys prominence as it is the only museum of Pakistan, where there is a proper display of different kinds of puppets including local, national and international puppets are included. These puppets are very useful for the students of performing art. Along with the theater activity Rafi Peer arrange the workshop gradually on every second year. And these workshops were the remarkable years in the history of puppet art in Pakistan in which Puppetry became the primary thing to focus. Four other festivals were arranged in the year 2002, 2003, 2004, and 2005.

A Pakistani group remained actively involved in various puppet theaters. From 2006 different courses and Diplomas were offered by the Rafi Peer Theater along with the free shows for the development of interest among folks. After these festivals the 2010 Puppet shows was not very fortunate as a cracker was blasted near the Festival ground. People are so terrified that they quit attending open air festivals. After some time puppets gained its position back (Bashir 2017). A one day festival was set up with a proper security arrangement to prevent any unpleasant incident. This festival was arranged in a huge open place. People enjoyed this event a lot. Each puppet show consists of many puppeteers. Puppets play an important role in Pakistan as it is the principal part of our folk tradition. The puppet depicts the folk tradition of Pakistan.

Farooq Qaiser was the one who give the strength to the puppets and brought reality to puppets, he is the renowned puppeteer and famous drama producer. He did not only depend on old stories, but picked up every day happening to ordinary people and created episodes that have great deal of humors. He made puppets that had a remarkable likeness to real life people, their dialogue and their voice mannerism. Their main Item was "*Akbar Badshah Kay Darbar Main*". It is the story that holds the elements of Drama, tension, relief, music, dance and the articulation of issues. The main music accompaniment is the *Dholak* played by the female singers themselves, the voices provided by the participants. Costumes are ornate, the apparel of the puppet was of sharp color adorned with different *laces* and *chamkela* was used on it to enhance the vividness of the puppet. Because of much crowd, it is not possible to see the puppet from the distance that's why the clothes were planed likewise. The manipulation of the puppet is very useful art for the children's education as well as entertainment.

Puppet art is the basic entertainment not only in different theaters, institutes also in schools. Many schools have started up proper puppet classes. Schools are not only performing old stories but also new ones with different regional languages along with Urdu and English. They have set up their own puppet theaters and made their own puppets. The puppet art in Pakistan was initiated with the efforts of Salima Hashmi, Samina Ahmad, Farooq Qaiser and many other artists. Peerzadah Family is the prominent among the artist community who took steps to introduce new elements in puppetry.

Acknowledgements

First and foremost, I would like to thank Almighty Allah who gave me strength to fulfill my project. Further, I would also express my special thanks and gratitude to the Institute of Design and Visual Arts, Lahore College for Women University from which I am affiliated. I am also thankful to the Head of the Department, DrRifaatSaif Dar, who gave me a lot of suggestions and helped me to find out the facts. This acknowledgement remains incomplete without thanking Alhamrah Art Council and Rafi Peer Theater Workshop who gives me a ideal platform to count the information about the topic. The moral support of Dr. SadiaMurtaza, Prof. Salima Hashmi, Madam Samina Ahmad, and Mr. Zulfiqar Ali Zulfi is also highly praiseworthy.

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Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

POWER DYNAMICS SHAPE THE IDENTITY OF A MINORITY (A STUDY OF PARSI MINORITY IN BAPSI SIDHWA'S ICE CANDY MAN)

M. Mohsin Manzoor[1*]
[1] Forman Christian College University, Lahore, Pakistan.

Article Info

*Corresponding Author
Tel: +92 300 4386662
Email Id: malimohsin1222@yahoo.com

Keywords
Minority, Parsi community, Partition of united India, Pakistan, Fears, Miseries.

Abstract

It has been the dilemma of the minority that it has never been allowed to form its own identity. Its identity has always been defined by the dominant class. Parsi community is the endangered minority in the world. It is dispersed throughout the world without a homeland of its own. Parsis have always adopted the rules and customs of the majority of that country in which they settle. Bapsi Sidwah has written Ice candy man in the context of partition of united India in 1947. Being as Parsi herself she has also discussed through characters how Parsi community decides to follow rules and customs of that majority who will rule Pakistan. To support my argument from theoretical perceptive I will be referring to P.D.Nimsarkar's essay "Dimensionality of History and Politics in Bapsi Sidhwa's Ice Candy Man". Nimsarkar's has comprehensively elaborated the plight and miseries of Parsi community at the time of independence of Pakistan and India. He highlights the fears and confusion which a minority encounters when its' fate lies in the hands of dominant ones. This research paper aims to elaborate that the identity of the Parsi minority is shaped by the majority with reference to Bapsi Sidhwa's Ice candy man.

1. Introduction

Parsi minority has always adjusted itself according to the ruling class. This adjustment has never been an easy thing for the Parsi community. They had to compromise on their culture, values and tradition every time when they followed the majority or the ruling class. It is indeed a tragic fact that they had to go through this whenever they settled in a new country or stopped following the previous rulers and became loyal subjects to the new rulers. Parsis left their homeland Iran because they wanted to avoid confrontation with Muslims. They migrated to India and assimilated themselves into Hindu majority by adopting its rules and culture. When the British came to power the Parsi minority discreetly came close to new ruling class. It can be observed that in this whole time period they kept redefining their identity according to the new dominant group which was agonizing for them.

In *Ice Candy Man* Bapsi Sidhwa has revealed the agony of her community in a very refined manner. She has boldly expressed the torment of identity crisis which has been haunting Parsi community for centuries. Parsis have always tried to maintain good relation with the ruling majority since they do not have their own homeland. They have been loyal to their rulers but in *Ice Candy Man*, their bewilderment is at its peak because they are not clear who is going to be their new masters. P.D. Nimsarkar believes that the practice of shifting the loyalties and compromised identity made situation more complicated. Parsis are helpless to form their own identity and they draw their identity by remaining faithful to the ruler whoever may it be but at the end of the day, their identity and future remains imprecise.

1.2 Research Questions

Considering the topic of this research work following are the research questions which this study will address

1- What shapes the decisions which Parsi minority makes?

2- What has been the status of Parsi minority during the partition of 1947?

3- What are the fears and reservations of Parsi minority?

2. Research Method

It is a qualitative research work and the primary text for this research paper is Bapsi Sidhwa's *Ice Candy Man*. For the theoretical perspective I will utilize P.D. Nimsarkar's ideas in "Dimensionality of History and Politics in Bapsi Sidhwa's *Ice Candy Man*". Qualitative methodology is relevant to this research paper since it aims to study the dilemmas of a minority which does not even have its own motherland. The resources which have been used to extract the relevant material are library and internet.

3. Discussion

Minorities are neglected in the important events of the countries they reside in. The plight of a minority becomes more eminent when it has no say in the matters relating to it. Nations go through many diverse phases but only majority plays an active role. Minority remains dependent on majority since it determines the course of events.

The same situation has been depicted in *Ice Candy Man* when in the meeting at temple Parsi community appears very confused about its future. Parsis are bewildered that what will become of them after the partition of India? How will they survive? Colonel Bharucha at that moment talks about the historical aspect of Parsi minority that it has always adhered to the majority. He says to his people present at that meeting "As long as we do not interfere we have nothing to fear! As long as we respect the customs of our rulers as we always have we'll be alright!" (Sidhwah, 2012). Colonel Bharucha is describing the reason of survival of Parsis in India which is that Parsi minority has always adjusted itself according to the wish of the rulers. Despite the fact they have been shifting their allegiance according to the rulers they have not been able to earn trust and a status of their own.

This adjustment has never proved beneficial on the permanent basis. Nimsarkar in his essay "Dimensionality of History and Politics in Bapsi Sidhwa's *Ice Candy Man*" writes "At the time of division of the country their indifferences became a reason for apprehension and insecurity which resulted from "alienation brought about by the rejection of the colonizer and distrust of the nationalist" (Nimsarkar, 2008). Nimsarkar is elaborating the agony of the Parsi minority that it always has to compromise for its survival but this practice never brings any stability in their status. They have been on good terms with British because they were in power but it has made Parsis deplorable in the eyes of native Indian population. Parsis have no option but to keep adjusting their identity according to the ones who rule.

