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Thinking Forgetting Through: Maurice Blanchot, for Example

By David Appelbaum

SUNY New Paltz

Abstract- Much of Blanchot's thought seeks to undo the safe, secure interiority of early Heidegger. It takes the form of a radical nihilism open to the outside, where a swath of irredeemable negativity exposes language and being to a corrosive contaminant while effacing all transcendental signifieds. The result is the impenitent-the forgetting that antedates all memory. Yet the trace of the immemorial persists and persistently indicates the beyond being, which is the sacred. A light-hearted unconcern-a kind of reduction of ontic appropriativity-then constitutes a way to (of) the outside, a non-place absolutely lacking in an inside. Metaphorically, the insouciance of casual reading (rather than one that digs for the profundity) offers access to an inaccessible text, a text made inaccessible by the reach for meaning. The sacrifice Blanchot has in mind, in going beyond that of the object of thought, requires a total rehabilitation of thinking. Thought as forgetting becomes the dissembled auto-affection of the outside. Such thinking bears the mark of a primordial affirmation, the sacral Yes.

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Thinking Forgetting Through: Maurice Blanchot, for Example

David Appelbaum

Abstract- Much of Blanchot's thought seeks to undo the safe, secure interiority of early Heidegger. It takes the form of a radical nihilism open to the outside, where a swatch of irredeemable negativity exposes language and being to a corrosive contaminant while effacing all transcendental signifieds. The result is the impenitent-the forgetting that antedates all memory. Yet the trace of the immemorial persists and persistently indicates the beyond being, which is the sacred. A light-hearted unconcern—a kind of reduction of ontic appropriativity—then constitutes a way to (of) the outside, a non-place absolutely lacking in an inside. Metaphorically, the insouciance of casual reading (rather than one that digs for the profundity) offers access to an inaccessible text, a text made inaccessible by the reach for meaning. The sacrifice Blanchot has in mind, in going beyond that of the object of thought, requires a total rehabilitation of thinking. Thought as forgetting becomes the dissembled auto-affection of the outside. Such thinking bears the mark of a primordial affirmation, the sacral Yes.

I. INTRODUCTION

The disaster is related to forgetfulness—forgetfulness without memory, the motionless retreat of what has not been treated—the immemorial, perhaps. To remember forgetfully: again, the outside.' [WD 3]

'The time of affliction: a forgetting without forgetting, without the possibility of forgetting.' [IC 195]

Blanchot's habit is of re-appropriating words, assigning different significations to concepts already amply imbued with meaning, eviscerating their vitality, turning them inside out. The operative is the term 'without.' Imagine Blanchot's thought without 'without.' Derrida catalogs the list on which Blanchot practices the procedure.¹ One could say that the *without* is an indicator of dissimulation. Most famously, 'relation without relation' tries to alert us that what appears as relation is 'in reality' dissimulating something other than relation (which, in an 'advanced' age of simulation would be another simulacrum.) A relation without relation between one and the other signifies the 'inaccessibility' of relating, and 'that this inaccessible relation sets up . . . the inaccessible *presence* of the other-man without horizon—who becomes relation and

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¹ 'Sans [without, -less] plays like a strange spring, neither a force [energie] nor a function [fonctionnement].' 'Pace Not(s)', in *Parages*, ed. John P. Leavey, tr. Tom Conley, James Hulbert, John P. Leavey, and Avital Ronell. Stanford: Stanford University Press, 2011, p. 77.

access in the very inaccessibility of his approach.² Doing without, avowal of the lack, should not be taken as a dialectical negation—which can then be subsumed under a higher synthesis. It is rather Bataille's 'unemployable negation,' the negative beyond the yes-no duality, which is to say, beyond the traditional diacritical matrix of meaning in which discourse conducts its business and harnesses its ends. Here, 'without' is an indicator (in Husserlian terms); it points to rather than expresses the outside—that which remains absolutely separate without being able to be separated. Blanchot feels such non-dialectical indication belongs to a neutral or neuter language.

What about forgetting without forgetting? As a term, it too would be employed to point to a dissimulation. It would not, however, involve dissimulations that could be realized, for example, in psychoanalysis, where repression dissimulates itself through displacement, condensation, and disguise. To acknowledge the movement there leads one to a depth in which successive syntheses expand the signification of the secret—the memory trace withheld by the person from herself. Analysis of dissimulation then informs the very subject under investigation, her drives, their exciting factors and valuations. By contract, 'without' [with-out] as an index involves a dissimulation so empty of meaning that it renders any possible meaning inoperative. 'Without' undoes depth, displays an empty secret, leaves repetition a numerical redundancy; while abandoning speaking nonetheless tells what always has been said already. In other words, Blanchot's operative weaponizes the preposition with the *desoeuvrement* [unworking or worklessness] of the outside. Nothing withstands its approach which, in the concomitant withdrawal, saps vitality from meaning like a parasite. [Indeed, Derrida's conception of parasitism is an evocation of the outside.] In forgetting without forgetting, forgetting becomes intransitive. No event, happening, or occurrence is the object of forgetting. Nothing is.

Forgetting in itself—as transitive—is subsequent to an event, memorable consciously or not. Ordinarily, one forgets a memory, for instance, my wife's birthday (which I know perfectly well but haplessly forgot.) One can also forget something that was never

² Maurice Blanchot, *The Infinite Conversation*, tr. Susan Hanson. Minneapolis: University of Minnesota Press, 1993., p. 74. IC

remembered, for instance, my birthday party at age 7 (because it was boring), because the trace was rendered unreadable. Forgetting is to remembering as inscribing is to erasing. This second kind of transitive forgetting sounds a lot like what Heidegger has in mind in the first Introduction to *Being and Time*. In the first sentence, he says, 'This question [of the meaning of being] has today been forgotten—although our time considers itself progressive in again affirming "metaphysics."³ Here, to further determine what dissimulation is, Heidegger posits concealment [*Verborgenheit*] as the agency that shuts down truth as *aletheia*. Truth or self-being is repeated misremembered on the basis of a social persona, a construct made of what one thinks that others think of oneself. Such forgetting, however, is always already about being. It may lack a determinate object but has an enigmatic, indeterminate one [the *ens transcendentia*]. It takes a forceful reconsideration—the call of conscience—for memory to get back on track. To be able to remember that one exists (the regression of Cartesianism), to want to have a conscience, designates a forgetting that is potent enough to evoke its opposite. Dasein recoils from the threat of non-being and is remembered. The potentiation is related to that of death and its possibilizing of impossibility.

