Online ISSN : 2249-460X
Print ISSN : 0975-587X

Global Journal
of Human-Social Sciences: H

Interdisciplinary

Body Heat Comfort

3D Printed Buildings in China

Highlights

Ethnicity, Religious Conflicts

Evaluation of Residents Satisfaction

Discovering Thoughts, Inventing Future

VOLUME 14 ISSUE 5 VERSION 1.0

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Global Journal of Human-Social Science: H
Interdisciplinary

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Volume 14 Issue 5 (Ver. 1.0)

Open Association of Research Society

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Contents of the Issue

Global Journal of HUMAN-SOCIAL SCIENCE: H
Interdisciplinary
Volume 14 Issue 5 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Study on the Status Quo and Problems of 3D Printed Buildings in China

By Liang Feng & Liang Yuhong
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Abstract- By describing the rapid development of 3D printed buildings in China and specifying the necessary changes in 3D printing materials, especially commercial concrete, this article summarizes the advantages of 3D printed buildings and analyzes their problems to be settled.

Keywords: china, 3D printing, buildings and commercial concrete.

GJHSS-H Classification: FOR Code: 120101

STUDYONTHESTATUSQUOANDPROBLEMSOF3DPRINTEDBUILDINGSINCHINA

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Study on the Status Quo and Problems of 3D Printed Buildings in China

Liang Feng [α] & Liang Yuhong [σ]

Abstract- **By describing the rapid development of 3D printed buildings in China and specifying the necessary changes in 3D printing materials, especially commercial concrete, this article summarizes the advantages of 3D printed buildings and analyzes their problems to be settled.**

Keywords: china, 3D printing, buildings and commercial concrete.

I. Introduction

As the technology of 3D printing is significantly changing various industries at increasingly higher speeds, China's construction industry also faces a big change. In many countries around the world, technical companies are competitively developing 3D printed buildings and have made rich achievements. The same goes for China. Especially in the recent two years, 3D printed buildings in China have been developed rapidly and vigorously. As early as in 2013, the China 3D Printing Technology Industry Alliance predicted that the size of China's 3D printing market would reach 10 billion yuan by 2016, with a year-on-year growth of 100%. This involves both considerable achievements and problems to be resolved, which are illustrated in the following paragraphs. Before reviewing examples, let's have a look at the principles of 3D printed buildings.

II. Principles of 3D Printed Buildings

3D printing is based on digital model files. 3D printers and common printers have almost the same principles and only differ in printing materials. Common printers have ink and paper as their printing materials, while 3D printers can be loaded with different "printing materials", such as ceramic, plastic, metal, sand, cement, etc., which are, literally, raw materials. After connection with a computer, a 3D printer can break down any three-dimensional model designed by the computer into several layers of flat slices, and by using laser beams or hot-melt nozzles, deposit and bind these materials layer by layer, thus building a whole object ultimately. In the technology of 3D printing, fused deposition modeling (FDM) or patternless casting manufacturing (PCM) is generally used in construction.

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The principle of FDM is described as follows: heat and fuse the thermal-plastic polymer material into wire, squeeze the wire out of a nozzle like squeezing toothpaste, and then deposit on a molding surface for modeling. The equipment covers different application areas from quickly-built conceptual models to slowly-built high-precision models. The principle of PCM is described as follows: convert a computer-aided design (CAD) model to a casting CAD model, obtain the 2D profile information by computer slicing, and then generate the control information based on the slice information. In modeling, the first nozzle sprays a binding agent on each layer of molding sand laid down, and the second nozzle sprays a catalyst along the same path. The two substances have a cross-linking reaction to solidify the molding sand layer by layer for deposition modeling. The features of this process include: short manufacturing time, no wood pattern required, integrated modeling, and manufacturable casting molds with free form surfaces and curves. At present, there have been many successful cases in the attempts for 3D printed buildings in various countries around the world. The development status of China's 3D printed buildings is illustrated in the following paragraphs.

In April 2014, China's Shanghai WinSun Decoration Design Engineering Co., Ltd. printed and built ten houses, as shown in Figure 1, within one day, by using a super 3D printer that is 150 meters long, 10 meters wide and 6 meters deep, as well as a kind of special "ink", i.e., a concrete material reinforced with special fiberglass, whose strength and service life are both much greater than those of common reinforced concrete. The construction cost was only 30,000 yuan a day, and part of construction material was made from recycled waste. The principle is described as follows: print each layer of house framing members first, and then mount them on site manually. The material used for printing framing members was a mix of high-quality cement, recycled construction waste and industrial waste, all of which were reinforced with fiberglass. This material could solidify quickly after being squeezed out, so that the printer might keep working. In the computer software, some space had been reserved for pipelines and windows. These parts were mounted after these houses were fixed in position. The project manager said that the internal structure of 3D printed houses may be optimized in accordance with acoustic, mechanical and other principles according to the requirements while

Global Journal of Human-Social Science (H) Volume XIV Issue V Version I Year 2014

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saving materials. For example, their hollow walls can greatly reduce their own weight, be filled with any heat-insulating material, and have freely-designed structures, so that the problems in the bearing structure of walls are resolved once and for all. Hence, the strength and firmness of these buildings, including bridges, simple workshops, theatres, hotels and residential houses, are in accordance with or even higher than national construction standards.

Figure 1 : Houses built by Shanghai WinSun Decoration Design Engineering Co., Ltd. within one day by using the technology of 3D printing(Photos:Liangfeng)

In 2014 World 3D Printing Technology Industry Conference and Exhibition, Qingdao Unique Technology Co., Ltd. rolled out the largest 3D printer in the world, as shown in Figure 2. The length, width and height of the printer independently developed by Qingdao Unique are all 12 meters. On June 19 when the conference opened, the printer started printing a classic Chinese architecture, i.e., a 7×7 square building with the Temple of Heaven as its prototype. As estimated, the printing job will be finished in half a year. Qingdao Unique's 3D building printer has both a one-step modeling process and a shorter printing cycle. Most importantly, this large printer, looking cumbersome though, has very sophisticated techniques. By using the technology of FDM, it may deposit and stack the half-melt printing material, layer by layer, on a base ground, and construct the prototype directly from the software data. With a millimeter-level printing precision, it is a qualitative leap for the traditional construction industry, which has a centimeter-level calculation precision. For this time, the new material developed by Qingdao Unique in combination with the 3D building printer is a kind of glass reinforced plastic, which is a light, solid, anti-corrosion, anti-aging, waterproof and insulating composite material. More importantly, it may greatly reduce energy consumption and pollutant emission during the production and application process. There are also many other examples, but due to the limitation of length, this article doesn't mention them.

Figure 2 : The largest 3D printer in the world, independently developed by Qingdao Unique Technology Co., Ltd. (Photo:Liangfeng)

III. The Key of 3D Printed Buildings – Changes in Materials of Commercial Concrete

3D printing is a technology of additive manufacturing. Printing of any object is possible only if the problem of materials is resolved. Based on the same technology, 3D printed houses only have larger equipment and different materials. Hence, the "ink" for printing is the key of 3D printed buildings. Although there are many types of "ink" available for printing of 3D buildings, commercial concrete is still the relatively stable and most frequently used material for 3D printed buildings. In order to match this new technology, however, it must be adapted. Since commercial concrete still dominates the market, our discussion

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focuses on how it should be upgraded in the application of 3D printing.

Firstly, based on the two current forms of 3D printed buildings mentioned above, i.e., "one-step modeling" and "assembling", we suppose the commercial concrete available for 3D printed buildings may be developed in two different ways. Similar with the current method, "one-step modeled" buildings will be built in the following way: the concrete used for 3D printing is produced in a blender, transported to the construction site and then sprayed out from many printing heads of a large 3D printer. After printing layer by layer, a building will "grow up" like a large plant. Just like a prefabrication factory at present, "assembled" buildings are built in the following way: a designed house model is broken down into several modules, and different types of modules are produced by a large 3D printer and transported to the construction site for quick assembly. Quicker than the traditional prefabrication process, this process will help realize modularized construction of buildings, which is far more complicated than the current way for prefabrication of parts.

Secondly, the raw materials, the mix-proportion design concept and the production & supply mode of commercial concrete used in 3D printed buildings all have changed.

The raw materials of commercial concrete will become more extensive. For example, the cementing material may be made from special cement, resin or magnesia cement; the coarse/fine aggregate has to comply with higher requirements for quality to meet the demands of 3D printing, for which a new crushing technique may be used to produce a new material different from traditional ones; the additive may be changed in essence, and its function and mechanism in the concrete system will also be wholly different from those at present. In order to meet the demands of 3D printing, the concrete must have better rheological behavior and be capable of solidifying quickly in the air. Meanwhile, the maximal diameter of aggregate grains will become smaller to ensure these grains have nearly round shapes. In addition, the problem of how to perfectly bind all layers together should be resolved, for which a new additive is to be used.