In the novel Parsis depict their fears about the new identity. As the time of partition draws near Parsis become more and more uncertain that what will become of them? .In the meeting one of the Parsis presents the collective fear about how they will be treated by the new rulers, "If we are struck with the Hindus they'll swipe our business, Muslims will convert us to Islam by sword, and GOD help us if we struck with the Sikhs" (Sidhwah, 2012). Parsis have made progress under British because British preferred loyalty to the government, religion was secondary to them. Now British are leaving and the majority status will be enjoyed by Muslims, Hindus and Sikhs. They are in majority and they have the supremacy to tell a minority like Parsis that what is going to be their status. At this juncture of the history for Parsis the obstacle is greater than ever.

They have to choose among three majorities Sikhs, Hindus and Muslims. The new identity of Parsis will be shaped on the basis of religion while three majorities have a very strong religious perception and it may put the existence of a minority like Parsis in jeopardy.

They are not in the position to fight for themselves and for their identity but to accept submissively whatever status will be given to them by the majority. Tragedy with the Parsis minority is that they have always been told about their position and identity by the majority. Besides being a very submissive minority, Parsis have always been unclear about their present and future. Nimsarkar writes "Sidhwah has not only rewritten the history Parsi community has always taken sides with the rulers because it knows that ruling class decides the identity of minority. Although this practice had caused the damage to their identity. By damage I mean no permanent identity of their own, a compromised identity, so they can stay out of trouble. In the novel Parsis face a very critical choice with whom they should stand on this great verge of change?. In the novel they make their decision in the context of their past practice, "Which of your neighbors are you not going to betray?" asks a practical soul. That depends upon who's winning, doesn't it? Says Mr Bankwalla" (Sidhwah, 2012). Bapsi Sidwah is estimating the identity of her community through the characters.

Through Colonel Bharucha, Lenny and Mr.Bankwalla she is describing how a minority does not have the opportunity to make its choices as it prefers. Parsis do not enjoy open freedom to choose. Choice is being given to them which means they have got a limited freedom because they don't belong to the dominant class.

Majority has the power and this power provides the authority by which dominant class shapes the identity of the minority. Though Parsi minority has always supported the powerful ruling class but it has never asked for its share. The episode of sugar in the milk clearly indicates that Parsis will merge themselves with the majority. It does not indicate that they will become a part of the majority and demand their share of power one day. In the meeting it is being discussed that important political figures of Congress are enjoying high facilities in jail and if a Parsi gets booked for any charge, he will never be facilitated in jail. So Parsi community must protest against this discrimination. At this of the marginalized community expressed the dilemma and predicament of the people and society who have settled down in the country, adopted the social cultural practices but still are uncertain in their attitude and commitment" (Nimsarkar, 2008). In this novel Bapsi Sidhwa is illustrating the plight of her community that it has always tried to cope up with the demands of the rulers but even then it has never enjoyed a certain identity of its own. Her community has always been the victim of confusion and insecurity because it is solely dependent on the good will of the majority. When the majority undergoes a change then the minority has to experience it as well. It does not matter whether minority wants it or not.

point Colonel Bharucha again speaks out the bitter reality which Parsi minority must accept. He says "Hindus, Muslims and even the Sikhs are going to jockey for power: and if you jokers jump into the middle you'll be mangled into chutney" (Sidhwah, 2012). In the history Parsis have enjoyed the important posts, e.g. Jamshed Nusserwanjee Mehta has been the Mayor of Karachi. It can be assumed that the power which Parsis enjoyed, it was given by the majority. It does not matter if it was given by Hindu Rajas, Muslim Emperors or British rulers. If a Parsi had an identity of the mayor of a city, it was because majority elected him.

On this great verge of change Colonel Bharucha is trying to bring his community to senses that Parsi minority has never claimed for power in past and it should still avoid it, especially at that moment of history. Bapsi Sidhwa is portraying the neutral stance of Parsi minority throughout the history. She has not romanticized the depiction of her community. In fact she has provided us the deep insight into the thinking pattern of Parsi minority. Colonel Bharcha's notions are not wrong regarding no share of Parsi minority in power because after partition the discriminatory legislation was done in Pakistan. It is compulsory that a Pakistani President and Prime Minister have to be Muslims. Minorities have been marginalized by the constitution of Pakistan. Objective resolution in 1949 was the first step towards this marginalization and president Zia-Ul-Haq did the most damage. Religious minorities in Pakistan had to suffer from his vigorous imposition of religion.

The identity of those Parsis who decide to stay in Lahore undergoes change after the partition. Previously the have been the British Subject but now they have become Pakistani citizens. This is an evident example that how identity of a minority gets changed and takes a new shape according to the majority. In the novel this sudden change in the identity has been expressed by Lenny, “I am Pakistani. In a snap. Just like that” (Sidhwa, 2012). This is a very realistic and sarcastic depiction that how much a minority is dependent on the majority for its identity. It is going to be decided by the new majority that how much space they have to practices their religious, social and cultural rituals. Lenny has represented the misery of her community that they are not asked but told that from now on you are going to have a new identity.

In the British government they survived according to the will and wish of the British supremacy but now they have to adjust with this paradigm shift. Nimsarkar discusses this angle from a very objective and realistic perspective; he says “They have always forced their allegiances with the country and the people with whom they stay. It is the tragedy of the community which has sickened their mind and consciousness which has been lucidly expressed through the girl narrator, Lenny” (Nimsarkar, 2008). He has elaborated the historical fact and tragedy of Parsi minority that although Parsis have always acquired their identity which is never contrary to the expectation of the minority but this whole process is not pleasant.

It obviously damages their pride and status. Bapsi Sidhwa has been very objective in presenting her community. She is the only Parsi writer who has written on the partition of 1947. She has indirectly presented this agony of her community that activity. The silence of Lenny about her community is actually the silence of her community. It is the new identity of Parsi community in the new state under the new rulers. They have to keep themselves as much low profile as they can to survive. Their new masters don’t want them to be as prominent in general walk of life as they used to be under the previous rulers.

4. Conclusion

In conclusion it might be proposed that Parsi community actively constructs its identity according to the majority. As the novel draws to an end we observe that Parsi community disappears from the general scene because this is the demand of their new identity. They can live in Pakistani as its citizens but they have to keep their matters to themselves strictly. Other minorities like the Hindu,

although acquiring of new identity is the key to survive but yet it hurts.

In the novel after the partition the general commentary on the Parsi community gets vanished. Child narrator Lenny, who narrates happenings around her very vividly, gets silent about the activities of Parsi community after becoming a Pakistani citizen. It should not have been the case because the founder of Pakistan Muhammad Ali Jinnah had a vision of Pakistan as a state where minorities would have complete freedom to exercise their custom and rituals. In the inaugural speech of the first constitutional assembly he said “You are free; you are free to go to your temples, you are free to go to your mosques or to any other place or worship in this state of Pakistan. You may belong to any religion or caste creed—that has nothing to do with the business of the state” (Khan, 2001).

Contrary to Jinnah’s speech and vision the state of Pakistan turned out to be oppressive in case of minorities. One of main reason for it was the state religion of Pakistan. Muslims have a very active religious profile and it affected the minorities in Pakistan. The people belonging to religion other than Islam have to face bitter discrimination and segregation. So in the novel the sudden disappearance of minority community is noteworthy because before partition she mentions the Parsi dinner at YMCA, the meeting at the temple and social life of Parsi community. After partition she does not mention any such

the Sikh and the Christian celebrate their cultural and religious rituals in Pakistan. We never come to have any glimpse of Parsi community celebrating its Jashan e Noroaz or other cultural and religious rituals. They are living in a state where religious extremism has gained a very critical form. Parsi community is surviving with the identity which was given to it after the partition and the later part of Ice candy man depicts it very accurately.

5. Acknowledgements

Author is highly thankful to Dr. Madeline Clements for her timely guidance and support to determine the direction of this research work. A special thanks to Adnan Akbar for his valuable suggestions and time.

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Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

PRAGMATIC LINGUISTIC MARKERS FOR SOCIO-PSYCHOLOGICAL THEMES IN KAFKA'S METAMORPHOSIS: (HOW KAFKA CONVEYS MEANING THROUGH HIS CHARACTERS CONVERSATIONAL IMPLICATURE, HAPTICS, PROXEMICS AND PARA LINGUISTICS).