The forgetting Blanchot has in mind, forgetting outside itself (forgetting that lacks an *ipse*) is absolutely other. It is 'that which, in other words, cannot be forgotten because it has always already fallen outside memory.'⁴ It has 'fallen' even farther than the horizon of the subject, if we agree that experience always has the possibility of being recalled. It is beyond an event of 'subjectivity without the subject' since the limits and identity of any purported cache of experience to be so designated preclude immemorability. The fallen-ness [*Verfallen*] is of an order infinitely vaster than Heidegger's version of *Verfangnis*, the muting of the call of conscience, whereby Dasein lives in a perpetual confusion between the ontic and the ontological. The fall that Blanchot has in mind is more like that into Levinas' *il y a*—a non-region (*non-lieu*) of sheer being without presence, an excess absolutely lacking any order, lawless, anonymous, Plato's *khora*. The loss is so extreme that predication is inoperative. Nothing can be called anything since the means of one thing inhering in another have been annulled. The result is not silence but babble, murmuring, or as Levinas says about cognitive processes, the rumble of 'reservations of thought.'

Blanchot here also wants to go farther when he expresses 'forgetfulness as thought.'⁵ Thought would become a dissimulation of absolute forgetting; it would lend the appearance of cognitive activity which would in fact be the illusory displacement of a nameless passive force that lacks all depth of signification. It is a step that changes the nature rather than the degree of thinking. It advocates abandon of an appearance/reality polarity. If forgetting as absolutely other is absolute disorder, thought no longer operates on the basis of truth, the disclosure of the real; shades on Heidegger on errancy. To be able to say whether a remembered event in fact happened or was imagined to happen is impossible. There is no transcendental signified, only the infinite play of signifiers, substituting one for another. The horde of polarities of 'metaphysics' go by the board: fact/fiction, presence/absence, real/fantasy. Moreover, the thoughtful play of forgetfulness does not restrict thinking to a forbidden or overlooked preserve but rather stigmatizes thought as the other, the other as thought. One could say, following Deleuze, that the fall renders thought as proximity, nearness, or closeness-immanence in short. It is a blank receptacle for becoming-creative, an experimental form to be seized by a passivity incapable of appropriation, a 'line of flight.' At the same time, however versatile thought remains, it cannot think being, i.e., forgetting 'forbids all presence of thought—all power to conduct thought as far as presence (as far as being).'6

Forgetting, in this sense, ruins thought as a vehicle for good sense by stripping it of all teleology; 'thus would thought fall outside all teleology and perhaps outside its site.'⁷ To withhold arrival at the end (aim or cessation alike) is thought's responsibility. One could say that dying holds thought conscience-bound for Blanchot in the way that death does being-in-the-world for Heidegger. Dying becomes the counter-concept to living, taking the place of death in *Being and Time*. But whereas death is empowered to give back life, to return thought (and Dasein) to being, dying has another assignment. It unworks life, renders thought inoperative and moves it, as Blanchot says, 'toward the precipice, the sheer fall, headlong.'⁸ Paradoxically one can ask, as the protagonist of *Awaiting Oblivion* does, 'Would forgetting be the only remembrance commensurate with death?'⁹ Thus, the triad forgetting, thinking, dying appears as a post-lapsarian list of traits, human existence after the fall from the reality that metaphysics institutes—although 'after' does not designate any chronological order. The appearance too is dissimulation. The disaster, an occurrence that never

⁵ idem

⁶ *The Writing of the Disaster*, p. 33.

⁷ *Ibid.*, p. 39.

⁸ *Ibid.*, p. 40.

⁹ Maurice Blanchot, *Awaiting Oblivion*, tr. John Gregg. Lincoln: University of Nebraska Press, 1997, p. 46. AO

³ Martin Heidegger, *Being and Time*, tr. Joan Stambaugh. Albany: State University of New York Press, 1996, p. 1.

⁴ Maurice Blanchot, *The Writing of the Disaster*, tr. Ann Smock. Lincoln: University of Nebraska Press, 1986, p.28. WD

takes place because it always already has, implicates the other time, non-sequential, non-linear, non-successive. Forgetting is 'earlier' than good sense (thought, memory) as it is then able to dissemble discursive thinking.

Forgetting thus becomes a counter- or code-name for the outside, the non-place that escapes all naming. Does it bear a relation to discursive, dialectical forgetting, as in 'I forget my wife's birthday'? Perhaps only through another tag that Blanchot gives the outside, the immemorial. Because of the immemorial's shiftless vibrancy, to mark this or that is impossible. With nothing to stick onto, there is a repeated return to inscription in the face of the 'disastrous instability,' but without accomplishment.¹⁰ No object is able to presence because the very movement of presencing effaces itself as soon as it is initiated. The absent moment of presence signifies a past that must remain immemorial since the living present is necessary for what passes for experience and its trace. Empty of experience, however, does not mean empty of consciousness. The immemorial breeds consciousness as passivity ('more patient than passivity'), subjected to assault by the inconstant and repetitive streaming of images and linguistic fragments. Levinas' analysis of insomnia throws a spotlight on the peculiar vigilance that is unable to withdraw from awareness because it has become possessed and has surrendered its mastery over endings. It also suggests that Blanchot would embrace the outside as the *il y a*, Levinas' term for bare being, a transdescendence rather than transcendence of the ontic. Blanchot does say, in the mouth of one of his protagonists, 'Being is yet another word for forgetting.'¹¹