In terms of mix-proportion design, a new theory may be used to serve as the supporting basis. Since the concrete used for 3D printing is different from the traditional concrete, there are significant changes in its functions. This cannot be achieved by simply changing the water-cement ratio or the sand ratio. Instead, its hardenability and contractibility have to be changed in essence. The current theories for concrete strength, durability, hydration and other aspects are no longer applicable to the demands. In order to achieve higher strength, longer durability, better blending capacity, quicker hardening speed and higher hardenability, it is necessary to discover new theories and mix-proportion design methods from a new perspective and to build new calculation models, hardening models and service life prediction models.

There are also big changes in concrete production and supply. Since 3D printers work without interruption, the production of concrete will continue in the whole process of 3D printing. All tasks will run continuously and be finished once and for all within a cycle, and even the blending system may be changed. Alternatively, the blending task may be done in the blending and transportation vehicle. Since the production system has higher requirements for measurement accuracy and uniformity of concrete blending, the conditions for entry into the industry of commercial concrete are stricter. To produce qualified products, many technicians who have undergone long-term, professional training are required.

IV. Advantages of 3D Printed Buildings

Based on the description and analysis above, we know that 3D printed buildings, compared to traditional buildings, have very obvious advantages, which mainly include:

1. High speed – 10+ times quicker than the traditional construction technology.
2. Low cost – Patternless and not so many construction workers required. Moreover, the structure may be optimized to save materials, thus greatly reducing cement demands, significantly decreasing the energy consumption in construction and improving the production efficiency.
3. Low carbon, green and environment friendly – Printing materials may be collected from local sources, and the construction waste, industrial waste and gangue may be recycled for use. After technical treatment, processing and separation, they may be converted into the raw materials of 3D printed buildings, so as to reuse the construction waste in buildings and to greatly reduce the waste.
4. It is very easy to print the high-cost curved buildings that are hard to build in other ways. Thus, architects may have an open mind and make breakthroughs in the design process. Meanwhile, this helps realize the integration of architecture and arts.
5. Concrete buildings will have higher strength, lower weight and better earthquake resistance.
6. At present, the technology of 3D printing cannot be used to build larger buildings, to a wide extent. The widely-seen high-rise buildings cannot be printed. Instead, they can only be assembled with printed parts. Hence, 3D printed buildings may change the development trend of the construction industry, and more assembled buildings will emerge.

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V. Problems to be Settled for 3D Printed Buildings

3D printing has many advantages that traditional construction methods don't have, but based on the current conditions, the physical buildings built by 3D printing still have the following problems to be settled.

Firstly, 3D printing brings a revolution in architectural design. Traditionally, buildings are designed to meet the requirements for functions and construction processes. However, the design of 3D printing is totally different. Most of 3D printed buildings are made of special concrete, instead of reinforcing steel or stone. Thus, the features of materials should be taken into consideration in the design process. Since nozzles, three-dimensional nozzles in particular, are used to transfer materials in 3D printing construction, the design should comply with the features of pressure and mechanical modeling. Besides, such problems as comfort, safety and compliance with relevant construction standards should also be taken care of. Hence, existing architectural design systems cannot be used directly, and a system of architectural design principles that comply with the requirements of 3D printing must be rebuilt.

Secondly, the technology of 3D printing forms a trend of integration of such industries as engineering construction, infrastructure and manufacturing, in terms of construction equipment. Constructing a building is just like producing a product in a manufacturing enterprise. A 3D printer is similar with the existing "robot", which integrates automatic machines and construction machines for printing of buildings. Hence, precision and automation have to be ensured, which is a big challenge for China's manufacturing industry, especially for the manufacturing industry of large machine tools.

Lastly, 3D printing also has high requirements for construction materials. Since 3D printing has a high speed, the materials have to solidify very quickly. Traditional construction materials fail to meet this need, and a special R&D job is required to be done.

The technology of 3D printing for buildings has a bright future. The paragraphs above only give some assumptions. In order to make real breakthroughs in the key technology, to realize large-scale production in practice, and to change the traditional construction industry and the industry of commercial concrete in essence, the technology of 3D printing still has a long way to go. There is no doubt that 3D printed buildings will be new landmarks in the future world. In April 2014, Wang Shi, founder of Vanke Group, the leader in China's real-estate sector, said that Vanke Group would roll out 3D printed houses in three years. Up to the present, modern buildings and concrete materials have been developed only for over 100 years, but significant changes have been made in the world. Nowadays, skyscrapers, cross-sea bridges, tunnels and underground railways can be seen everywhere. We have a reason to believe that the upcoming era of 3D buildings will inevitably bring more unexpected changes to the world.

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Global Journal of human-social science: H
Interdisciplinary
Volume 14 Issue 5 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

Ethnicity, Religious Conflicts, the Citizenship Question and Nigeria's National Transformation

By Makmis Mark Dakyen & Edmond P. Zungdet
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Abstract- Ethnicity, religious conflicts and the citizenship question are intense in Nigeria and have not only produced identity formations by individuals and groups contesting for scarce economic and political resources but demands for rights and justice or perceived injustices. Invariably, such contestations produce recurring unresolved conflicts. In this theoretical examination of the issues, the study has found out that the failure of government and constructed historical factors have failed to address these issues which continuously impede the attainment of core national objectives and policies as the national transformation programme and overall development of the country. However, with concerted policies that will create and enhance national unity and integration, including institutional reforms, strengthening and good governance, the challenges of ethnicity, religious conflicts and citizenship would be overcome for a more prosperous Nigeria.

Keywords: ethnicity, ethnic group, religion, conflicts, citizenship, state, national transformation.

GJHSS-H Classification: FOR Code: 220499

ETHNICITYRELIGIOUSCONFLICTSTHECITIZENSHIPQUESTIONANDNIGERIASNATIONALTRANSFORMATION

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I. Introduction

The general formal conception of citizenship denotes judicial and political claims of membership to a State. Thus citizenship accounts of the state system globally reveal the highlighting of a sense of belonging and attachment to the state, where on the one hand, rights and other entitlements are assured members and on the hand, an expectant reciprocity in the exercise of members' duties and obligations. However, the extents to which the legal and normative boundaries of State membership are constructed and contested in Nigeria, like many African Countries, reflect a complexity and dichotomy that exacerbates conflict over diverse range of issues.

Increasingly, the wave of conflicts in Nigeria can be explained within the dimensions of ethnicity and religious intolerance, particularly with the spade of insecurity gripping the nation due to the Boko Haram terrorist insurgences, sustained attacks on innocent communities on the Plateau, the Tiv-Jukun conflict e.t.c. The common discernible denominator in virtually all these have been an ethno-nationalistic feeling that forecloses inclusive and legal connotations of citizenship as is the challenge related to religious fundamentalism especially in Northern Nigeria.

The paper examines a set of links among ethnicity, religious conflicts and the conflict of interpreting the nature and construction of citizenship in Nigeria, highlighting the importance of these links for critical and further study. Using a qualitative and descriptive theoretical approach to analyzing the issues under examination, the paper investigates the root causes of the tripartite concepts within a historical and political evolution of the Nigerian state. Drawing from sufficient literature and analysis of prevailing events and sourced data on the issues, the argument is posited in the paper that Nigerian's pre-and post-independence periods are evidently marked with the challenges of ethnicity and religious conflicts which generate the mobilization of citizens on primordial and normative basis in sharp contradiction with the legal and constitutional expectations of citizenship in the state. These have raised social, political and intellectual questions and issues that affect the functioning of the Nigerian government and society in the national transformation process.

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II. The Formation and Evolution of the Nigerian State: Ethnic and Religious Relations in Perspective

The geographical area and people today known as Nigeria was a creation of the British colonial powers. Prior to the period of colonial contact, the over 370 ethnic nationalities that comprise modern Nigeria had little or no contact and it was the 1914 amalgamation by the British that foisted the formal origin of the Nigerian state.

It is argued that before the advent of colonialism that created Nigeria, some of the nationalities that today make up Nigeria had fairly inter-related in harmonious existence for centuries with historical records indicating that such relations were not chiefly on the basis of ethnicity or religion (Wada, 2006) or conflicts. However, colonialism and imperialism are blamed largely for having forcefully brought the people together, also employed divisive tactics of divide and rule to achieve their objectives of political control and economic exploitation. Through policies such as the Land and Native Right Ordinance of 1910 which attempted to separate Northern ethnic groups from those in the South, including discouraging North-South migration, ultimately created a divided society. Similarly, through the segregated residential policy and use of the Indirect Rule and Native Administration systems that were

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greatly divide and rule measures, emphasized cultural, communal and linguistic difference.

However, it would have been expected that Nigeria's independence would have charted a different path to create a new sense of national identity and nationhood. On the contrary, the newly independent Nigerian elites deepened whatever cleavages that were created for their selfish motives. Wada (2006) for instance argues that "undue antagonism and rivalries between various ethnic groups" and other divides of religion and politics have been used by the elites to polarize the citizens culminating "in persistent ethno-religious and communal conflicts across the country" with grave consequences for any form of development especially the current policy of national transformation.