Mahnoor Ikram[1*], Sulaim Sarfraz[2]
[1] Kinnaird College for Women, Lahore, Pakistan.
[2] English Department, University of the Punjab, Lahore, Pakistan.

Article Info

*Corresponding Author
Tel: +92 333 4134183
Email Id: mahnoorikram101@gmail.com

Keywords
Social, Psychological, Linguistic, Isolation, Alienation.

Abstract

The purpose of this research article is to identify linguistic markers and expressions that have underlying social and psychological themes. Hannah Arendt wrote about Kafka coming to share Marx's fate: "Though during his lifetime he could not make a decent living, he will now keep generations of intellectuals both gainfully employed and well-fed" Kafka's ability to condense the gloomiest and most twisted depths of the human mind and the collective mind-set within his characters has had a profound impact on many generations of novelists. Regarding himself the writer comments: "All I possess are certain powers that merge into literature at a depth almost inaccessible under normal circumstances. Complete indifference and dullness. A dried-up well, water in unreachable depths and uncertain even there." Through research on his writing style, biography, and a close reading of his metamorphosis. This has been accomplished by extensive reviewing of research Journals and an overview of the illnesses and demons that plagued the writer. The books and journal articles used as reference material were retrieved using an assortment of modern techniques; a large section of the information was also accessed via internet archives and published text a qualitative analysis of the reference material led to recognition of socio-psychological themes such as isolation, alienation, pressure of a familial circle and separation. This paper will analyze linguistic markers in the short story "the metamorphosis" that indicate the presence of these themes. The paper affirms that Kafka has had a weighty influence on the generations of authors that will contribute to society when they speak of similar themes of isolation, loneliness and melancholy.

Introduction

The metamorphosis is Franz Kafka's most notable work; about the transformation of the protagonist one Gregor Samsa.

It may be contended, that Gregor Samsa never actually had the ability to talk and therefore didn't possess the capacity to convey his stifled sentiments of outrage, detachment, and dissatisfaction. He was never at any point in a situation that allowed him to express his views inside and out. (Sounding out the silence of Gregor Samsa.)

Correspondence, it appears, can scarcely stop for Gregor on the grounds that it never truly started. There is a considerable amount of underlying insidious erosion behind the familial facade story of never existing as opposed to prematurely ended, correspondence. Whatever the case, with the events that follow Gregor does in the long run prevail with regards to communicating, in an exceptionally surprising manner. Ironically, it is his transformation with its attendant loss of discourse that will enable his voice to wind up heard.

The dynamics of the relationship remain largely unchanged despite the metamorphosis. Gregor Samsa remains an object of disinterest. There is not much disintegration when it comes to emotional attachments because the Samsa family has a parasitic living; they depend on the earnings of Gregor alone without any occupations of their own. Interpersonal connections and the lack of correspondence remain unchanged by the mutation of Gregor Samsa; it is only the sister who shows little if any humanity towards her altered brother. For others it seems the mutation hardly matters because one way or the other they were always indifferent towards Gregor.

The silence of Gregor both as a person and a vermin and the lack of interaction between the characters made the identification of socio-pragmatic linguistic markers possible. Non-verbal communication, turning points in conversation, conversational implicature all feature heavily in the short story to give convey a message without it being overtly spoken.

Literature review

Stanley Corngold once described Gregor's predicament: "his body is the speech in which the impossibility of ordinary language expresses its own despair"

R. N. Srivastava and R.S. Gupta wrote that "Language is not merely instrumental; it is a powerful symbol of identity, a tool of cultural transformation and an important factor in social relationship, in short, an all embracing phenomenon of a man's social and personal existence."

International Encyclopaedia of Linguistics defined Sociolinguistics in these terms "Sociolinguistics as the name indicates, deals with language as a social phenomenon. Social life depends on language, so the scope of the discipline is potentially very wide. It encompasses large scale issues concerning the relations between language and social, cultural, and historical factors, as well as the fine details of the language behaviour of individuals and social groups in specific interactions and in various social contexts."

According to Fraser, Pragmatic linguistic markers are explained in the following way: "First, I assume that every sentence has a Direct Message Potential. Derived from sentence meaning, this is a specification of those messages that can be potentially communicated by the utterance of the sentence. The message potential of a sentence is seldom realized completely. Performance features and context typically modify what is actually conveyed by the utterance. Second, I assume that sentence meaning, the information encoded by linguistic expressions……a sentence typically encodes a proposition, perhaps complex, which represents a state of the world which the speaker wishes to bring to the addressee's attention."

Poignancy and feeling are trademark perspectives where the distress and suffering of the characters are examined because of the individual connections that are contributed by society. The characters go to a lamentable destruction preceding condition of nothingness. Stylistically the pathos in the fiction of Kafka is communicated semantically and pragmatically. Kafka demonstrates his readers that the impact of estrangement, alienation and isolation are not unobtrusive. In Metamorphosis, Gregor was an introvert initially but was later forced into the confines of hermitage. Gregor might have been reticent, yet regardless he conversed with others, had plans for his future, hopes, morals and feelings. It was not the metamorphosis that put an end to these plans, but others responses to him. Those few times he ventured in to the world he was forced back into his quarters. His powerlessness to convey was an obstacle that alienated him from other people. This boundary could have been broken had somebody been willing to establish a line of communication, yet each character remained emotionally remote, and withdrawn towards Samsa and didn't even attempt to communicate with him.

"Gregor's eyes turned next to the window, and the overcast sky – one could hear raindrops beating on the window gutter-made him quite melancholy." In these lines Kafka shows the misfortune of Samsa rather than outright describing his sadness. He uses imagery of the cloudy sky to reflect the forlorn mood. So that the reader is able to draw parallels between the dreary weather and the general gloominess of the situation.

Roy Pascal author of Kafka's Narrators comments that "There is a good deal of humour in these early stories, as in the novels and later stories, but it is often ambiguous and can be overlooked" The humour that Pascal identifies is a macabre irony which mocks normative routines of life.

Kafka himself says "Every defence is a retreat, a withdrawal. A blow at the outside world is always a blow at oneself. For that reason every concrete wall is only an illusion, which sooner or later crumbles away. For Inner and Outer belong to each other. Divided, they become two bewildering aspects of a mystery which we endure but can never solve".

Allen Thiher remarks that "if the interpretive quest underlies the general structure of 'The Metamorphosis,' the story owes its affective specificity to the way that Kafka uses particular objects, images, and situations to mirror the quest and to force the reader to enter a diffuse hermeneutic labyrinth"

Research Methodology

The research was a qualitative analysis of verbal and non-verbal communication between the primary and secondary characters present in the short story. The primary sources included a translation of Kafka's Czech story The Metamorphosis. Secondary sources included articles, journals and websites which had analysed several other notable works of the author as well as general comments on the authors work.

Discussion and Analysis

Even though the title of metamorphosis seemingly refers to the physical changes that Gregor undergoes it is in actuality the transformation of the other characters which is the actual metamorphosis. The family evolve from a being dependant on Gregor to a dynamic inhumane trio. Within two months his mother and sister start doing household work; his father who had been a drowsy and lethargic veteran, seems renewed now wearing the uniform of some local bank. The family come to terms with the fact that Gregor cannot provide for them any longer and they will have to fend for themselves. With this knowledge they take up miscellaneous occupations for livelihood to escape from their predicament.

In fact, Gregor's transformation into a mute creature reflects the realisation of his inferior placement within the family. He comes to realise that this muteness is not of the verbal sense but a failure to realise how substandard his position had always been and how apathetically he was always treated. In the lonely confines of his quarters where the dust and filth start to build up Gregor realises that all this time he served as an exploitable resource for the family and not as a family member.