Absolute forgetting belongs to no one (has no genitive case) since contact effaces sovereignty, along with identity and difference. It is an amnesiac whose effects are more global than personal. [Blanchot: 'That forgetting speaks in advance in every word that speaks does not only signify that each word is destined to be forgotten, but also that forgetting finds its repose in speech and keeps speech in accord with that which is hidden.'¹²] Its advent cannot be contained by subjectivity. Thus its powerlessness has the strange result of invading interpersonal space. Blanchot: 'The one who, forgetting, is effaced from us in this forgetting also effaces in us the personal ability to remember; then the impersonal remembrance is awakened, the personless remembrance that takes the place of forgetting for us.'¹³ 'Impersonal remembrance' eradicates human history as well as all personal records of events. The remainder is empty to excess. The

excessive emptiness, like a black hole, exerts a fascination that draws the attention to it; impotency as a weak force. The renewed encounter excites a counter-memory of being threatened by nothingness. Whoever succumbs to fascination risks opening a horizonless space that cannot be confined to this or that person. Absolute forgetting contaminates absolutely, happily crossing boundaries of persons, like the air between us. It is safe to say that once let out of the bag (like Pandora's hope), remembrance of the outside is here to make repeated entries into everyday life.

The lack of memory-traces, the terrified welcome due the outside, the impersonal menace of remembering the immemorial: the definite descriptions make it seem that Blanchot speaks of a rare or abstruse phenomenon. This is not the case. The outside is actually familiar to all: it is found in the fact of obscurity. Ill-lit, partially blocked, at a bad angle, distraction, confusion: deficiencies that condition perception allow leakage of forgetting into the presentation of presence. They, moreover, are normal operating conditions. Blanchot frames his discussion of obscuration in terms of Heidegger's notion of the everyday, *Alltaglichkeit*. 'In the everyday we have no name, little personal reality, scarcely a figure, just as we have no social determination to sustain or enclose us.'¹⁴ Language is without moorings since words are bound through obscurity to the signifieds, and thus work inoperatively: shades of forgetting, to the point of a silence 'that has already dissipated as soon as we keep still in order to hear it . . . in the unspeaking speech that is the soft human murmuring in us and around us.'¹⁵ Anonymous, subjectless, indeterminate, ineffectual: the everyday is the diffuse focal point of forgetting. 'Radical nihilism' is what Blanchot calls it; its impotency has the effect of denying the possibility of a beginning. In its strangeness, forbidding the idea of creation, everydayness is the uncreated. [Hence, '[e]veryday man is the most atheist of men.'¹⁶

Forgetting is also secret. As the protagonist of *Awaiting Oblivion* says, 'to welcome forgetting as the accord with that which is hidden, the latent gift.'¹⁷ Concealment [*Verborgenheit*], hidden, secret, sacred. It is this chain that Blanchot thinks through in his investigation of absolute forgetting [*Vergessenheit*]. By homonymy in the French (*le don latent* and *le don l'attend*), there is a further link with waiting. In waiting, one takes an attitude that corresponds to forgetting. Such waiting would have to be intransitive, neither for this or that or the other thing. Figuratively, it is embodied in the figure of Odysseus tied to the mast as the ship approaches the sirens' lair. In him are

¹⁰ *The Writing of the Disaster*, p. 89.

¹¹ *Awaiting Oblivion*, p. 35.

¹² *Ibid.*, p. 46.

¹³ *Ibid.*, p. 38.

¹⁴ *The Infinite Conversation*, p. 242.

¹⁵ *idem*

¹⁶ *Ibid.*, p. 245.

¹⁷ *Op. cit.*, p. 45.

glimpsed the aspects of a welcome that yields no access because the outside is not enclosed by any interior. They are 'silence, discretion, forgetfulness.'¹⁸ The movement of a passive disengagement, surprising and refreshing, becomes apparent. Acceptance of the gift latent with forgetting makes 'a game of human time and out of that game to create a free occupation, one stripped of a immediate interest and usefulness, essentially superficial and yet in its surface movement capable of absorbing all being.'¹⁹

Game time is not human time. Time that contains the possibility of presence—everyday time—is not the time of waiting-forgetting. As Blanchot writes, 'Waiting that takes place in time opens time to the absence of time, where there is no reason to wait.'²⁰ Game time is thus the other time or otherwise than time. For one thing, it lacks the repeated endeavor of the project [*Entwurf*], of being ahead of oneself in order to catch up with oneself in the present. This absence is what allows Blanchot to describe Orpheus's failing as one of waiting, with patience; 'patience is the ruse which seeks to master this absence by making of it another time, measured otherwise.'²¹ In his quest to return Eurydice to earth, he ceases to be disinterested, diverted by the scenery, disengaged, light-hearted. He ceases to think a thought of waiting, 'thought that is the waiting for that which does not let itself be thought, thought borne by waiting that is adjourned in this waiting.'²² He ceases to move in game time, its suspension of gravity, its innocence and lack of concern, and its easy concentration on the flight of images and simulacra.