Furthermore, key in the scheme of the evolution of the Nigerian state is the inability to address the question of citizenship in the midst of heterogeneity and conflict of interests. This, Alubo (2011) contends that as "the amalgamation did not itself address the issues of citizenship or a sense of belonging within the new geo-political space", post-independence is also manifest with the challenge of component units of Nigeria not feeling a part of it or "alienated and dis-enfranchised". These unresolved citizenship issues account for the upsurge of ethnic and religious conflicts and even in a democracy attributable to economic factors as well as competition "for access to political and material advantages" (Egwu, 2001; Maier, 2000; Mustapha, 1998 as cited in Alubo, 2011). The phenomenon of a fragmented Nigeria on ethnic and religious basis is therefore rooted in history and an inability to evolve statecraft to overcome such over time.

III. Ethnicity, Religious Conflicts and Citizenship: A Review of the Theoretical and Conceptual Issues

Scholarly interests in the issues of identity- be they on ethnicity, religion, citizenship or others- have increased due to the tendency for such not only to create solidarity and distinctiveness that breed exclusion, but conflict especially in Africa and Nigeria in particular. A conceptual examination of the variables under discourse is therefore of essence.

Ethnicity is a common form of social construction that distinguishes a group of people with one or more things in common such as race, religion, national origin, language and culture. According to Omu cited in Afolabi (2006), ethnicity can be said to be "the consciousness of belonging to identifying with and being loyal to a social group distinguished by shared cultural traditions, a common language, in-group sentiment and self-identity".

Clearly, ethnicity in this definition reveals a perception of group differences and so, the social boundaries between sections of a population (Tseayo, as cited in Mohammed, 1997). With exclusionary and discriminatory perceptions, ethnicity indicates a pattern of relationships between individuals and groups that Otite (1983) observes result in the promotion or rejection of ethnic-based symbols and cultural forms that serves as an instrument of social mobilization.

Furthermore, Lenshie and Abel (2012) provide useful insight on the nature of ethnicity, stating that it enforces internal mutual connection amongst people of the same ancestry, encouraging internal cohesion and solidarity and enforcing the need to provide natural security for each other and also promote a sense of identity.

Contextually, ethnicity in the sense of this paper is creating a sense of identity that can be a manipulative instrument in the hands of a class for an interest and its subjective dimension which breeds prejudices and stereotypes that are sometimes expressed in *ethnocentricism*. With this is the attendant inclination for exclusion of non-group members from certain rights, opportunities or privileges, resulting in ethnic discrimination common in Nigeria and a challenge to national unity, integration and transformation. In Nigeria, *ethnic majorities* are often pitched against *ethnic minorities* exemplified in the tripod dominance and hegemony of the Hausa/Fulani, Yoruba and Igbo on the one hand, and others as minorities on the other. This has provided a basis for conflict and a challenge to legal connotation and interpretation of citizenship under discourse.

Equally important is the concept of religious conflicts in Nigeria. To properly situate this, an understanding of the idea of religion is needful. Religion from classical to modern explanations has varying degree of elements it projects to depict the existence of the unseen being (God) or the supernatural. To Marx and Durkheim, religion is society projected, as a false reflection of an alienated man and opiate of the people (Abdu, 2012). Apparently, religion, like ethnicity is also a means of identity in which it is argued is about solidarity and sets "boundaries between those who are considered to be believers and those that are not". This deals with issues of sentiments, feelings and norms that may be a result of shared experiences. This identity is used to create a sense of orders, meaning and hope to the insecurity of everyday life or to what may be perceived as unjust social order (Bangura, cited in Abdu, 2012).

It is these conceptions about the nature and character of religion that often puts it as a susceptible tool for manipulation and conflict. Mangvwat (2011) refers to this as the "inherent conflictual characteristics of religions", noting that religious conflict is a worldwide phenomenon. Considering the intensity of religious conflicts in Northern Nigeria, he also categorizes them as "Islam Muslim versus Muslim conflicts, Christian versus Christian conflicts, Muslim versus Christian

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conflicts". The first and latter are a clear manifestation of prevailing conditions of the Boko Haram terrorism recently experienced in Borno, Yobe, Adamawa, Plateau and Kaduna states in Nigeria respectively.

Conflicts refer to the overt, coercive interactions of contending collectivities (Gurr cited in Mohammed, 1997). It therefore arises when there is competition for an incompatibility in roles and interests. This angle depicts conflict as totally negative. But it can be argued that depending on how conflict is handled, it can either be constructive (positive) or dysfunctional and destructive (negative), accounting for its fluidity in conceptualization (Ademola, 2004; Otite, 2004). What is fundamental in conflict however is that it is a normal personal or group process of interaction in "complex societies in which resources are usually scarce" (Otite, 2004). Juxtaposing this with religion and ethnicity as causal or mobilizing factors already examined, conflicts are much plausible in plural or heterogeneous settings like Nigeria. Gwamna and Dayi (2011) therefore submit that many of the conflicts experienced in Nigeria have been ethno-religious, contending that: "while ethnicity has contributed to the conflicts, religion has always added enormous impetus to the conflicts". Thus, the ample and growing number of religious conflicts occasioned by ethnic divides as well are symtomic of the Nigerian polity today since the last two decades that challenge any quest for national transformation.

Citizenship, unlike ethnicity and religious conflict is a slightly different concept that is contested and historically defined by complex political, social, moral and ethical issues concerning the individual's relationship with the state and wider society (Lister, 1997 cited in Abdu, 2012). H.T. Marshall's thesis has often been considered to provide the modern conception of the idea in which he classified citizenship as consisting of civil, political and social components. But such conception treated all societies as homogenous which fails to explain the realities of ethnic, religious or racial divisions in relations to national citizenship as is evident in plural societies like Nigeria.

Kymlicka and Norman's perspective (2000, cited in Abdu, 2012) propose citizenship as legal status defined mainly by "panoply of civil, political and social rights with some responsibilities and duties like obedience of laws, payment of tax"; as an identity of an individual belonging to "one or more political community, an identity that is often contracted with other more particular identities like class, race, religion, gender profession" and as an activity or civic virtue. From this, we concluded in a study that citizenship traditionally requires some qualification and can be discriminatory or denied others (Dakyen and Zungdet, 2011) even though the dynamism and theoretical underpinnings of the idea reveals its multidimensional nature.

The connecting rod in the conceptualization of ethnicity, religious conflicts and citizenship shows that they are social constructions, having the preponderance for exclusion and differential treatments. Particularly, ethnicity and religion have been mutually-reinforcing as is the bifurcation of citizenship historically resulting in a confused sense of dual loyalty to the ethnic group as against the state. Thus, it is agreed that the interpretation of ethnicity and religion is more relevant in Nigeria, with both showing an overlap of allegiance e.g. Islam's "acculturation and assimilation of ethnic groups into Hausa and the widespread of Hausa as a *lingua franca*". (Abdu, 2012). This does not only define citizenship in ethnic terms but on religious basis.

Immense academic insight and energy have been dedicated to explaining and understanding the problems of ethnicity, religious conflict and crisis of citizenship in Nigeria. Key in the elements such scholarship have been the views that the dynamics of group relations in Nigeria relate to "claims and contestations over identity as a basis of determining who is included or excluded from participation or benefiting from opportunities in particular situations". (Alubo, 2003). This has resulted in identity-related conflicts and contestations of citizenship.

Alubo (2011) further argues that such a problem can be linked to identity contestation ingrained in the ideological overhang of the Cold War and the ideological quest for access to material advantage and exclusion. This he notes explains the reason why:

> The general rise in ethnic nationalism, mobilization and agitation, are usually in relation to some material advantage. Noticeably, the upsurge of ethno-religious conflicts or civil strife in general in Nigeria border on the "campaigns for citizenship rights and opportunities in which group(s) – ethnic or religious- identity, physical elimination, or to force relocation from a particular geo-political space. It is essentially a form of ethnic, religion and/or citizenship contestation. (Alubo, 2011:5).

It is in such true reflection of Nigeria that we find clamours for ethnic-centred issues as resource control, rotation or the zoning system, the federal character principle, for appointments, location of projects e.t.c. Evidently, such contestations amount to fractionalization of the Nigerian society on the basis, still, of ethnicity or religion and resultantly, discrimination and alienation of citizens in their own country by fellow citizens. Historically for example, minorities outside the three dominant ethnic groups in Nigeria since colonialism have suffered political exclusion and economic neglect resulting in mounting pressure for self-determination and cultural identity in some parts of Nigeria like the North. (Afolabi, 2006). Even the adoption of federalism to decentralize governmental powers and functions has not addressed this problem. Thus Nigeria's heterogeneity presents a case of a deeply divided society that is continuously prone to conflicts in those lines of identity.