The ability of language in separating and alienating two people has been indicated in this story. Kafka himself belonged to the Jewish community; the proverbial 'other' identity in an otherwise German speaking majority. The story is a description of not communication but the lack of it. Gregor's transformation not just starts from a deficiency, it exacerbates instead of remedying this familial weakness. Familial reticence has a deadening power, the expressive muteness that triumphs in the household only comes to the forefront when parents and daughter debate over their responsibilities. At this point, although mute Gregor is quick to express his dissatisfaction "hiss [ing] loudly with rage because not one of them thought of shutting the door to spare him such a spectacle and so much noise"

Gregor who was incapable earlier of communicating his dilemma when he was human, now has no control over human speech and has forced everyone else, from family members to boarders, to direct in words precisely what he had felt afflicting him for years. His equivalents, thereby compelling them to speak his thoughts and emotions. This shell represents his withdrawal, his isolation, and his alienation, but it also forces others to pronounce their disgusting thoughts, to make intentions known for those who wish to hear. Through miming, Gregor requites for his loss Kafka as a writer is adept at showing this implied meaning; thinly veiled by actions, coy words and nonverbal communication. The following lines in the short story have implied meaning and underlying emotions/themes of anxiety, alienation, pretension and isolation. The real communicative function of these dialogues and non-verbal actions is also different from what they literally seem to convey.

1. “If I didn't hold back for my parents' sake, I'd have quit ages ago.”

Here, Gregor talks of his limited life before the metamorphosis. How he was bound by monotony and performed obligations just for the sake of his parents. He played the part of just one insect in a hive, without any independent thoughts and aspirations. This one line has a backdrop of many years of dull labour, mind numbing routine and a requiem of Gregor’s dreams.

2. "Yes, yes, thank you mother. I'm getting up right away."

Even after having transformed and no longer being able to move Gregor continues to show the civility and manners that he acquired as a human because he is so used to routinely performing acts of civility and hiding his true feelings.

3. “but congratulated himself on his precaution, acquired from travelling, of locking all doors during the night, even at home”

Again an old habit of Gregor’s is mentioned here. The act of locking his door; this signifies the only security and privacy that the overworked protagonist is able to afford.

4. “First he wanted to stand up quietly and undisturbed, get dressed, above all have breakfast, and only then consider further action”

Gregor, still used to playing the rational, sensible human Gregor; instead of raising alarm or panicking his family decides to think the matter over in hopes that there will be a reasonable solution; one that does not involve chaos.

5. “Why was Gregor the only one condemned to work in a firm where, at the slightest lapse, someone of words.

   immediately attracted the greatest suspicion?”

The unusual condition of his circumstances begin to grip Gregor. Suddenly, he questions his present employment. Why he was employed there? And why he continued to stay there. This sentence signifies a toppling of Gregor’s hitherto subaltern pattern of thinking.

6. “But at Gregor's first words the manager had already turned away, and now he looked back at Gregor over his twitching shoulders with pursed lips. During Gregor's speech he was not still for a moment but kept moving away towards the door, without taking his eyes off Gregor”

Kafka illustrates the complex emotion of disgust by the description of an instinctive human action. The manager is repulsed his body language shows him distraught, breaking away in the midst of the conversation. The emotions of shock and horror, Kafka shows, are what is needed to cut short human courteousness.

7. “But Gregor had this foresight. The manager must be held back, calmed down, convinced, and finally won over.”

Gregor continues to display his old pattern of thoughts. A sensibility that no longer matches his present form. This is Kafka’s way of implying that the metamorphosis is not yet complete.

8. “His father picked up a large newspaper from the table and, stamping his feet on the floor, he set out to drive Gregor back into his room by waving the cane and the newspaper”

Kafka describes the treatment meted out to Gregor by his own father. Out of horror and disbelief the senior Samsa refuses to believe that this insect is his son and starts treating him literally like one would treat an insect. Stamping feet and waving objects to frighten away the creature.

9. “The milk, which otherwise was his favourite drink and which his sister had certainly placed there for that reason, did not appeal to him at all. He turned away from the bowl almost

with aversion and crept back into the middle of the room"

Gregor begins to lose his human interests. The slow deterioration of Gregor's mind is demonstrated by Samsa who gives small diexical clues that the metamorphosis is crawling towards completion; a total destruction of Samsa's human mind.

10. "Gregor immediately took up a position by the living room door, determined to bring in the hesitant visitor somehow or other or at least to find out who it might be."

However, as this next line shows Gregor Samsa has not quite lost his human touch. Now with nothing occupying him Samsa spends his time in idle curiosity. Observing his family, the visitors or the boarders of his house.

11. "The high, open room, in which he was compelled to lie flat on the floor, made him anxious, without his being able to figure out the reason, for he had lived in the room for five years"

Since Gregor is alienated and helpless in his condition there is not much he can do but worry. His anxiety is revealed by Kafka as a manifestation; pacing back and forth.

12. "She did not find him immediately, but when she noticed him under the couch—God, he had to be somewhere or other, for he could hardly fly away—she got such a shock that, without being able to control herself, she slammed the door shut once again from the outside."

Disgust displayed by Gregor Samsa's sister who in the past had maintained courtesy and manners with her brother but seeing him in his monstrous form she is no longer able to hide her true feelings and flees the room.

13. "She picked it up immediately, although not with her bare hands but with a rag"

The sister starts treating Samsa and everything associated with him with disgust. Even though she does not explicitly say this she behaves in this manner; fleeing at the sight of Samsa and putting distance between herself and his belongings. As if she fears what plagues him is contagious.

14. "She knew that Gregor would not eat in front of her"

Gregor's sister being the non-judgemental persona that she is realises that Gregor no longer eats in front of her because he knows that she will be disgusted. In a brief moment of mutual understanding his sister puts the food for Gregor on the floor and leaves. Thus, acknowledging that he is no longer fit to be served in a humane way.

15. "She thanked them for the dismissal with tears in her eyes, as if she was receiving the greatest favour which people had shown her there"

Kafka shows relief. The maid responsible for looking after Gregor is finally let go of. She expresses her gratitude with tears. As if a great burden was being lifted off her shoulders and though she does not say it Kafka is describes her respite.

16. "Often he lay there all night long. He didn't sleep a moment and just scratched on the leather for hours at a time"

These lines show that his imprisonment is the result of his inability to be useful in a monetary way to his family. Therefore, through this description Kafka implies his restlessness on being alone day in and day out, and the only respite he has is meaningless task of scratching the sofa.

17. "He crept up on the window sill and, braced in the chair, leaned against the window to look out, obviously with some memory or other of the satisfaction which that used to bring him in earlier times"

Here Gregor makes a considerable effort to see outside of his prison walls, in hopes of recalling earlier days of happiness. When he was the sole earner and his family was not yet so accustomed to the comforts he provided that they later became indifferent to his contributions which morphed into expectations

18. "The entire time he trembled under the couch, and yet he knew very well that she would certainly have spared him gladly if it had only been possible to remain with the window closed in a room where Gregor lived."

Time and again Gregor justifies his family members disgust for him by looking at things from their point of view, yet he is never given the same consideration. His sister invades the space he occupies with no consideration for his needs and repeatedly frightens him because she can't stand to be in his room with the window closed.

Because his eating has become a ritual that constantly drives home the unpleasant fact that his new body repulses his sister, who is grateful when she doesn't have to see his unsightly body.

20. "For diversion he acquired the habit of crawling back and forth across the walls and ceiling"

Out of sheer boredom and his new disinterest in food, Gregor starts becoming more animalistic in his behaviours. Crawling over the walls is a pleasure as is the act of dropping from the ceiling. This allows him to move more freely in the confines of his room.

21. "To her the reverse seemed to be true; the sight of the empty walls pierced her right to the heart"

Gregor's sister despite her aversion is very attuned to the needs of his new body so she decides to take out the furniture which gets in the way of his crawling over the walls. But his mother looks at things for her own perspective and for her the empty walls which will allow him mobility are a source of grief therefore she assumes that they would aggrieve him too because she believes the his wishes are the same as before his transformation.

22. "Almost whispering as if she wished to prevent Gregor, whose exact location she really didn't know, from hearing even the sound of her voice"

His mother assumes that everything she feels must be the same as what Gregor feels because he has throughout his life put his family's needs before his own. Therefore she assumes that since she can't understand Gregor he must not understand her, and she doesn't want this intruder which has replaced Gregor to hear what she is saying.