Is it possible to understand more fully the reverse movement—into the otherwise than time, game time? The lack of concern goes by the name of insouciance, a kind of concentrated heedlessness, non-attachment, or, in phenomenological terms, reduction. One steps back from being-in-the-world, engaging not the ontological difference and call of conscience, but rather what Blanchot labels a 'movement of sacrifice.'²³ The easy equation of the reduction with sacrifice provides the cornerstone for the human encounter with the sacred. Here, the hidden is allowed to be hidden, the forgetting forgotten, the secret preserved. Such allowance, which perhaps is *Gelassenheit* itself, is inadvertent. It cannot be deliberate, purposeful, or goal-oriented activity. In 'a sacrifice without ceremony, where the sacred itself, night in its unapproachable profundity,

is given back . . . to the inessential, which is not the profane but less than any such category,' there is no one who officiates.²⁴ If a reduction without intentionality can be accomplished at all, only a subjectivity without a subject is capable of it. But perhaps that is what intransitive forgetting is about: enucleation of a subject-place such that what happens happens by virtue of no one at all. At that point, subjectivity is not different from objectivity; the lines of distinction have become deformed.

The strange movement of a reduction that is otherwise than a reduction. In phenomenology, suspension of the 'natural attitude' that posits existence to the objects of consciousness yields a field in which vectors of intentionality delineate that at which awareness points. By assignation of meanings to the vectors, phenomenology is able to move from ontology to semiology. Signification takes precedence over being. Transformed under Blanchot's gaze, the reduction, a 'movement of sacrifice', now suspends not only existence but also meaning. Holding the meaning in abeyance, withdrawing consciousness from the semantic field, leaves the transcendental ego without orientation, adrift, lost in a domain where linguistical fragments stream in excess but where, lacking a point of stability, (non-) experience is a senseless flux.²⁵ A consciousness belonging to no one that, having no object, is powerless to disengage, because it has always already annulled its engagement. A consciousness that sees without the protection of the object and hence, is totally exposed to forces that menace its integrity at every step. A consciousness so dilated that it cannot but be susceptible to the onslaught of the outside and the pandemonium it invites.

The cost of sacrifice, accomplished through negligence, is nothing other than the suffering one's own nothingness. Bereft of the law of identity, one is cast beyond the pale, into the desert of thought. For Orpheus (who is divine), this is 'the moment when he frees himself from himself.' Experienced humanly, as Lawlor observes: 'one must feel naked and defenseless so that one undergoes the presence of the outside, that is, one must be *in* the void, naked and defenseless, and yet undergo the feeling that one is still not inside the outside.'²⁶ The 'extreme moment of liberty' is the extreme torsion of spirit. Liberation amounts to forgetting being-in-the-world (authentically, inauthentically), surrendering the place of belonging to the weak force that undoes all appropriative forms, including designatory ones. In the teeth of terror (the underworld, the sirens), brought forth by distraction and

¹⁸ 'The Song of the Sirens,' in *The Station Hill Blanchot Reader*, tr. Lydia Davis, Paul Auster, and Robert Lamberton. Barrytown: Station Hill, 1999, p. 446.

¹⁹ *idem*

²⁰ *Awaiting Oblivion*, p. 51.

²¹ Maurice Blanchot, 'Orpheus' Gaze,' in *The Space of Literature*, tr. Ann Smock. Lincoln: University of Nebraska Press, 1982, p. 173. SL

²² *Awaiting Oblivion*, p. 53.

²³ *The Space of Literature*, p. 175.

²⁴ *idem*

²⁵ Lawlor will call this 'multiplicity'; Foucault speaks of 'language in its raw being.' Leonard Lawlor, *Early Twentieth-Century Continental Philosophy*, Bloomington: Indiana University Press, 2012, p. 197.

²⁶ *Ibid.*, p. 185.

diversion, one has cleared the scene for work of the sacred. Anarchical, transgressive, forceful, subtle: the work as emissary of the sacred exposes the least human part of one's humanity—the part least capable of claiming it for one's own. 'Not my will, but Thine.'

It might appear that a passive attention, one possessed by fascination and rendered oblivious to the world, would be dissipated and flaccid. This is not the case. Foucault observes that a reduction via negligence is, to use a religious term, a kind of zeal—not unlike a passion for learned ignorance. Zeal and negligence are 'two indefinitely reversal figures.'²⁷ An impassive passion of 'letting oneself be attracted by attraction . . . to being the aimless movement without a moving body of attraction itself in the void,' zeal is the remainder after one has reduced all other expressions of affectivity.²⁸ Zeal is able to make a stand in the face of terror since it itself is 'a courageously negligent solicitude, in going toward the light in negligence of shadow, until it is discovered that the light itself is only negligence, a pure outside equivalent to a darkness that disperses, like a blown-out candle, the negligent zeal it had attracted.'²⁹ Zeal: what endures the negligent play of light and darkness in the absolute dissolution of the world.

Of course it is the writer who displays this sort of courage on the ramparts that overlook the outside. The writer, the heir to the witness of Odysseus, of Orpheus. He or she makes 'a game of human time and out of that game to create a free occupation, one stripped of all immediate interest and usefulness, essentially superficial and yet in its surface movement capable of absorbing all being.'³⁰ Just as zeal animates a confrontation with one's nothingness, so too the writerly impulse is the opposite of slackness and nonchalance. The high tonality that springs from a profound and waiting silence, Blanchot writes, produces 'the spark which extreme tension ignites as the brilliant point which has escaped this mindful wait—the glad accident, insouciance.'³¹

The legacy of such art (its carelessness and lack of concern) belongs to the reader. While avoiding the threat of the essential solitude of the writer, one joins the gamesmanship found in writing. Of reading, Blanchot says: 'It shares . . . the lightness, the irresponsibility, the innocence of the decision' to write.³² The reader thus makes herself available to the unworking force that literature shrouds. In the gesture lies the tacit affirmation of reading, whose essence is