Global Journal of Human-Social Science (H) Volume XIV Issue V Version I Year 2014

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However, treating or reducing the ethnic and religious variables as exclusively accountable for conflicts in Nigeria by many scholars sometimes underplays the significant realities of other key factors. Ukiwo (2003), for example posits that "unbridled competition for power and the failure of government to deliver democratic dividends have resulted in violent conflicts especially between ethnic and religious groups". This supports the interconnectedness of the causative or mobilizing nature of this in the continuum of the problems under study, including economic and other issues identified by Adekanye (2007).

In the final analysis, Dakyen and Zungdet (2011) contend that "the scores of ethnic conflicts in Nigeria, including the civil war, were offshoots of the contestations of groups and what lies in the question of who constitutes a Nigerian citizen" that also reflect a perennial citizenship crisis which divides the citizens from perceived strangers. Kymlicka (1999); Mamdani (1998) and Nnoli (1978) have made useful contributions in this debate. Adejumobi (2001) agrees no less in depicting the predicament, viz:

…underlying most of these conflicts…is also the issue of citizenship and rights. The construction and nature of the state which is rooted in the colonial pedigree, lend toward the institutionalization of ethnic entitlements, rights, and privileges which create differentiated and unequal status of citizenship. This tendency de-individualizes citizenship and makes more of a group phenomenon. Rather than the state providing a common bond for the people through the tie of citizenship, with equal rights, privileges and obligations, both in precepts and practice, people's loyalties are bifurcated.

The result is usually tension and contradictions in the public sphere as claims of marginalization, exclusion, injustice and others.

IV. Ethnicity and Religious Conflicts in Nigeria: The Challenge for National Transformation

Nigeria has had so many ethno-religious conflicts due to already identified factors of contested demands on access to scarce resources, deep seated cleavages and what Otite (2004) describes as man-made conflicts be they ethnic, communal, religious (most times laced with political and economic issues) and other forms of civil upheavals.

The problem of ethnicity and religious conflicts are not new and peculiar to Nigeria but their expression in the Nigerian polity were pre-conditioned by faulty historical foundations of the Nigerian state. However, the 1970s have been identified as the period when particularly, religion became a challenge to national unity (Best, 2011) especially with its greater concentration in Northern Nigeria, including the areas of the Middle Belt (North Central Nigeria). Already, many causal factors have been identified, including that of the general issue of ethnicity in all parts of Nigeria that result in discrimination of majority ethnic groups against the minorities. Though the extent and consequences of such may not be fully measured, its manifestation in dominance of one group against the other in public and private institutions, employment, and government presence in terms of project locations e.t.c. makes national integration, unity and the question of transformation an illusion.

On the other hand, religious conflicts, mostly manifest between Islam and Christianity have always been intense and have defined most conflicts in Nigeria. They are classified as:

Intra-religious disturbances which occur between different denominations or sects; inter religious violence between adherents of different religious beliefs but capable of assuming socio-economic dimensions; and inter-religious violence which have socio-economic origin, end up in the form of religious conflicts (Alanamu, Muhammed and Adeoye, 2006).

Many of such typified religious conflicts are dysfunctional due to the recourse to violence championed by fundamentalists, fanatics, jihadists, terrorists, crusaders, revolutionarists e.t.c. It is such thinking for instance that Mangvwat (2011) identifies intra-Islamic conflicts, traceable to the Sokoto Jihad in which immigrant Fulanis overthrew the Habe *sarauta* (or ruling) system, replacing it with the emirate system of the Sokoto Caliphate. The resurgence of similar Islamic movements in the 1980s include the Maitasine in Kano city (December 1980, later in 1982); the same movement in Maiduguri (Bulunkutu) and Kaduna in 1982, Maitasine disciples in Jimeta-Yola (1984), same group in Gombe (1985) and other volatile eruptions to the current manifestation of Boko Haram attacks that began in Maiduguri and Bauchi (2009) and Kala Kato in Niger state (2009). (Mangvwat, 2011; Alanamu, Muhammed and Adeoye, 2006). These are clear cases of intra-Islamic revolts that have always also engulfed other citizens especially the recent widespread Boko Haram attacks that has had death tolls on both Islamic and non-Islamic adherents than its own.

On the other hand, inter-Christian conflicts have been limited if not unheard of especially in Northern Nigeria where religious conflicts are pronounced. This is attributable to the fact that various Christian missions in the region and other parts of West Africa was 'to check the further advance of Islam into the Sudanic belt or Savanna region of Africa' (Maxwell, 1952 cited in Mangvwat, 2011) and so could not jeopardize that goal by any internal conflicts but rather encouraged cooperation among denominations.

The obvious manifestation of religious conflicts often accompanied by ethnic conflicts is that involving the two dominant religions in Nigeria (Islam and

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Christianity), especially in Northern Nigeria. This is because it is believed that the two sides of the divide coincide with geo-ethnic as well as socio-economic divides (Mangvwat, 2011:57), in which the far North dominated by Islam is always more advantaged politically and economically while the middle belt or the North Central region (with pockets of settler far Northern migrants) is mostly Christian-dominated and less-advantaged in Nigeria's economic and political equation. Thus many violent inter-religious conflicts on that divide in cities such as Kaduna (1980), Adamawa (1986-88), Kafanchan, Kaduna and Zaria (1987), Bauchi (1991,2000-2001), Zangon Kataf (May 1992), Jos Plateau (1991, 1994, 2001-2002, 2004, 2008, 2009, 2010) and Gwantu (Kaduna State) in 2001(Mangvat, 2011) including the Shar'ia crisis in many parts of the North between 2000-2001 have remained intractable and deepened ethnic and religious intolerance particularly in Northern Nigeria.

In their various studies, Ndu (2012), Best (2011), Alubo (2011), Alanamu (2004) have identified recurring ethno-religious conflicts as a bane to the unity, integration and development of the Nigerian State.

Another grave challenge has been the fractionalization of the citizenry on the basis of indigenes versus settlers that has questioned the notion of Nigerian citizenship.

V. The Settler-Indigene Dichotomy and the Citizenship Question in Nigeria

Closely knit to the analyzed ethno-religious challenge is the unresolved question of citizenship which continuously generate ethnic suspicions, tensions and conflicts among groups classified as 'sons of the soil' or indigenes and migrants or settlers. According to Alubo, cited in Dakyen and Zungdet (2011: 190): Across the land, a sense and indeed the practice, of belonging to one country is spurred for the more exclusive and exclusionary criteria such as indigene, native, autochthon, and son-of-the-soil. These criteria actually spell inclusion and exclusion with regards to citizenship rights and privileges both in general terms but especially in a given geo-political space.

This approximates what Mangvwat (2011) describes as the theory of settler phenomenon that derives from migration of groups over time and space. The concept of *indigeneship* and *settlersship* in Nigeria is associated with primordial identity where as Alubo (2011) notes, that "anyone born outside the native home of the ethnic group is regarded as a settler with no provision for converting to an indigene", hence, inclusive citizenship is "discounted for narrower concept of indigeneity". This process appropriates opportunities and privileges to indigenes while non-indigenes are denied such.

The issue of certificates of indigeneship, quota system, catchment areas (for admissions into schools), the federal character principle, present the semblance of trying to forge a false sense of belonging on the basis of indigeneship which in its essence is discriminatory and a contradiction. For example, the 1999 Constitution of the Federal Republic of Nigeria implores the President to appoint at least one Minister from each state, who shall be an indigene of such state (Section 147(3)). President Goodluck Jonathan had appeared to be expressing his dismay and frustration about such provision of the constitution when clamours were made for him to appoint a lesser executive cabinet to reduce the cost of governance; he said he was constrained by that provision of the Constitution and so had to appoint over forty Ministers excluding Special Assistants/Advisers.

The point being made here however is that the indigenes versus settlers phenomenon in Nigeria creates a challenge for national integration and transformation; and the contestation over citizenship rights that balkanizes ethnic groups as a source of conflicts as is evidenced by the Jos crisis and other conflicts earlier identified. As Alubo (2011) concludes:

Experiences with civil disturbances invariably relate to the question, who is a citizen? What are his/her rights and entitlements? Do these vary from to location in the country to the other? They also illustrate that citizenship in Nigeria is tenuous and varies with space and time. Thus, an ethnic and religious group may be persecuted from a particular region and told to "go home", indicating that such groups do not belong in the particular space and time. This situation also affects the nature of participation and sense of belonging, and hence one requires some certification, of which the certificate of state indigene is illustrative, to participate or even benefit from available resources and opportunities.

This clearly indicates a contradiction and dilemma of citizenship that continuously occasions the spate of ethnic and religious conflicts and the attendant consequences of national transformation.

There is certainly no gainsaying that the constitution in principle provides for full inclusive citizenship rights as earlier conceptualized. In its third chapter, the 1999 Constitution of the Federal Republic of Nigeria in Sections 25 to 32 that address the question of Nigerian citizenship, clearly state persons to be citizens by birth aside acquiring it by registration or naturalization. Section 25 (1) (a-c) states:

a) every person born in Nigeria before the date of Independence, either of whose parents or any of whose grandparents belongs or belonged to a community indigenous to Nigeria: Provided that such a person shall not become a citizen of Nigeria by virtue of this section if neither of his parents nor any of his grandparents.