23. "But now he was standing up really straight, dressed in a tight-fitting blue uniform with gold buttons, like the ones servants wear in a banking company. Above the high stiff collar of his jacket his firm double chin stuck out prominently, beneath his bushy eyebrows the glance of his black eyes was freshly penetrating and alert, his otherwise dishevelled white hair was

19. "Soon eating no longer gave him the slightest pleasure"

    combed down into a carefully exact shining part"

Gregor cannot reconcile with the difference in his father's appearance. His father previously appeared old and infirm incapable of doing anything productive therefore all the burden of responsibility had fallen on Gregor's shoulders. Now that the family cannot use Gregor as a crutch his father seems to have gotten a job and looks attentive and well-dressed as is expected of a man with a job.

24. "His mother would now say, pointing to Gregor's room, "Close the door, Grete',"

After the incident with the furniture removal. The family opens the door to the living room so Gregor can see how his family is getting on without him. What he observes is not only him but everyone else has transformed, his sister is assertive and independent, his father has become stubborn. And amo gst their trouble Gregor has become even more invisible and the wound inflicted by his father festers as the door closes on him every evening.

25. "Hey, look at the old dung beetle!" Addressed in such a manner, Gregor answered nothing, but remained motionless in his place, as if the door had not been opened at all."

In comparison to his family members, the new cleaning woman did not get startled or disgusted by him, instead he is a source of curiosity for her and addresses him in a friendly way. It is important to note that a stranger is a first one to consider him capable of understanding language and worthy of being addressed directly. But Gregor is not receptive towards her at all and instead becomes aggressive.

26. "The cleaning woman, always in a hurry, simply flung anything that was momentarily useless into Gregor's room"

As a result of his reaction to the cleaning woman, she reciprocates his disregard and makes his living space into a storage room. he and other discarded things from the house collect dust in this prison

27. "The father hurried over to them and with outstretched arms tried to push them into their own room (lodgers)—with this he spat decisively on the floor—'I immediately cancel my room'"

As a result of their financial problems the family starts renting the rooms in their house. The lodgers are very picky about their living condition and Gregor becomes even more confined. Yet when one evening when Grete plays piano, he is captivated and emerges out of the room as a result of which the lodgers see him and cancel their stay without payment. This incident show that the family goes above and beyond to take care of the lodgers need when pay them but Gregor who is no longer of any financial value is neglected.

28. Then all three left the apartment together, something they had not done for months now, and took the electric tram into the open air outside the city

After Gregor decides and dies after his sister expresses her desire to get rid of him, the family finally is able to move past their misfortune of Gregor's transformation. They want no reminders of him and so fire the cleaning lady who gets rid of his body. On the day of his death, their life begins anew and they celebrate by going to out together. The parents already start making plans to use their daughter's marriage to solidify their new prospects and regain the footing they had lost on the social ladder.

Conclusion

Kafka channels an immense amount of distress into his writings. His own silence with his familial relations is reflected in his writings. Through implied language and nonverbal cues of his characters Kafka shows their disgust, their alienation, their torment, their relief. The analysis of linguistic (pragmatic, implied and diexical) markers in the short story "The Metamorphosis" indicates the presence of underlying themes. The paper affirms that Kafka has had a great influence on the generations of authors that will contribute to society when they speak of similar themes of isolation, loneliness and melancholy. Through this diexical reading it is possible to isolate these emotions and feelings thereby identify the real feeling of the character and implications behind their actions.

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Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

DETERMINANTS OF DIARRHOEA AMONG CHILDREN BELOW FIVE YEARS OF AGE IN PAKISTAN: A CASE STUDY OF PUNJAB PROVINCE

Kalsoom Akhtar Chaudhry [1*], Tooba Khan [2]
[1] Department of Statistics, Kinnaird College for Women, Lahore.
[2] Department of Statistics, Kinnaird College for Women, Lahore.

Article Info

*Corresponding Author
Email Id: tooba.khan@kinnaird.edu.pk

Keywords
Diarrhoea, Chi-square, Logistic Regression, Pakistan Social and Living Standards Measurement Survey (2014-15).

Abstract

Diarrhoea is the second leading cause of child death worldwide. This study investigated the determinants of diarrhoea among children under five years of age in the province of Punjab, Pakistan. A sample of 26,079 children below the age of five was drawn from the Pakistan Social and Living Standards Measurement Survey (PSLM) 2014-15. The chi-square test and multiple logistic regression were carried out to identify the determinants of diarrhoea. It was concluded that district, region, age, immunization, roofing material of the house and transport used to reach the nearest health unit were significantly associated with diarrhoea. Age of child, source of drinking water and region were significant predictors of diarrhoea among children under five years of age.

1. Introduction:

Diarrhoea is an infectious disease which can be characterized by abnormally loose and watery stools. It should not be confused with continuous passing of stools of normal consistency as breastfed babies often pass loose pasty stools that can be considered normal. An estimated number of diarrhoeal cases is two billion across the world each year whereas 1.9 million children aged below five years die of this disease in developing countries (Gill, 2017). In under developed countries of the world, the leading cause of morbidity and mortality in children is the diarrhoeal disease. Acute diarrhoea results in death in a few hours after the onset of the disease if proper health care is not provided to such children. Certain household practices that include failure to breast feed exclusively for the first 6 months of life, drinking water that is contaminated with fecal bacteria, using infant feeding bottles, failure to observe the rules of hygiene such as storing cooked food at room temperature, improper disposal of feces (including infant feces) and not washing hands properly after defecation hygienically increase the risk of diarrhoea in children. (Rhamses, 2015). It was observed in Ethiopia that hand washing methods of the mothers/care takers, water source and per capita water consumption of the households, educational status of the mothers and residence significantly predict diarrhoea in children under five (Angesom, 2015).

Diarrhoea is one of the most common diseases in Pakistan. The disease is more prevalent in children, especially the children below five years of age become victims of diarrhoeal disease. The common causes which led to diarrhoea in Pakistan are viral infections, pollution, food poisoning and environmental effects. (Asma, 2014).

About 53,300 children in Pakistan die from diarrhoea each year. Diarrhoea is more common among children in the age group of 6-11 months. Among the four provinces of Pakistan, the prevalence of diarrhoea is highest in KPK province which is 28% followed by Sindh, Punjab and Baluchistan with 23%, 22% and 12% respectively (Pakistan Demographic and Health Survey, 2013). The percentage of diarrhoeal children under 5 years of age in Pakistan is 9 percent in 2014-2015. Eleven percent children under 5 years of age in Balochistan were suffering from diarrhoea in 2014-2015 making it the province with the highest percentage whereas only six percent were having the disease in Sindh, hence the lowest percentage in this province. The other two provinces, Punjab and KPK, have 9 percent and 10 percent diarrhoeal children respectively (PSLM 2014-15).

Numerous studies had been conducted in the past to find incidence and prevalence of diarrhoeal disease, explore risk factors and suggest protective measures against the disease. Children belonging to the families using unimproved sources of drinking water are at a higher risk to suffer from diarrhoeal diseases. Improper disposal of waste and no latrine facility substantially increase the chances to suffer from the disease (Dessalegn, Kumie and Tefera, 2011). Children who are below two years of age are at an increased hazard of developing the disease (Arif and Naheed, 2012; Komarulzaman, Smits and Jong, 2014). Those children who are not immunized or only partially immunized are more likely to develop diarrhoea compared to their peers (Shazma, Naz, Haq, Shah and Jahan, 2016).

Most of the studies conducted in the past have focused on the onset and prevalence of diarrhoea whereas this study has focused on the association and prediction of diarrhoea.

2. Materials and Methods

The Pakistan Social and Living Standards Measurement Survey 2014-2015 conducted by the Pakistan Bureau of Statistics comprising data about living standards of 67,726 households of the four provinces of Pakistan was used for this study and a sample of 26,079 households of the Punjab province was selected for analysis that was 38.5% of the total data. The inclusion criteria for sample lection were the data about children aged below five years and the factors relating diarrhoea. Child age was calculated on the basis of year and month of birth. Pakistan Bureau of Statistics used the stratified two-stage sampling design to collect the data. The variables considered in the study were occurrence of diarrhoea, region, district, child immunization, residential occupancy status, roofing material of the house, source of drinking water, toilet facility, Time to reach the nearest source of drinking water, Transport used to reach the nearest drinking water, Time to reach the nearest health clinic / hospital facility, Transport used to reach the nearest health clinic/hospital facility, Time to reach the nearest Basic Health Unit and age. SPSS 21 and Excel 2013 were used to analyze the secondary data. The chi square test was applied to assess the relationship between diarrhoea and its risk factors. The primary objective of this research was to predict the occurrence of diarrhoea on the basis of a number of associated factors and hence multiple logistic regression was carried out to identify the significant determinants of diarrhoea.