'the freedom of this Yes.'³³ The affirmation is special. Indicative of a lightness that prefigures a disappearance, we should not take the reader's lightness lightly. It is a consent without self-reflection, directed only to the linguistic game—that which abjures human time. There, the referents blur unblended in the deconstructive force of the murmuring sirens song, and form, specificity, and difference lose their footing. What is there is less there, to the vanishing point, i.e., non-differentiation. Things themselves have surrendered their specific limits so that the reader says 'yes' only to their being at hand [*Vorhandensein*]. The two sides of lightness open to an insobriety that harbors no regrets for the absent identities. Drawing on Nietzsche's Zarathustra, Blanchot describes the last man—at the limits of his humanity—in the image of the reader. Both need to dismantle a determinate world in order to approach the beginning, that is, the neutral presence of being out of which the literary work emerges. Both respectfully succumb to the inhuman song, sung humanly by the sirens, and come close to the point of all initiation. Both surrender the means of production of signification—analysis, critique, interpretation—in order to allow a reading that does not sound in opposition to the text. Such a reading (could we say a close reading?) then echoes the counsel of the last man:

First to forget. To remember only there where one remembers nothing. To forget to remember everything as though by way of forgetting. There is a profoundly forgotten point from which every memory radiates. Everything is exalted in memory starting from something forgotten, an infinitesimal detail, a miniscule fissure into which it passes in its entirety.³⁴

'To remember forgetfully: again, the outside.'³⁵ In the wedge that the disaster drives between language and the power of the real, the impotency of amnesia acquires a subtle force. To abandon the 'ends of man', the *arche*, beginning or principle, can permit thought to wait, and in waiting, 'to await the future,' as Lawlor says.³⁶ This suggests that, for Blanchot, forgetting is essentially bound up with eschatology and messianism. Contact with the outside provides purification, dislodging memory-traces that impede receptivity to what is to come. It is the dark gaze that Kevin Hart apotheosizes, at the center of Blanchot's 'counter-spirituality.'³⁷ Stripping one of the source of pretension and hubris, it absolves also of the misshapen form of humanity associated with being-in-the-world. This

²⁷ Michel Foucault, 'Maurice Blanchot: The Thought from Outside,' in *Foucault/Blanchot*, tr Jeffrey Mehlman and Brian Massumi. New York: Zone Books, 1990, p. 30.

²⁸ *Ibid.*, p. 31.

²⁹ *Ibid.*, pp. 30-31.

³⁰ 'The Song of the Sirens,' p. 446.

³¹ 'Orpheus' Gaze,' o, 176.

³² 'Reading,' in *The Station Hill Blanchot Reader*, p. 435.

³³ *idem*

³⁴ Maurice Blanchot, *The Last Man*, tr. Lydia Davis. New York: Columbia University Press, 1987, p.

³⁵ *The Writing of the Disaster*, p. 3.

³⁶ *Op. cit.*, p. 145.

³⁷ Cf. 'mystery abides in how one sees, not in a transcendent being, in the dark gaze rather than in the *lumen fidei*.' Kevin Hart, *The Dark Gaze: Maurice Blanchot and the Sacred*, Chicago: University of Chicago Press, 2004, p. 160.

distortion has much to do with the wall, line, barrier, or barricade erected that seals off an inside in opposition to an outside. To encounter the outside (experience of non-experience) is to meet with that which cannot be enclosed since it lacks any interior. One simply awaits a future whose imminence deepens the patience to endure.

There is another measure of messianism in Blanchot's thought. It corresponds to the lore that locates the messiah-to-come among the lepers below the city's ramparts. That is, forgetting is constituted in the form of Nietzsche's 'active oblivion,' an agency meant to clear the mind of memory-traces so that it might be acutely aware of the formless (un)working of creative energies. The repeated wiping the slate clean shares common ground with Bergson's (and Deleuze's) 'memory of the present,' that, like an after-image, appears in its disappearance and like a pure aperture, gives itself wholly over to what is currently there. Both thoughts recompose the present in terms of a virtuality in which presence vanishes into a becoming-actual or a being-creative. Oriented by the twin poles of no longer and not yet, memory of the present has always already emerged from an encounter with nothingness, and has reckoned the wages of living on, in contrast to those of death and dying. It is not shackled by appropriative impulses that would 'territorialize' virtuality and repeatedly actualize the same as the last time. It has ante-ed the price of freedom—submission to anonymity and anarchy—and waits in an endlessness that is totally aligned with patience. It is not Hamlet's 'readiness is all' but a way of aimless improvisation, an awareness of an impersonal cosmic drama in which game is to play a part, no matter which.

Waiting, one forgets. One forgets the messiah, the coming messiah, the coming of the messiah. *Viens* is the operative thought, as Derrida says. Come nearer, even though de-distancing [*Entfernung*] has been annulled. To be bathed by the energies of the void is a kind of baptism, the second baptism, to be exact. The trial by fire ('singe-less flames') opens thought to the 'latent gift,' a radical reorientation of thought's province. 'To think,' Blanchot tells us near the end of *The Writing of the Disaster*, 'is to approach the thought of the One which strictly escapes thought, even though thought is turned toward the One as the needle of the compass toward the pole which it does not indicate—turned?'³⁸ Such a One differs from a medieval transcendental as much as from 'God.' Turning from all names, one worships the absolute escape, deferring the end of turning as long as the freshness and vitality of forgetting animate the process.

³⁸ *The Writing of the Disaster*, p. 140.



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The Mad Hero of Cinema: Scientist as a Mirror of Existential Fears

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The author argues that despite the «external» (historical-political) and «internal» (figurative-stylistic and technical) conditions, this type of media-hero preserved its semantic functions and visual characteristics. According to the author, this is an objective phenomenon, because the image of a mad scientist is an archetypal image and acts as a reflection of collective fears that reflect the drama of human existence, namely, the insoluble contradiction between his desire for immortality and at the same time, the fear of losing all that is the essence of man.

Keywords: *media-hero, mad scientist, and the archetypal characters in the film, existential fears, a leading art, immortality, world domination, the collective unconscious, artistic anthropology.*

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I. INTRODUCTION

Cinema as an art form, as it moved further away from documenting reality and whose internal action more and more obeyed the laws of drama, naturally perceived the impersonal typing of actors, coming from the ancient theater and the medieval farce. We can say that feature films were born when Georges Méliès wrote scripts and staged *mise-en-scenes* for his films, that is, he followed the theatrical tradition.