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b) every person born in Nigeria after the date of independence either of whose parents or any of whose grandparents is a citizen of Nigeria; and
c) every person born outside Nigeria either of whose parents is a citizen of Nigeria. (The 1999 Constitution of the Federal Republic of Nigeria).

And in line with the Universal Declaration of Human Rights, the Nigerian Constitution has appropriately included the fundamental human rights of citizens, among which are the right to freedom from discrimination (Section 42) and the right to acquire and own immovable property anywhere in Nigeria (Section 43).

Despite these lofty ideals of the Constitution with regards to the idea of citizenship, aliens appear to be less discriminated than Nigerians who share different indigeneship in their places of residence. In reality, the realization of the ideals of the Constitution are far from the truth as while for example, citizens may own immovable property in any part of Nigeria, such are usually targets of attack for destruction in the volatile environment of civil disturbances in the country. In fact, ethno-religious conflicts such as the Boko Haram attacks being experienced in Nigeria result to wanton destruction of lives and property. These are clear cases of the violation of the rights of individuals and of citizenship rights as well.

VI. Conclusion

The recurrence of the conflicts in Nigeria can largely be associated with the question of ethnicity, religion and citizenship. The ventilation of such conflictual occurrences cannot be separated from the identity problem of groups having greater sense of attachment to their primordial affiliations that produce ethnic nationalism as against the inclusive conception of citizenship that is universal. Colonialism built such faulty foundations of the Nigerian state and post-independent Nigerian elites have not abetted the situation. Issues of governance are many a time at the heart of these challenges especially in the failure to deliver public goods in terms of democratic dividends to the citizenry. Increased corruption has reduced the ordinary citizen to penury and hopelessness with rising unemployment of the youth that continue to be a challenge to the initiatives of government such as the national transformation agenda. With greater governmental, institutional and constitutional arrangements put in place to provide justice and equity to citizens, Nigeria can indeed come close to overcoming the challenges of ethnicity, religious conflict and the question of citizenship.

VII. Recommendations

In view of the findings that the dysfunctional recurrence of ethno-religious conflicts and unbridled citizenship contestation have mitigated and challenged national unity, integration, transformation and general development of Nigeria, the following recommendations are proffered:

1. Inclusive citizenship rights should not only be clearly defined but enforced, with de-emphasizing of attachment to primordial and discriminatory programmes such as the quota system, discriminatory admissions/payment of tuition fees, neglect of merit for sectional or discriminatory reasons or the federal character principle e.t,c. This also implies amending the constitution to expunge certain provisions such as that on indigeneity.
2. Integration and policies that promote national unity should be put in place by the government to enhance tolerance and peaceful co-existence. It is opined for instance that the rights of residency that ensure full rights of citizens be upheld (Alubo, 2011). This will not only confer political rights to citizens but ensure greater unity for national development.
3. It is also necessary that good governance especially accountability, transparency and equity be ensured to restore governmental legitimacy, inter-ethnic and religious harmony and promote democratic consolidation. This is essential as government's failure to deliver resources equitably or the *dividends of democracy* have often aggravated conflict situations in Nigeria.
4. Greater and mass enlightenment or the education of the citizenry is also proposed. Citizenship education programmes need to be adopted at all levels of education with emphasis on socio-cultural understanding and exchanges in Nigeria.
5. The constitution and laws of the land should be proactive and respected by all shades of citizens across the social, economic and political divide. Functional laws that punish offenders irrespective of their statuses will be upheld by all. The security agencies, judiciary and those in authority can ensure that laws are very functional by setting clear examples of respect for the rule of law. This will engender respect for the rights of others, equity and justice.

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Global Journal of HUMAN-SOCIAL SCIENCE: H
Interdisciplinary
Volume 14 Issue 5 Version 1.0 Year 2014
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X & Print ISSN: 0975-587X

The Review of Childhood Obesity as a Result of Advertising Child Oriented Unhealthy Food & Beverages

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Abstract- The rise of childhood obesity is one of the public health concerns in worldwide. It can be said as the sign of crisis because it is harmful to children. Therefore, this report has covered a total of 25 journal articles. Articles reviewed are regarding on the intention of food marketers to formulate a healthier child oriented food, the strategies applied to promote their food such as advergames and product packaging, the volume of food advertisements to children as well as how these strategies have changed the mindset of children. In conclusion, most of the television commercials are unhealthy food by using fantasies and positive atmosphere to attract children's attention. Unhealthy food marketers would tend to design the food packaging with cartoon characters and bright colors as those catches the children's attention more efficiently. Children would even visit the website delivered from television commercials and product packaging which often include advergames for them to play and increase brand recognition. Children's perspective on children food has changed dramatically due to the influence of advertisement delivered by food marketers. Most of the food marketers tend not to produce a healthier food to children. Therefore government in different country should set a rule to limit the unhealthy food advertisements delivered to children since it does play a major role in childhood obesity.

Keywords: child-oriented food, advertisement, adver-games, packaging.

GJHSS-H Classification: FOR Code: 130205p

THEREVIEWOFCHILDHOODOBESITYASARESULTOFADVERTISINGCHILDORIENTEDUNHEALTHYFOODBEVERAGES

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The Review of Childhood Obesity as a Result of Advertising Child Oriented Unhealthy Food & Beverages

Lim Woan Jinq [α] & Dr. Rashad Yazdanifard [σ]

Abstract- The rise of childhood obesity is one of the public health concerns in worldwide. It can be said as the sign of crisis because it is harmful to children. Therefore, this report has covered a total of 25 journal articles. Articles reviewed are regarding on the intention of food marketers to formulate a healthier child oriented food, the strategies applied to promote their food such as advergames and product packaging, the volume of food advertisements to children as well as how these strategies have changed the mindset of children. In conclusion, most of the television commercials are unhealthy food by using fantasies and positive atmosphere to attract children's attention. Unhealthy food marketers would tend to design the food packaging with cartoon characters and bright colors as those catches the children's attention more efficiently. Children would even visit the website delivered from television commercials and product packaging which often include advergames for them to play and increase brand recognition. Children's perspective on children food has changed dramatically due to the influence of advertisement delivered by food marketers. Most of the food marketers tend not to produce a healthier food to children. Therefore government in different country should set a rule to limit the unhealthy food advertisements delivered to children since it does play a major role in childhood obesity.

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I. Introduction

The rise of childhood obesity has lead to public health concern in many countries. One of the factors were due to the increase of child oriented food and beverages by food marketers. Child oriented food and beverages are identified by any package that applied promotional characters, sports references, premium offers or children's television/ movie tie-ins (Chacon, Paola, Joaquin; 2013). Thus, another contributor to childhood obesity is food advertising (Ram\'\irez-Ley et al., 2009). Due to technology advancement, children are now overexposed to mass media such as television, internet and video games (Lee, Choi, Quilliam and Cole, 2009). With such advantage, businesses attempt to promote their unhealthy foods to attract children through advergames in Internet. However, the banning of advertising child oriented food may not be useful if food marketers do not intend to reformulate their products positively. Other than advertising, food packaging and cheap prices of unhealthy food can still attract children to buy the products. However, these are only theories. The effect of the volume of food advertisement delivered to children and food packaging is still unclear. This paper will focus on how children perspective on children food being shaped by food advertisement; increase brand recognition from advergames; attracted by food packaging and the intention of reformulating products positively by food marketers.

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II. The Intention of Improvising Unhealthy Child Oriented Food and Beverages Nutrition Content by Food Marketers

In the analysis conducted by Hawkes & Harris (2011), the potential of reducing harmful effects in child oriented food and beverages were examined through investigating pledges agreed by the 52 food industries worldwide. 13 pledges of child oriented food marketing were developed between 2005 and 2009. There were only three pledges were specifically for soft drink and fast food industries. On the same hand, only ten of the pledges are international; companies are required to publish individual commitments. Most of the commitments have somehow met the minimum criteria of the pledges. By reviewing the pledges, only some of them were similar. In addition, permitted companies have to set food criteria that are not within the restrictions. Even though pledges were established, the companies are only meeting the criteria, or just to play with the law. The help of the pledges might not be helpful but at least there is a minimum criterion to avoid further childhood obesity.

Among the food products of child oriented, Adelaide, a supermarket in Metropolitan was surveyed by Savio, Mehta, Udell and Coveney (2013). There were only 33 % of the products investigated did not change the nutrient content since 2009. Among the rest, only sodium has no similarity for the ratio of positive and negative reformulated products. From the result of assessed percentage change in each product, 53 products out of 120 products had reformulated moderately; 18 products have reformulated both

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positive and negatively; 42 products have reformulated substantially. The result of the use of nutrient criteria showed only 5 products were either reformulated positively or did not reformulated negatively. The observation of the study revealed the lack of positive reformulated child oriented food products. In addition, the development of benchmarks for reformulation should be developed with standard criteria to prevent reformulation of negative nutrition content to child oriented food.