Table 1: Percent distribution of diarrhoeal and non-diarrhoeal children

Variables	**Diarrhoea (Percentage)**	
	Yes (%)	**No (%)**
Region		
Urban	20.6	16.7
Rural	79.4	83.3
Immunization		
Yes	98.7	97.8

No	1.3	2.2
Residential Occupancy Status		
Owner occupied (not self-hired)	88.5	88.7
Owner occupied (self-hired)	0.4	0.3
On rent	3.9	3.8
Subsidized rent	0.3	0.3
Without rent	6.8	6.9
Roofing material of the house		
RCC/RBC	10.3	13.6
Wood/bamboo	20.9	21.8
Sheet/iron/cement	0.6	1.1
T-R/Garder/Wood	67.3	62.3
Other	0.9	1.2
Age		
Less than or equal to 1	20.0	14.8
Between 1 and 2	30.0	19.3
Between 2 and 3	21.9	20.2
Between 3 and 4	17.5	23.2
Between 4 and 5	10.7	22.5
Source of drinking water		
Unimproved	2.9	3.6
Improved	97.1	96.4
Toilet facility		
No	24.5	24.6
Yes	75.5	75.4
Time to reach the nearest source of drinking water		
0-14 minutes	97.4	97.6
15-29 minutes	1.5	1.7
30-44 minutes	0.8	0.5
45-59 minutes	0.0	0.1

60+	0.3	0.2
Transport used to reach the nearest drinking water		
On foot (No transport)	98.3	98.4
Mechanized	1.1	1.2
Non-mechanized	0.6	0.4
Time to reach the nearest health clinic/hospital		
0-14 minutes	50.7	50.7
15-29 minutes	35.5	34.2
30-44 minutes	10.1	11.0
45-59 minutes	2.1	2.2
60+	1.6	1.9
Transport used to reach the nearest health clinic/hospital		
On foot (No transport)	59.5	61.7
Mechanized	37.3	34.7
Non-mechanized	3.2	3.7
Time to reach the nearest Basic Health Unit		
0-14 minutes	34.6	36.6
15-29 minutes	44.2	43.2
30-44 minutes	14.9	14.8
45-59 minutes	3.8	3.0
60+	2.6	2.4

2. Results

Figure 1 is a map of the province of Punjab showing the district wise percentages of children suffering from diarrhoea. There are seven districts where the percentage of children suffering from diarrhoea is 7% or below, 24 districts where it is from 7.1% to 13% and 5 districts where the percentage is between 13.1% and 26%.

District Wise Map of Punjab Pakistan

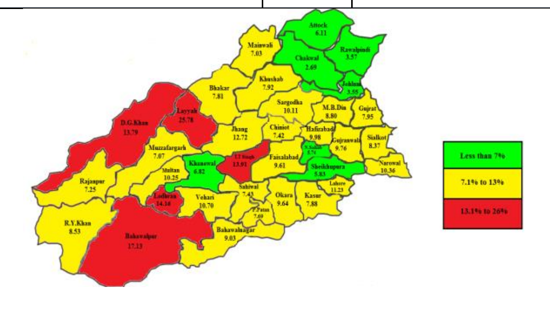

Figure 1: District Wise Map of Punjab Pakistan Showing Percentage of Children Suffering from Diarrhoea in Each District

Immunization factor has a direct relationship with diarrhoea as 98.7% of the children who had diarrhoea were immunized. Taking into account the residential occupancy status, 88.5% of the children whose residential occupancy status is owner occupied (not self-hired) suffered more from diarrhoea as compared to self-hired, on rent, subsidized rent and without rent. Housesholds having the roof material as T-R/Garder/Wood had 67.3% children suffering from diarrhoea as compared to those having other roof materials. The households using unprotected water points as sources of drinking water had 2.9% cases of childhood diarrhoea. Also, 50 % diarrhoeal cases were reported among the children under 2 years of age.

Table 2 shows that district, region, children immunization, roofing material of the house, transport used to reach the nearest health clinic / hospital facility and age appeared to be significantly associated with the occurrence of diarrhoea.

Table 2: Bivariate Analysis

Variables	χ^2
Region	25.317 **
District	442.036 **
Children Immunization	9.580 **
Residential Occupancy Status	0.439
Roofing material of the house	36.314 **
Time to reach the nearest source of drinking water	7.743
Transport used to reach the nearest source of drinking water	2.096
Time to reach the nearest health clinic/hospital facility	4.815
Transport used to reach the nearest health clinic / hospital facility	8.347 *
Time to reach the nearest Basic Health Unit	8.225
Age	359.754 **
Source of drinking water	3.005
Toilet facility	0.011

*P<0.05, **P<0.01

The estimated odds of suffering from diarrhoea for children living in urban areas are 1.372 times the estimated odds for those living in rural areas.

The children falling into the age categories of 2-3 years, 3-4 years and 4-5 years are 0.786, 0.543 and 0.344 times less likely, respectively, to have diarrhoea compared to infants.

The likelihood of having diarrhoea in children residing in houses consuming water from improved sources is 1.281 more compared to those using unimproved water sources.

Table 3: Logistic Regression

Variables	**B**	**Significance (p-value)**	**Odds Ratio**
Region			
Urban	.316	.000	1.372
Toilet Facility			
Yes	-.091	.070	.913
Age Category			
Less than or equal to 1 year		.000	
Between 1 and 2 years	.116	.059	1.123
Between 2 and 3 years	-.241	.000	.786
Between 3 and 4 years	-.610	.000	.543
Between 4 and 5 years	-1.066	.000	.344
Source of Drinking Water			
Improved	.248	.045	1.281
Constant	-2.117	.000	.120

4. Discussion

This study aimed at examining factors significantly affecting the occurrence of diarrhoea in Pakistan's most populous and prosperous province. The highest percentage of childhood diarrhoea was reported in Layyah district whereas the lowest in Chakwal district. Urban or rural residence was significantly associated with the onset of diarrhoea. Immunizing children against diarrhoeal diseases was found to be another factor having a significant association with diarrhoea. Roofing material of the house and transport used to reach the nearest health clinic/hospital facility were observed to have significant associations with diarrhoea. The maximum hazard of suffering from diarrhoea was investigated in children who were under two years of age. Besides, age of child, region and source of drinking water turned out to be significant predictors of diarrhoea in the province. Infants are more prone to suffer from diarrhoea compared to older children. Children living in urban areas have more exposure of diarrhoea due to overcrowded communities that leads to prevalence of the disease in those areas. Studies conducted by Arif and Naheed, 2012, and Komarulzaman, Smits and Jong, 2014 are in agreement with the conclusion that age significantly predicts diarrhoea in children.

5. Conclusion

Diarrhoea is one of several major causes of morbidity and mortality among children in Pakistan. It was concluded in this study carried out for Punjab province that region, district, children immunization, roofing material of the house, transport used to reach the nearest health clinic/hospital facility and age are significantly associated with diarrhoeal disease while age, source of drinking water and region are significantly predicting the onset of diarrhoeal disease in children under five years of age in the province of Punjab, Pakistan.

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Contents lists available http://www.kinnaird.edu.pk/

Journal of Research & Reviews in Social Sciences Pakistan

Journal homepage: http://journal.kinnaird.edu.pk

POPULAR CULTURE: EXPLORING ALTERITY IN TERMS OF FEMINISM AND POST-COLONIAL FEMINISM IN SIA KATE FURLER'S "BIG GIRLS CRY" AND "NEVER GIVE UP"

Sofia Arslan[1]*
[1]English Literature Postgraduate Department, Kinnaird College for Women, Lahore, Pakistan.