The actors in the ancient theater, who were born from religious processions, as reflected in its name (Θέατρο – “procession of the gods:”) were personifications of natural forces (gods), or demigods-heroes. In essence, the theatre of conflict reflected the collective view of the world inherent in the ancient civilization, and theatrical action, the Genesis of which required physical time and space inside the shaped structure built your own chronotope – a metaphysical mirror, which were reflects the ideas of the divine mind, embodied in the world through prototypes (archetypes) whose relations, in turn, manifested through myths, images of gods and epic heroes. Taking on the role of divine forces and epic heroes, actors (essentially performing the role of “dolls” that replaced “real” actors)

hid their faces under masks that acted as visual-sensory images of abstract archetypes.

The idea of ideas and archetypes as concrete forms of the collective unconscious was adopted from antiquity and by The Church Fathers. The term “archetype”: has already been found in Philo the Jew (Alexandrian), when he discussed the image of God in the Man. (De Opif. Mundi, § 69). Also Irenaeus of Lyons has a thought close to Platonic when he discussed the creation of the forms of the world, according to the image of archetypes “*Mundi fabricator non a semetipso fecit haec, sed de aliens archetypis transtulit*”.¹ Although the word “archetype” does not occur in St. Augustine, the term “*idea*” is close in meaning when he discussed certain universal ideas contained in the divine mind.²

Having such a philosophical background, the medieval theater, being a cultural marginal, preserved the previous tradition of images-archetypes. However, in the changed socio-cultural conditions, the actors did not represent the personification of divine forces and epic demigods-heroes, but generalized ideas about the types of human characters. This was due, first, to the fact that the old mythology was no longer an official religious doctrine and the images of former theatrical characters could not be used on the stage, and secondly, the “discovery” of the human soul by Christianity, of course, strengthened interest in culture to a person, his fate and character. The medieval interest in human mental and emotional types from the world point of view was based on a new interpretation of time in culture, its understanding and perception. Medieval intellectuals were based on the idea of St. Augustine: “*There is no doubt that the world was created not in time, but with time.*”³ Since in this created world the main actor is the “likeness of God” – man, then the inherent time can also be mastered by man. It is the increased interest in the category of time, both in philosophical terms and on a mental level, that has caused an increased interest in astrology, as an activity that allows

¹ Migne. J.P. PG, t.7; врус. пер.: Op. of St. Irenaeus, Ep. of Lyons. - M., 1871; reprint. ed. - M., 1996; Proofs of the Apostolicsermon // HCH. - 1907. - № 4-6.;

² «Ideae, quae ispaie formatae non sunt... quae in divina intelligentia continentur» De Divinae Quaestionis; 46

³ Cit. on “Anthology of world philosophy”. Vol. 1, part 2. M.; Thought, 1969, p. 589

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you to connect the time of the cosmos and the time (fate) of a single human life.⁴

One of the goals of this class was to draw up a horoscope or combinations of houses of genituras that determined not only the fate, but also the type of human nature, i.e. cosmic "modules" (archetypes), according to which human characters were formed. Medieval ideas about the zodiacal types of human nature by the Renaissance allowed us to come to the doctrine of the four temperaments. All this was reflected in one way or another in medieval theatrical booths, in which each character had only its own makeup-a mask and a specific manner of behavior, which steadily moved from performance to performance. Thus appeared Punch, Judy, Tartaglia, Truffaldino, Piero, Smeraldina, captain Fracasse...

The return of the theater to the sphere of official culture and the further increase in interest in man in the Renaissance and New Times (XVI – XVIII century) led to the fact that the actor increasingly became an individual, placed among the dramatic circumstances. The anthropology of the theater hero at this time was very nonhomogeneous: first, as a legacy of the Renaissance era, the ancient gods and heroes returned to the theater stage, but then they were not a reflection of the collective worldview, and performed only an aesthetic function. In the folk (area) theater, psycho-emotional types of human nature that were formed in the middle ages still existed, but there was also something new. At that time, the theater hero was more and more often not only an individual character, but also acted as a representative of a particular social stratum. It is noteworthy that the main actors of the theatre of that time, as a rule, stood at the top of the social ladder. When P. Beaumarchais was one of the first to make the main character of the servant in the play "Mad day or the marriage of Figaro:" - contemporaries called this performance as the first act of the French revolution.

After the revolutionary transformations of the end of the XVIII-first half of the XIX century, theatrical characters finally became a mirror not of collective ideas about higher transcendent forces, and not carriers of psycho-emotional types of human nature.

Nevertheless, early cinema at the turn of the XIX and XX centuries, as if, again turned to the "medieval" tradition of images-archetypes, when acting began to focus on generalized ideas about the types of human

characters, with their inherent makeup masks and specific behavior. Obviously, here, in addition to metacultural and stylistic echoes (in our opinion, the modern style as the style of the epoch of civilization in its typological foundations was consonant with the Gothic (or ideas about it), just as once the intellectuals of the Renaissance were inspired by antiquity),⁵ there were also figurative and artistic features of the new art form.