III. Television Commercials, the Famous Advertising Medium of Unhealthy Child Oriented Food

18 percent of the 65,462 advertisements across many countries being analyzed by Kelly and her group (2010) were food, the second most frequently advertised product. In an overall result, 5 food advertisements were broadcasted per hour, per channel. Greece has accounted the most and Brazil was the lowest rate in food advertising, only 2 food advertisements per hour per channel (Kelly et al., 2010). In addition, most of the advertisements are unhealthy foods, which accounted 67 percent. Among the unhealthy food category, fast food accounted the most, 12 percent especially in the United States, Canada, Sweden, and Australia. However, Germany, Italy and China advertised chocolate & confectionary the most. The most frequent advertised food in Brazil is supermarkets, which considered as miscellaneous. Spain and United Kingdom were the country for the most advertised product of low- fat dairy foods.

Television advertisement is a major strategy used by the Australian food marketers to promote child oriented food. Child oriented food and beverages have more advertisements in free to air television than popular subscription channels (Hebden, King, Chau & Kelly, 2011). In addition, most of the advertisements are not healthy to children. These results were obtained by recording 6 popular subscription television channels among children for 4 days in February of 2009. Although non healthy food accounted for 72% of the food advertisement, it contained lesser persuasive techniques than healthy and other foods. In addition, unhealthy child oriented advertisement often include persuasive marketing techniques such as promotional characters and premium offers to increase brand recognition and to attract children (Kelly, Hattersley, King, & Flood, 2008). On the same hand, although the amount of food advertising had decreased from 7 in 2006 to 5 in 2008, the overall unhealthy food advertisement remained stable (Kelly, Chapman, King& Hebden, 2010). The highest peak of television time resulted children to be attracted by the unhealthy food easier. In Australia, persuasive marketing techniques were mostly used in the advertisement to be broadcasted during the peak viewing times for a better effect.

Simultaneously, the reason for childhood obesity in Germany was due to the overexposure of attractive food commercial delivered by television to children (Effertz & Wilcke, 2011). This result then revealed that the declared purposes from the voluntary agreement of industry along with the European Union (EU) Pledge's announcement have failed. In order to compare the effect of EU pledge towards the advertisement pattern, commercials were compared from 2007 to 2010. From the year between 2007 and 2008, food products have accounted 19.9 percent of television commercials in 3 children's widely viewed channels in Germany. Within this percentage, 73 percent of them are non healthy food. In the television commercials, promotional characters and premiums are included to attract children. By comparing the results with 2010, the percentage of 18.5 were food products commercials; 98.2 were non healthy food.

In Mexico, children have exposed to advertisements of high energy dense foods than adults (Ram\'\irez-Ley et al., 2009). The result was collected by recording 7 days of 5 local and national channels. There were 22 percent of 8299 registered advertisements were food. Average of 4 food related advertisement was delivered per half an hour during children's television time. Among the advertisements, half of them were snacks with high calories.

On the other hand, the study done by Powell, Schermbeck, Szczypka, Chaloupka and Braunschweig (2011) revealed that between 2003 and 2009, children in United States have decrease in watching unhealthy food product advertisement. Yet, exposure of fast food advertising has increased 21.1 percent for age group of 2 to 5 years old children. In addition, the nutritional food content that were being advertised did not improvise positively.

IV. Other Food Advertisement Strategies

Among the 83 interviewed children at the age from 7 to 13, only few of them know about the advertisement delivered in Internet rather only television commercials. In addition, the website was visited by more than one third of children based on the address delivered on Television or printed on product package (Brady, Farrell, Wong, & Mendelson, 2008). Other than website address delivered through television and product package, it can also be shared with their friends. By the use of only websites, food marketers use different marketing features to promote their products (Kelly, Bochynska, Kornman, & Chapman, 2008). The branded education was an applied techniques use by many food websites, then competitions, promotional characters, downloads, games and children's section.

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With such convenient media given to the food marketers, children are now being exposed to unhealthier child oriented food advertisements through different media, uncontrollable.

Other than delivering website address through television commercial and product package to extend the shelf life of advertisement, another strategy used in television commercials are emotional and rational product appeals (Page & Brewster, 2007). A total of 147 commercials broadcasted on United States were analyzed. Many product advertisements include positive adjectives to attract the children and made them believe such products are able to bring happiness to them. Emotional appeals applied in the analyzed advertisements are such are 'fun', fantasy, more socialize and the opportunity of being cool. In addition, Maher, Lord, Hughner and Childs (2006) stated there were 85% of the television commercials included consumer related primary appeal while only 10% of television commercials applied general health appeals between 2000 and 2005. Another study done by Rose, Merchant and Bakir (2012) has also strengthened the evident that fantasy appeals with positive atmospheres are often included in food advertising. However, most of the products were simultaneously unhealthy and are high caloric food. Base on the understanding by 8 to 9 years old children, they do somehow understand the purpose of advertisement, to sell products. They also have the intention to know the fact of advertisements they have watched. Yet, they are still attracted by the strategies used mainly because they were unable to apply their knowledge.

According to Castonguay, McKinley and Kunkel (2012), 'health' messages were included in more than half of the child oriented food advertisements. The contents that were being analyzed in the study were 'health' messages and nutritional content. Health messages are such as 'whole grain', 'reduced fat' and 'heart healthy' or nutrition from fruit was included into the recipe. Result showed that most of the products are high in calorie, such as sweetened cereals and fast foods. This result was obtained after analyzing of 534 of food advertisements in television shows for children. The advertisements were collected by recording 3 months of channels for children between 7a.m. to 10p.m. The strategy of using 'health' messages had blurred the line between healthy and non healthy food, especially by the children.

For fast food companies, they have no target customers simply because their products are acceptable by everyone. Yet, they tend to increase sales by promoting their products through social media or school marketing (Soba & Aydin, 2011). Other than those two strategies, Fast Food Company would also try to increase their brand recognition and good will to keep the old customers, attract new customers and use as a tool to promote their company's new and existed product. Even though the market of fast food companies are big, they have to make sure they have met customer satisfactory. The criteria set by customers are good service, apply legal procedures of companies, provide proper help to customer, the fact of the product and provide empathy while doing business (Soba & Aydin, 2011).

In Guatemala, selling the cheap unhealthy snacks near the school environment is the main strategy of food industry through various marketing techniques in order to promote to children (Chacon, Letona, & Barnoya, 2013). The results were collected by purchasing child oriented snack in stores within 200 square meters of 4 urban community schools. 106 packages in 55 stores were purchased as reference for the study and products were classified by the use of United Kingdom's Nutritional Profiling Model. Promotional character on the package is the most heavily used strategy by food marketers. In addition, US dollar of 0.19 is the median price of the snacks. By selling unhealthy child oriented food, it allows most of the students to purchase unhealthy food since they are affordable. The result has also revealed that 97.1 percent of the products are less healthy even though 41% has nutritional related health claim.

a) Advergames

According to Lee, Choi, Quilliam and Cole (2009), children often play games that use of unhealthy foods as an element, such as candies. From the games they have analyzed, there were less than 3 percent were serve as the purpose of educating children regarding issues of nutrition's and health. There were 3 steps taken by this group of study in order to obtain these results. Firstly, to search for food products that was promoted to children by food marketers. Secondly, to analyze the advergames' content targeted to children through websites of top food marketers. Lastly, to identify food products' nutritional content in advergames by selecting randomly. The overall study revealed that the top selling food marketers' website contains a lot of games, especially for children. The advergames mainly contain brand logo, product package, food item and brand 'spokescharater' to increase popularity. Most of the food that was promoted falls into the category of such as baked goods, snakes, poultry and dairy products which are high in sugar level.

Another similar study was done by Paek and the group (2013). The first step of the study was the only different step taken, the identification of audiences' characteristics. The results of this study revealed the Children's Food and Beverage Advertising Initiative (CFBAI) has sponsored 119 advergames from a total of 143 advergames investigated; 79.5% of 44 advergames has reached children. There was about 87% of the advergames has no age limit. On the other hand, advertisement breaks and the information of healthy

Global Journal of Human-Social Science (H) Volume XIV Issue V Version I Year 2014

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lifestyle were found in 71% of advergames. The study had also revealed that brand integration of the food marketers had increased due to advergames. The food content of the advergames was simultaneously mostly unhealthy. Lastly, the children identify the food products from the knowledge of advertisement breaks and brand identifiers.

The limitation of both studies, unable to identify the effect of advergames was however covered by the study done by Dias and Agante (2011). Dias and Agante (2011) stated that only food that was advertised through games was chosen by children. Children participated in the study were first assigned to either play healthy or less healthy advergames. Children were then assigned to answer the post treatment picture questionnaire regarding the choice of immediate food, nutritional knowledge and favorite food. Even though two groups of children chose the food according to the game they have played, they share the similar knowledge about nutrition of food. Children chose the food according to the game they played because they were not able to employ the nutritional knowledge during the selection of food.

b) Product packaging strategies and their effect

From the collection of child oriented food and beverages in a major supermarket of Adelaide, South Australia, there were 157 products were child oriented and mostly non healthy food, high fats and sugar (Mehta, Phillips, Ward, Coveney, Handsley, & Carter, 2012). In order to promote the unhealthy child oriented foods, more than 16 marketing techniques were applied. The most used techniques are graphics, cartoons and celebrities. More ridiculously, 55.5 percent of non healthy foods claimed for nutrition and health such as low sugar.