Article Info

*Corresponding Author
Tel: +092 3426662843
Email: sophiyaqadeer@gmail.com

Keywords
Alterity, Post-Colonial Feminism, Female Consciousness, Social Gaze, Disidentification

Abstract

"Big Girls Cry" is a song that is emphatic of how social gaze pushes efforts to be "tough", they are not veritably acknowledged by the society. "Never Give Up" is a song that can be considered denotative of the women struggle in the post-colonial feminist paradigm. This paper carries out an exegesis of Gaytri Spivak's concept of 'Alterity' as reflected in terms of Feminism and Post-Colonial Feminism in the music videos based on Sia Kate Furler's songs, "Big Girls Cry" and "Never Give Up", respectively. The music videos of the two songs share certain abstractions, binaries and motives that identify the need to transcend beyond concrete realities, parochial boundaries and restrictive barriers that fetter an individual's imagination as well as his existence. The study chooses to analyze the visuals in tandem with lyrics in these videos because of the distinctive affinity that they share with the contemporary feminist and post-colonial feminist issues of otherness that the world currently confronts.

1. Introduction to Songs Writers:

The song "Never Give Up" was a joint-production of Sia and Greg Kurstin while the song "Big Girls Don't Cry" was a joint-production of Sia and Christopher Braide.

1.1 Christopher "Chris" Braide is a British songwriter, record producer and singer based in Malibu, Los Angeles. Braide is known for being a pianist. First signed as a solo artist by Dave Stewart in the UK and Craig Kallman at Atlantic Records in the US, Braide relocated to Los Angeles to produce and write for artists including Sia, Lana Del Rey, Britney Spears, Christina Aguilera, Selena Gomez, David Guetta, Marc Almond, Beth Ditto, Yuna and Beyoncé. Braide is a frequent collaborator of Sia; together they have written for her own projects, movie soundtracks and for several other artists. Braide has won an Ivor Novello award and been nominated for a Grammy. He is published by BMG Music Publishing worldwide and Magical Thinking BMI.

1.2 Sia Kate Isobelle Furler known as Sia, is an Australian singer, songwriter, record producer and music video director. She started her career as a singer in the acid jazz band Crisp in the mid-1990s in Adelaide. In 1997, when Crisp disbanded, she released her debut studio album titled OnlySee in Australia, but it did not sell well. In 2014, Sia broke through as a solo recording artist when her sixth studio album, 1000 Forms of Fear, debuted at No.1 in the U.S. Billboard 200 and generated the top-ten single “Chandelier” and a trilogy of music videos starring child dancer Maddie Ziegler. In 2016, she released her seventh studio album This Is Acting, which spawned her first Hot 100number one single, “Cheap Thrills”. The same year, Sia gave her Nostalgic for the Present Tour, which incorporated performance art elements. Sia has received accolades, including ARIA Awards and an MTV Video Music Award. 1.3 Gregory Allen Kurstin is an American record producer, musician and songwriter. Kurstin has been associated with releases which have cumulatively sold more than 60 million albums worldwide. He has won five Grammy Awards, including Producer of the Year (Non-Classical) in 2017 and 2018. Kurstin co-wrote, produced and played most of the instruments on the record-breaking 2015 Adele single, “Hello”. Among others, he has worked with Sia, Beck, Kelly Clarkson, Ellie Goulding, Pink, the Shins, Tegan and Sara, Lily Allen, and the Foo Fighters. He often plays guitar, bass, keyboards and drums, and engineers and programs the records he product.

2. Discussion and Analysis

Gayatri Chakravorty Spivak’s theory of alterity was introduced in a 2014 seminar titled “Remaking History”, the purpose of which was to challenge the masculine conventions of history writing. According to Spivak, it is vital for one to unearth the antiquities and intrinsic historical conducts of individuals, in order to exercise a right to authentic experience, identity and reality. Within the concept of socially constructed backgrounds, one “must take into account the dangerous fragility and tenacity of these concept-metaphors” (269). Spivak recalls her personal history: “As a postcolonial, I am concerned with the appropriation of ‘alternative history’ or ‘histories’. I am not a historian by training. I cannot claim punitive expertise in reshaping history in the sense or redrafting it. But I can use an example of how historical narratives are substituted. The parents of my parents’ grandparents' grandparents were made over, not always without their consent, by the political, fiscal and educational mediation of British imperialism, and now I am independent. Thus I am, in the severest sense, a postcolonial”. Alterity is an essential theme in post-colonial written discourse, referring to the concept of “otherizing”. The notion of otherizing can be defined as an ideology espoused by one particular segment of the social calendar to press the other to the peripheries. It is the abstraction that highlights a substantive identity in opposition to which another identity is formed. These two identities then get referenced as the “self and the other”. This paper carries out an exegesis of alterity as reflected in terms of Feminism and Post-Colonial Feminism in the music videos based on Sia Kate Furler’s songs, “Big Girls Cry” and “Never Give Up”, respectively. The music videos of the two songs share certain abstractions, binaries and motives that identify the need to transcend beyond concrete realities, parochial boundaries and restrictive barriers that fetter an individual’s imagination as well as his existence. The study chooses to analyze the visuals in tandem with lyrics in these videos because of the distinctive affinity that they share with the contemporary feminist and post-colonial feminist issues of otherness that the world currently confronts. Jeffery Nealon, in Alterity Politics: Ethics and Performative Subjectivity, debates that “ethics is constituted as an inexorable affirmative rejoinder to different identities, not through an inability to comprehend or totalize the other”. Therefore, it is essential to highlight how alterity operates through various theoretical levels in Feminist and Post-Colonial Feminist discourse.

2.1 Alterity and Feminism in “Big Girls Cry”: Treatment of Independent Women in Patriarchal Set ups

Feminist literary criticism offered a staunch rebuttal to popular male-chauvinistic standards upheld by key 18th century figures who reflected their male-oriented points of view, subjugating female voices in the society. Charles Maurice de Terryland, who was the French Ambassador to United Kingdom and also the Prince of Terryland, maintained, “Men are fated to live on the stage of the world… a public education suits them… the paternal home is better for the education of women… since they need to lead a calm and secluded life”, whereas the French Philosopher Jean-Jacques Rousseau, was of the view that “little girls disliked learning to read and write because they were always ready to sew”. Women were always marginalized, their future could be defined precisely in the way that it has been described in Flaubert’s Madame Bovary, “a dark corridor with a bolted door in the end”. In earlier times, it was considered that their lives existed in overly-romanticized notions stretching barely any further from the chores at their parsonages to the church activities; they were expected to be radically proper in their mannerism and respectability, thriving hence merely on merry anticipations about a thrilling married life. Pitiably, the marital experience proved to be even more torturous than the pre-marital one for most, if not all. They longed for a spark in life, an anchor to hold on to. During the Industrial Revolution of the eighteenth century, the economic necessity of having women as workers, caused them to work outside their homes. Women mostly found jobs in domestic service, textile factories, and piece workshops. Contributing as productive citizens, they sought for equal political rights as well, chiefly focusing on the right to vote. The idea lead to the great Women Suffragette Movement of 1848, which successfully won them their constitutional right to vote, though on a limited scale. In the era following the world wars, women became more inclined towards coming out of their domestic paradigms and working to gain financial autonomy, now on a massive scale. With men engaged at the battlefields, practically the women at home had to win bread for livelihood, which resulted in women exploring new dimensions in their long journey leading to professionalism and career-orientedness in the twenty-first century. However, it is observed, contemporarily, that most women with a strong will to work are stereotyped with deprecating labels such as "she is too ambitious" and/or receive comments like "too ambitious to run a normal household", whereas, if on the other hand men come across as ambitious, they are applauded as "remarkably focused" and "hardworking" individuals.

The music video of "Big Girls Cry", represent what notions are espoused by the society towards "tough" women, and how they feel about it. The song represents the state of mind of the society against independent and strong-willed women on two levels: one, the idea of othering women because they have always been considered objects, bereft of the will to succeed in life; two, the idea of othering strong-willed and career-oriented women in the society. The song includes minimalist setting, in which there is a young girl with a black background behind her. Her countenance readily fluctuates between sad and jovial expressions. She gesticulates with her hands, muzzles herself, and then moves her wrists in circular motions on either sides of her forehead, representing a certain state of the mind. She occasionally covers her mouth with her hands and the way she feigns her smile is reflective of her agonized inner self that she masks under the veneer of this smile. The social gaze pushes independent women to the peripheries, and despite their continual efforts to be "tough", they are not veritably acknowledged by the society. This song stands for all women diligently working towards playing their individual role in the society—from contributing as productive citizens and career-oriented professionals to hardworking single mothers and abandoned daughters trying to make their mark and prove their mettle.