In cinema as an art that was born on a threefold ontological basis (man, nature, machine), technical and technological factors played a significant (if not decisive) role in the image structure, determining creative techniques that corresponded to the available technical capabilities. Thus, in the early silent movies, "... when the main means of expression were gesture and facial expressions, the movie image was built like the image of the ancient Greek dramatic dance, which was an alternation of dance figures (scheme), separated by pauses-signs (semeion). Being the oldest of the arts, dance was based on the principle of universal mimesis (pantomime) and, like its natural prototype, was devoid of internal goal-setting. Gestures and facial expressions of silent film actors outlined the nature of the relationship between them..."⁶

However, to create a full-fledged dramatic image of gestures and facial expressions was not enough, it was necessary to have a visually recognizable personal type that would contain both the ethical characteristics of the actor (good, evil, funny, scary, etc.), and social affiliation (poor, rich, lady, servant, etc.), thereby determining the motivation for their actions. That is why in early cinema there are stable visual variations of images-archetypes, formed even within the framework of medieval theater (among the most famous is the example of Chaplin's Tramp, who wandered from film to film or the image of a femme fatale, typical features of which were repeated on all screens of silent movies, regardless of whether Vera Kholodnaya or PolaNegri performed in this archetypal role.

⁵ Foortai F. Style and civilization: features of interaction//Fundamental and applied in ethics and aesthetics. Saint Petersburg: 2005-p. 158-162; Garbage of history and garbage of the masses: new axiological components in modern mass culture. / / Bulletin of the Saint Petersburg state University series No. 6. Philosophy. Culturology. Political science. Right. International relations. Issue 3. September 2009. - p. 291-301; Metaphor of "escaping" or fashionable idiom as a manifestation of mentalities of modern mass culture/ / Fundamental problems of cultural studies. Volume 5. Theory and methodology of modern culture. Moscow, "Eidos", 2009; Cinema of the XXI century: twilight zone// Bulletin of the Leningrad state University named after A. S. Pushkin. No. 3, Vol. 2 (philosophy Series). Scientific journal. - Saint Petersburg: LGU, 2011. - p. 222-229; To the question of archetypal continuity of neo-Gothic/ / Omsk scientific Bulletin: series philosophy, psychology, social Sciences, cultural studies and art history. - no. 1. 2012. // Scientific journal. - Omsk, 2012, P. 213-223;

⁶ Foortai F. Text in the movie as a desire for existence/ The cinematography of desire and violence. Saint Petersburg, Publishing house "Petropolis", 386 P., 2015, Pages 292-301

⁴ Thus, the astrological scheme of the sun and the moon following the zodiac circle appeared to the medieval man as a dial of cosmic time, which harmonized the entire earthly life of a man. It was the circle of the Zodiac that gave Herbert of Rheims (Avrilac) the idea of a mechanical clock with a round dial divided into twelve parts. The astrological images and symbols were found on the stained glass Windows of cathedrals, the book of hours, David, masalah. In the XIII century, astrology, along with alchemy, was the most common occupation of intellectuals and nobles, it was even called "princely science".



One of these archetypal images that appeared in the first years of the new art was the image of “amad” scientist. Already in 1910, the film *Frankenstein* (Frankenstein, directed by J. S. Dooley), based on Mary Shelley's novel *Frankenstein or the new Prometheus*. The scientist here appears as a somewhat anemic student with a white face and the appearance of a gentleman who, in seclusion in an old tower, creates a

creature (Monster) that cannot live without its Creator. The fate of both Frankenstein and his creation in the film is not clear (although the student marries the girl he loves, the Monster runs away), but at the end of the film in the mirror, the Monster sees not himself, but the reflection of the student, and Frankenstein sees the reflection of his creation.



20 years later, James Weil (1931) made a film of the same name, in which the image of the scientist Frankenstein acquired more vivid and complete features. Now it is no longer a student, but a young aristocratic researcher, still of impeccable appearance, who has left the University for a secluded mountain castle with his stupid assistant-servant, to give himself up to his scientific passion – the creation of artificial man through electrical influence and brain transplanted. As a result of the unfortunate awkwardness of the assistant who broke the bottle with the heart of a talented person, Frankenstein got the heart of a criminal. His artificial

man turned out to be evil and cruel. If in the 1910 film the reflections of the scientist and the monster he had created appeared as two hypostases of the same person, in the film of Wale, the scientist died at the hands of his creation.

In 1920, Robert Wiene – one of the founders of German expressionism, whose artistic concept (and expressionism in General) tended to archetypal generalization and experienced Freudian influence, brought to the screen the mystical figure of the scientist Dr. Caligari, engaged in a very fashionable subject at the time, namely, the study of somnambulistic sleep, in

the film "The Cabinet of Dr. Caligari" (Das Cabinet des Dr. Caligari). Perhaps, there for the first time appeared the external image of the scientist, which will then appear in cinema until the XXI century: dressed not very neatly, tousled hair, bulging eyes, giving the impression of strange eccentricity (the estimated characteristics of this image in the history of cinema were both with a

minus sign, and in a comedic, laughing version). In Robert Viene, this was certainly a sinister character who existed on the verge of crime, could demonstrate semantic "shifters" of real actions, and besides, as an archetypal entity, could manifest itself in the guise of different people.



In 1927, Fritz Lang filmed his famous "Metropolis" at the UFA Studio, which was, along with the BAUHAUS, the most notable achievements of the Weimar Republic. In this fantastic dystopia, one of the

key images was a scientist – an inventor Rotwang, who created a machine with a human appearance that could influence large masses of people.



It is noteworthy that his appearance, with upturned hair, wide-open eyes, a somewhat exalted character, echoed the image of the sinister doctor Caligari. It was obvious that already in the first decades of the game, acting movies in the image of a person from science, two types of appearance were outlined: the first was a pale, slender and strange young man, well-dressed enough; the second was an older researcher, exalted, with tousled hair and casually dressed. Both types were very clearly already in early

cinema presented as NOT-normal, if not completely crazy, then to some extent. It was noteworthy that a hundred years ago there were two goals of this kind of madness.



The first archetypal image presented by Frankenstein was driven primarily by the passion of knowledge and in the subconscious/consciously sought to compete with the Creator. The second-sought to manipulate people, to power, and ultimately to world domination.