Through the analysis of food package contents, the result showed that food packaging has lead children in India to overexpose towards food promotions (Pavleen, 2013). Other than that, children in India often prefer to consume beverages, confectionary, baked products, snacks, ready to cook products and ice creams (Pavleen, 2013). The target of the study is parents of children at the age of six to seven living at Amritsar city. Two steps were taken for this study, firstly to collect information on what brand of food would be bought for the respondents' children then analyze the marketing tactics used for food packaging. During the content analysis of product packaging, it was found out packages often includes package semiotics, cross promotions, novelty packaging, premium promotions and price promotions (Pavleen, 2013). However, the most used tactics product packaging by Indian companies is bright colors and price promotions when compared to Multinational Companies. The rest of the promotional elements have emerged in Indian market, such as nutrition claims.

Throughout review of strategies used by many food marketers in advertising unhealthy child oriented foods, the study about the effect of the strategies were the limitations. However, this area of study was conducted by Elliott (2009). The focus group for this study is from grade 1 to 6, separated by gender and age groups. The result revealed that younger children prefer or attracted by the cross merchandize but the older children attracted by the colors, design and image of the package. In addition, children often prefer package with special characteristics such as unusual color or feature. The reason of it is children thought it would be fun to eat. Gender also affects the choices, girls emphasize on nutritional content; boys focus on interactivity of food. Boys would pick the product with packaging that allows them to play along such as to squeeze it. According to the study, the perspectives of healthy food by children are only fruits and vegetables. Other than that, the focus group would say package with words they do not understand refer to healthy food. Children at young age also do not read the nutritional content printed on the package but to look for logo such as 'fat free'. From this study, it showed that children are easily attracted by nutrition claim food and unique design as they have no solid knowledge of nutrition at such young age.

Pires and Agante (2011) on the other hand studied the effect of food packaging towards children by transferring the unhealthy food package visual appearance content to the healthy food packages. Other than that, the comments of junk food by children are attractive, packaged in a better way and well promoted. In this study, areas of focus are children's package evaluation; the package attitude toward the product; perceived healthiness; purchase intention (Pires& Agante, 2011). 10 to 14 years old of 408 Portuguese children were selected to complete the questionnaire distributed. This age group was chosen as they have the proper nutrition knowledge to aware healthy food. During the study, children preferred product with bright colors and promotional characters even though both are the same products, sliced apple. The reason from the focus group is as simple as those elements caught their attention easily. Therefore the study showed that product packaging does help in influencing attitudes of children and the intention to purchase the product. By referring to the result, it gave the opportunity to food marketers who tend to improve their products positively and increase sales simultaneously by modifying the product packaging.

V. Children's Perspective on Kids' Food

Stated by Elliott (2011), banning unhealthy child oriented products advertisement only contribute little solution to childhood obesity. Therefore, this study

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focuses on how children determine food that belongs to them while choosing from variety choices. Despite of age, location and sex, children categorized junk food, sweetened products and baked products as foods for children. When ask for child oriented foods through packaging, package with cartoon characters has attracted their attention; cartoon characters design categorized the products for children indirectly. The third perspective of junk food is the concrete dimensions, such as shape, color and small size of the food. Overall in children perspective, the processed, high sugar and low nutrients are the food specially produced for them. According to children, these concrete dimensions has developed 'fun' food concept mainly for children. In contrast, adult foods categorized by children are the unprocessed foods which are fruits, vegetables and meat.

VI. Discussion

There were only 3 pledges were specifically for soft drinks and fast food industries (Hawkes & Harris, 2011). Simultaneously, most of the food marketers only pay the best effort to at least meet the minimum criteria of the pledges. In addition, only some of the company commitments are similar to the pledges. By investigating the percentage of reformulating the nutrition content of each product, only some products were reformulated positively or not yet being reformulated. This shows that food marketers are only responsible to reformulate food according to the minimum criteria set in the pledges. Therefore government may be able to increase the force of reformulating food positively by standardize the pledges. Pledges are only useful when it has high standard that bring pressure to food marketers. This idea may increase pressure to most of the food marketers; it is still a better move in order to save the younger generations. Food marketers should have business ethics as well instead of to only produce what they want and ignore the public concern, childhood obesity. The limitation of this area of study is unable to identify the criteria of each pledges set. If content and criteria of pledges were identified, suggestion of improvement about the pledges can be made and enhance the possibility of reformulating food positively by food marketers.

Television commercials are to be considered as the most used medium by food marketers to promote their products. Children are exposed to food advertisement during the advertisement breaks. Throughout the analysis of content in television commercials, fantasies and positive atmosphere are the important element to be added. Children are simple minded, they learn what they saw from the television because it just caught their attention. Unfortunately, those advertisements do not belong to healthy food. More advertisements were broadcasted during the children television time. Simultaneously, the EU pledges were not useful in Germany. The simple step can be taken by the government would be to ban the amount of advertisement to be broadcasted in free to air television. Rules can also be given to the broadcast company to only accept a fix number of unhealthy advertisement or only advertise healthy food to children. However, throughout this area of study, the effect of elements used in television commercials to children was not investigated. It is advisable to examine on how children were attracted by fantasies and positive atmosphere, the part of television commercials.

Other than television commercials, there are also other strategies applied by food marketers to increase their sales. Websites addresses are viewed by children are able to be shared among their friends. It will increase the area of advertisement due to the use of social networks now days. Television commercials often include positive elements to convince audiences that such product can bring positive energy to them. Good will and brand recognition are also considered as a strategy since it helps to retain existed customers and attract new customers. Food marketers would also increase sales by lowering the price and use of promotional characters to catch children's attention. However, the opinion and reflection from children were not recorded. If the reason of choosing to believe the source of advertisement were recorded, the relationship between advertisement and childhood obesity would be firm. Opinion can be collected while children were purchasing the product, the feeling and the reason of purchase then can be recorded precisely.

Advergame was one of the strategies of advertising food. Advergames are usually designed for children, and graphics usually include the company's food products. Children were targeted by the use of advergames because advergames help the company to increase brand recognition. In addition, those games are mostly non educational. If these games were at least educational, use of games to advertise can still be tolerant. On the other hand, it will not be useful if food marketers promoting healthy food to children as it will only decrease their sales. No limitations were found in this area of study. However, more study should be done to strengthen the fact on advergames are the tool to gain brand recognition.

Due to the influence by media and advertisements delivered by the food marketers, children believed that product packaging with bright colors and promotional characters are meant for them. Food cut into fun shape made them interested and therefore chose the product from a variety of choices. Children have limited knowledge about nutritional content therefore they are unable to employ the nutritional knowledge. Therefore healthy food marketers can use the strategies mentioned above to promote their products. Children believe what they saw before they taste the food. Children just want to have fun,

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including food. Yet, the limitation of this study is too few of the similar study were conducted and the theory just developed may seem to be non-credible.

VII. Conclusion

From this study, it is clear that food marketers are willing to pay or invest for anything to increase their sales. Unhealthy child oriented food is the most advertised food in television commercials. Advergames were even sponsored for children to play, mainly for brand recognition. Website addresses were delivered through television commercials as well as product packaging, which is easier to share among the children group through internet. Cheaper price was one of the strategies as well to increase customers, the primary students. Product packaging of unhealthy child oriented food include everything that is positive to attract children, such as nutrition claim, bright colors and cartoon characters. Unhealthy food mostly contain high sugar and fats because children just like junk foods, the well processed food that make children think it is more fun to be eaten. Most of the food marketers only met the minimum criteria, simply because the intention to earn money and behave well. Advertisements are being delivered everywhere through any medium, which has also shaped the children's thought on how children food should look like. Due to these strategies applied by food marketers, a lot of moves should be made in order to reduce the rate of childhood obesity. However, the first move by the government is to first reduce the advertisement delivered through different medium by the food marketers since it attract children easily and children are convincible. Therefore in conclusion, advertising unhealthy child oriented food does play a major role in childhood obesity.

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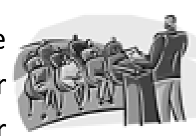

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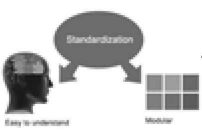

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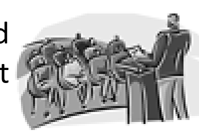

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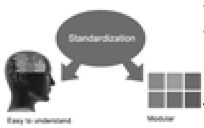

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Note :

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3. Submission of Manuscripts,

4. Manuscript's Category,

5. Structure and Format of Manuscript,

6. After Acceptance.

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24. Never copy others' work: Never copy others' work and give it your name because if evaluator has seen it anywhere you will be in trouble.