The lyrics reflect how women who come across as self-reliant are "otherized" by patriarchal societies. They are portrayed as ambitious, materialistic and self-centered women, because the patriarchal dynamics of the society favour demure, submissive and subservient women.

Tough girl in the fast lane
No time for love, no time for hate
No drama, no time for games
Tough girl whose soul aches

The visuals in the music video explaining benumbed and fragmented consciousness of the girl (Maddie Ziegler) expressing the psychological turmoil that independent women are indoctrinated with by the side of the society.

The horrifying stereotypical jargon associated with "tough" women rests upon statements like "men do not want wives who play football all the time, learn to make aloo gobi" ("Bend it Like Beckham"); Halley Bock, CEO of leadership and development training company Fierce, notes that the ruthless "ice queen" stereotype is rampant. Cultural depictions, like frigid magazine editor Miranda Priestly in "The Devil Wears Prada" (and her real-world counterpart Anna Wintour of Vogue) and backstabbing boss Patty Hewes on "Damages", paint successful women as unsympathetic power-mongers. It is, of course, a Catch-22. "A woman who shows emotion in the workplace is often cast as too fragile or

unstable to lead," Bock said. "A woman who shows no emotion and keeps it deliberately hyper-professional
is icy and unfeminine. For many women, it can be a no-win situation" (Jenna Goudreau, "Ten Worst Stereotypes about Most Powerful Women"). Michael Kenny, in his Politics of Identity: Liberal Political Theory and the Dilemmas of Difference states, "The regulation of alterity becomes a defining attribute of self-hood, as my sense of who I am is crucially mediated by an understanding of that which I am not". The lyrics of the song similarly define how working women who come across as "tough" and self-reliant are prejudiced against.

I may cry ruinin' my makeup
Wash away all the things you've taken
And I don't care if I don't look pretty
Big girls cry when their hearts are breaking

The girl in the video stands to articulate to the world that independent women should not be labelled as the "other", because they might pull a very strong disposition throughout their day but they do need to be treated the way that independent, hardworking men are treated by the society, because at the end of the day they need to claim from within the mainstream a space of their own.

2.2 Alterity and Post-Colonial Feminism in "Never Give Up": Otherization of Third World Women

Chandra Talpade Mohanty in her article, Under Western Eyes, states:

Universal images of 'the third-world woman' (the veiled woman, chaste virgin, etc.), images constructed from adding the 'third-world difference' to 'sexual difference', are predicated on (and hence obviously bring into sharper focus) assumptions about western women as secular, liberated and having control over their own lives.

"Never Give Up" is an emotional and powerful song with an uplifting message. This section considers the two girls in the music video as the voices advocating the post-colonial feminist model; it explores the lyrics of the song in tandem with post-colonial feminism. In Audre Lorde's foundational essay, "The Master's Tools Will Never Dismantle the Master's House", Lorde uses the metaphor of "the master's tools" and "the master's house" to explain that western feminism is failing to make positive change for third world women by using the same tools used by the patriarchy to oppress women. The idea that the lyrics are predominantly punctuated with the phrase. "I'll find my way home, my way home…" is something that the post-colonial feminists also reiterate when they theorize the concept of how their geographical roots should not be a hindrance in their path to success—the idea that the western feminists conceptualize all Third World women in monolithic terms and blame their geographical anchorage for the limitations and the constraints they face.

Mohanty asserts in "Under Western Eyes" that Western feminists write about Third World women as a compound, singular structure that is capricious and limiting. She states that these women are represented in works as sufferers of masculine control and of traditional culture without including information about historical context and cultural differences within the Third World. This generates a dynamic where Western feminism functions as the norm against which the situation in the developing world is evaluated. Mohanty's primary initiative is to allow Third World women to have agency and voice within the feminist realm. The lyrics of this song are very assertive of this attitude, especially coupled with the idea that female voice in the song has been crafted with meticulous significance.

Carrying out an exegesis into the music video based of the song, it can be observed that the music in the beginning of the song is very oriental (sitar strings) and the two girls are running to the beat of the drum. This drumbeat itself is oriental in nature and this idea coupled with the semiotic visuals in the video, can be considered denotative of the women struggle in the post-colonial feminist paradigm. It is this beat of the drum that engenders organic emotions pulsating in a rhythm within the psychological frameworks that operate on two levels—one, being self-reliant and determined to acquire freedom that transcends the confined spaces, and two, being imprisoned within the mental recesses.

The girls run in the opposite direction of the rail tracks—rebelling against predefined notions; the journey undertaken by the two girls poses them as being individuals dispossessed of any conscious memory of the past, as the train most vividly does not belong to anyone. The messages/notes on the railway tracks are phrases like “abandoned” and “I’ve battled demons”, which are emphatic of the post-colonial feminist struggle.

I won’t let you get me down
I’ll keep getting up when I hit the ground
I won’t give up, won’t give up, no, no
I’ll find my way, find my way, home, home

In the article "Third World Women and the Inadequacies of Western Feminism", Ethel Crowley, sociology professor at Trinity College of Dublin, remarks how western feminism is quite deficient when practiced on non-western societies. She charges western feminists of theoretical reductionism when it comes to Third World women. Her major problem with western feminism is that it devotes too much time in ideological “nit-picking”, as a substitute to expressing strategies to restore the highlighted issues. The most noticeable opinion that Crowley in her article expedites on, is that ethnography can be essential to problem solving, and that freedom does not mean the same thing to all the women of the world. Being the other, makes the individual a non-individual, a non-agency and a disregarded, useless object, this is Precisely what the Western feminists have done to the Eastern Third World women—indoctrinated the mind of the free world with their “disidentification”; this disidentification is in terms of responsivity and objectivity; the Western feminist critics feel that all Third World women have the same objectives and the same kind of responses towards various social ideologies. They present a nebulous justification for gender discordance in the Third World and consider that the female physicality is a stoppage, a limiting prison house in every social segment of the Third World countries. However, the lyrics of the song show how the girls are being pulled back but paralingually, they are rebelling against these pull-back currents.

The two girls in the video explore their inherent selves, and eventually attain freedom, by the unitedness in their disposition coupled with love for each other in a world where emotional-amnesia abounds. The hair of the two girls are bifurcated to represent one half as black, and the other as white, and this is primarily what explains the idea of being snagged by social constructs, taboos, gaze and grappling with the idea of western impositions.

Oh yeah, I’m haunted by the distant past
Called to the skies but she was overcast
But I won’t never give up, no, never give up, no, no

The concept of alterity or the self and the other, has been tremendously embossed in post-colonial feminism. Simone de Beauvoir’s essential stance, “He is the Subject, he is the Absolute—she is the Other”, gestures the significant prominence of the concept in feminism. In global perspective, all notions of the selfhood have been masculinized, and in the post-colonial world this notion has been used by the western feminists to collectively create a monolith of Third World women labelling them with their own definitions i.e. all Third World women are weak, demure and not capable of exercising their agency and/or fending for themselves. Another reason that is foundational to the idea of the song being validated from the post-colonial feminist perspective is that of the girls in the video having ragged clothes—something that the Western feminists deem the Eastern women as: lowbrow and monolithically subjugated. However, at the end of the video, the two seemingly downtrodden girls accomplish their goal and find their way home. The song with its theme of struggle, essentially induces the idea of unchaining fetters to question the marginalization that the Third World women are purposefully made to face by the Western thinking agencies, consequentially paving way for them to recognize their potential and prove their capabilities as veritable self-reliant individuals.

3. Concluding Remarks

The music videos of the two songs share certain constructs and aims that epitomize the need to surpass objective truths and insular, compartmentalized thoughts choking the mind’s eye of the individual. The study has made a detailed analysis of how the visuals and lyrics in these videos have a distinctive affinity with the contemporary feminist and post-colonial feminist issues that the world is currently challenged with, and has displayed how art and literature can be collectively analyzed, examined and researched over, under a theoretical lens.

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