25. Take proper rest and food: No matter how many hours you spend for your research activity, if you are not taking care of your health then all your efforts will be in vain. For a quality research, study is must, and this can be done by taking proper rest and food.

26. Go for seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

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27. Refresh your mind after intervals: Try to give rest to your mind by listening to soft music or by sleeping in intervals. This will also improve your memory.

28. Make colleagues: Always try to make colleagues. No matter how sharper or intelligent you are, if you make colleagues you can have several ideas, which will be helpful for your research.

29. Think technically: Always think technically. If anything happens, then search its reasons, its benefits, and demerits.

30. Think and then print: When you will go to print your paper, notice that tables are not be split, headings are not detached from their descriptions, and page sequence is maintained.

31. Adding unnecessary information: Do not add unnecessary information, like, I have used MS Excel to draw graph. Do not add irrelevant and inappropriate material. These all will create superfluous. Foreign terminology and phrases are not apropos. One should NEVER take a broad view. Analogy in script is like feathers on a snake. Not at all use a large word when a very small one would be sufficient. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Amplification is a billion times of inferior quality than sarcasm.

32. Never oversimplify everything: To add material in your research paper, never go for oversimplification. This will definitely irritate the evaluator. Be more or less specific. Also too, by no means, ever use rhythmic redundancies. Contractions aren't essential and shouldn't be there used. Comparisons are as terrible as clichés. Give up ampersands and abbreviations, and so on. Remove commas, that are, not necessary. Parenthetical words however should be together with this in commas. Understatement is all the time the complete best way to put onward earth-shaking thoughts. Give a detailed literary review.

33. Report concluded results: Use concluded results. From raw data, filter the results and then conclude your studies based on measurements and observations taken. Significant figures and appropriate number of decimal places should be used. Parenthetical remarks are prohibitive. Proofread carefully at final stage. In the end give outline to your arguments. Spot out perspectives of further study of this subject. Justify your conclusion by at the bottom of them with sufficient justifications and examples.

34. After conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print to the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects in your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

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

Final Points:

A purpose of organizing a research paper is to let people to interpret your effort selectively. The journal requires the following sections, submitted in the order listed, each section to start on a new page.

The introduction will be compiled from reference matter and will reflect the design processes or outline of basis that direct you to make study. As you will carry out the process of study, the method and process section will be constructed as like that. The result segment will show related statistics in nearly sequential order and will direct the reviewers next to the similar intellectual paths throughout the data that you took to carry out your study. The discussion section will provide understanding of the data and projections as to the implication of the results. The use of good quality references all through the paper will give the effort trustworthiness by representing an alertness of prior workings.

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

General style:

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

To make a paper clear

· Adhere to recommended page limits

Mistakes to evade

- Insertion a title at the foot of a page with the subsequent text on the next page
- Separating a table/chart or figure - impound each figure/table to a single page
- Submitting a manuscript with pages out of sequence

In every sections of your document

· Use standard writing style including articles ("a", "the," etc.)

· Keep on paying attention on the research topic of the paper

· Use paragraphs to split each significant point (excluding for the abstract)

· Align the primary line of each section

· Present your points in sound order

· Use present tense to report well accepted

· Use past tense to describe specific results

· Shun familiar wording, don't address the reviewer directly, and don't use slang, slang language, or superlatives

· Shun use of extra pictures - include only those figures essential to presenting results

Title Page:

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

Abstract:

The summary should be two hundred words or less. It should briefly and clearly explain the key findings reported in the manuscript--must have precise statistics. It should not have abnormal acronyms or abbreviations. It should be logical in itself. Shun citing references at this point.

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

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

- Reason of the study - theory, overall issue, purpose
- Fundamental goal
- To the point depiction of the research
- Consequences, including definite statistics - if the consequences are quantitative in nature, account quantitative data; results of any numerical analysis should be reported
- Significant conclusions or questions that track from the research(es)

Approach:

- Single section, and succinct
- As a outline of job done, it is always written in past tense
- A conceptual should situate on its own, and not submit to any other part of the paper such as a form or table
- Center on shortening results - bound background information to a verdict or two, if completely necessary
- What you account in an conceptual must be regular with what you reported in the manuscript
- Exact spelling, clearness of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else

Introduction:

The **Introduction** should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable to comprehend and calculate the purpose of your study without having to submit to other works. The basis for the study should be offered. Give most important references but shun difficult to make a comprehensive appraisal of the topic. In the introduction, describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will have no attention in your result. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here. Following approach can create a valuable beginning:

- Explain the value (significance) of the study
- Shield the model - why did you employ this particular system or method? What is its compensation? You strength remark on its appropriateness from a abstract point of vision as well as point out sensible reasons for using it.
- Present a justification. Status your particular theory (es) or aim(s), and describe the logic that led you to choose them.
- Very for a short time explain the tentative propose and how it skilled the declared objectives.

Approach:

- Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done.
- Sort out your thoughts; manufacture one key point with every section. If you make the four points listed above, you will need a least of four paragraphs.

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- Present surroundings information only as desirable in order hold up a situation. The reviewer does not desire to read the whole thing you know about a topic.
- Shape the theory/purpose specifically - do not take a broad view.
- As always, give awareness to spelling, simplicity and correctness of sentences and phrases.

Procedures (Methods and Materials):

This part is supposed to be the easiest to carve if you have good skills. A sound written Procedures segment allows a capable scientist to replacement your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt for the least amount of information that would permit another capable scientist to spare your outcome but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section. When a technique is used that has been well described in another object, mention the specific item describing a way but draw the basic principle while stating the situation. The purpose is to text all particular resources and broad procedures, so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step by step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

- Explain materials individually only if the study is so complex that it saves liberty this way.
- Embrace particular materials, and any tools or provisions that are not frequently found in laboratories.
- Do not take in frequently found.
- If use of a definite type of tools.
- Materials may be reported in a part section or else they may be recognized along with your measures.

Methods:

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

Approach:

- It is embarrassed or not possible to use vigorous voice when documenting methods with no using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result when script up the methods most authors use third person passive voice.
- Use standard style in this and in every other part of the paper - avoid familiar lists, and use full sentences.

What to keep away from

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

Results:

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

The page length of this segment is set by the sum and types of data to be reported. Carry on to be to the point, by means of statistics and tables, if suitable, to present consequences most efficiently.You must obviously differentiate material that would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matter should not be submitted at all except requested by the instructor.

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Content

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

What to stay away from

- Do not discuss or infer your outcome, report surroundings information, or try to explain anything.
- Not at all, take in raw data or intermediate calculations in a research manuscript.
- Do not present the similar data more than once.
- Manuscript should complement any figures or tables, not duplicate the identical information.
- Never confuse figures with tables - there is a difference.

Approach

- As forever, use past tense when you submit to your results, and put the whole thing in a reasonable order.
- Put figures and tables, appropriately numbered, in order at the end of the report
- If you desire, you may place your figures and tables properly within the text of your results part.

Figures and tables

- If you put figures and tables at the end of the details, make certain that they are visibly distinguished from any attach appendix materials, such as raw facts
- Despite of position, each figure must be numbered one after the other and complete with subtitle
- In spite of position, each table must be titled, numbered one after the other and complete with heading
- All figure and table must be adequately complete that it could situate on its own, divide from text

Discussion:

The Discussion is expected the trickiest segment to write and describe. A lot of papers submitted for journal are discarded based on problems with the Discussion. There is no head of state for how long a argument should be. Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implication of the study. The purpose here is to offer an understanding of your results and hold up for all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of result should be visibly described. Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved with prospect, and let it drop at that.

- Make a decision if each premise is supported, discarded, or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."
- Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work
- You may propose future guidelines, such as how the experiment might be personalized to accomplish a new idea.
- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One research will not counter an overall question, so maintain the large picture in mind, where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

- When you refer to information, differentiate data generated by your own studies from available information
- Submit to work done by specific persons (including you) in past tense.
- Submit to generally acknowledged facts and main beliefs in present tense.

Please carefully note down following rules and regulation before submitting your Research Paper to Global Journals Inc. (US):

Segment Draft and Final Research Paper: You have to strictly follow the template of research paper. If it is not done your paper may get rejected.

- The **major constraint** is that you must independently make all content, tables, graphs, and facts that are offered in the paper. You must write each part of the paper wholly on your own. The Peer-reviewers need to identify your own perceptive of the concepts in your own terms. NEVER extract straight from any foundation, and never rephrase someone else's analysis.

- Do not give permission to anyone else to "PROOFREAD" your manuscript.

- Methods to avoid Plagiarism is applied by us on every paper, if found guilty, you will be blacklisted by all of our collaborated research groups, your institution will be informed for this and strict legal actions will be taken immediately.)
- To guard yourself and others from possible illegal use please do not permit anyone right to use to your paper and files.

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

INDEX

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ISSN 975587

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