For two decades (the 40s and 50s), the subject of the eccentric (mad) scientist hardly appeared in movies. However, the post-war formation of two world camps with different socio-economic systems, which entered into a historical competition for survival, re-activated the theme of man from science. This was due to the fact that the cold war and the arms race provoked by it relied primarily on scientific resources.

Reflection on the changed socio-cultural situation was not long in coming. At the very beginning of 1964 (January 29), the brilliant black Comedy of the great Stanley Kubrick "Doctor Strangelove, or How I stopped being afraid and loved the bomb" ("Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb") was released. After all the British-style witty games with "talking" names of the main characters (for example, the name of the paranoid General Ripper in English means the Ripper), funny collisions of circumstances and positions-it became clear that at the center of the nuclear Apocalypse was the figure of an expert in strategy, confined to a wheelchair, Dr. Strangelove. At the time, it was he who started the rumor that the United States created a doomsday Machine, and which was actually built in the USSR, since it was cheaper than spending on the country's defense. The peculiarity of this machine and its "cobalt-thorium bomb" was that it was impossible to stop it, which led to the destruction of all life on the planet within a few months. In the conference room, Dr. Strangelove enthusiastically recommended that the President of the United States gathered several hundred thousand of the best representatives of the "human race" in underground shelters, so that they could reproduce freely and intensively, and after a few decades returned to the "cleared" surface of the Earth. At the end of the film, Dr. Strangelove miraculously got up from his wheelchair,

took a couple of steps, and exclaimed joyfully: "My Fuhrer, I can walk!" while one after another, nuclear bombs were exploding all over the planet. It is noteworthy that the appearance of Strangelove echoes the mad inventor Rotwang from the Fritz Lang movie "Metropolis": the same tousled hair, somewhat scruffy appearance, and even the same black glove on one hand. However, Kubrick's scientist is even more insane, as he suffers from the "alien hand syndrome", which itself sometimes strangles its owner, then throws up in a Nazi salute. As a great artist Kubrick managed to express an almost universal fear of a force that could not be handled, that wanted to dominate and that was not burdened with love for people, for it ethical laws did not exist, because it was associated with machines. This power was science, which was even more frightening because it was in the hands of a semi-madman, who, moreover, did not manage to tie his hands and head through the heart (if you remind the slogan of the film "Metropolis").



Almost the same message is conveyed by the film, shot exactly forty years later in 2004 by the English director Kerry Conran "Sky captain and the World of Tomorrow". This fantastic Thriller, shot in retro style, brings the idea of human insanity from science to the extreme of absurdity: when the main characters find out that the kidnapping of other outstanding scientists, the troops of giant killer robots and the gathering of

representatives of flora and fauna to create a new biota is the work of not even a scientist, but his preserved head, which has long been acting as an evil computer planning its world domination. Perhaps the prototype for creating the image of Totenkopf ("Dead head") was the famous novel by Russian science fiction writer at the beginning of XX centuries – Alexander Belyaev "The Head of Professor Dowel?"



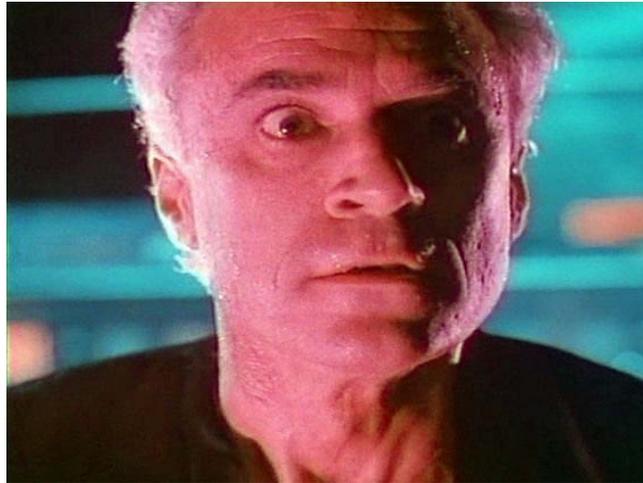
In any case, the next half-century since the release of "Dr. Strangelove" movies in which this character appears have been released constantly. However, if in the post-war cinema the leitmotif of man's madness from science was still present somewhere more clearly, once more hidden, then at the same time there were new aspects in the image of the scientist.

Obviously, under the influence of genetics and microbiological research, whose intensive development was characteristic of the 60-80 years of the XX century, the image of a medical scientist, a biologist, who sought to learn the complex secrets of the human body, appeared in the cinema.



Let's turn to three cult films made in the mid-80's.⁷ The main characters – a brilliant inventor Seth Brundle, a prominent physicist Edward Pretorius, doctor Herbert West – they are all a bit preoccupied at first glance, noble goals – one ideas of teleportation, another study of the human psyche, and the third a man's return to life after severe injuries. And to some extent, all of them cause certain positive emotions, caused by the dedication to their work and the high tasks that they declare. It is interesting that the appearance of the scientists, which was set back in 20 years, is quite clearly recognized in these tapes: a tall, a slender, a dark-haired Seth Brundle and Herbert West echo the

image of a young Frankenstein. Just like their predecessor, they tend to work in secret, secluded places. They do not seek power over the world, but the ultimate goal of their risky experiments is a maniacal desire for personal power. This idea is brought to the final point in the image of Edward Pretorius ("From Outside"), when, having come under the influence of the psycho-magnetic resonator invented by him, the scientist becomes a monster, seeking to absorb the entire creation, i.e., in essence, to become a God. It is noteworthy that his appearance modestly echoes the external characteristics of both Rotwang and Dr. Strangelove.



The fate of all three scientists ends either in death or in prison. In all the tapes, the idea that even a good person during experiments is not immune from fatal accidents that can lead to his death is clearly heard, that the uncontrollable desire to expand the horizons of human knowledge either balances on the verge of ethical norms and law, or contributes to the release of such forces that far exceed the capabilities of man and also lead the scientist to death.

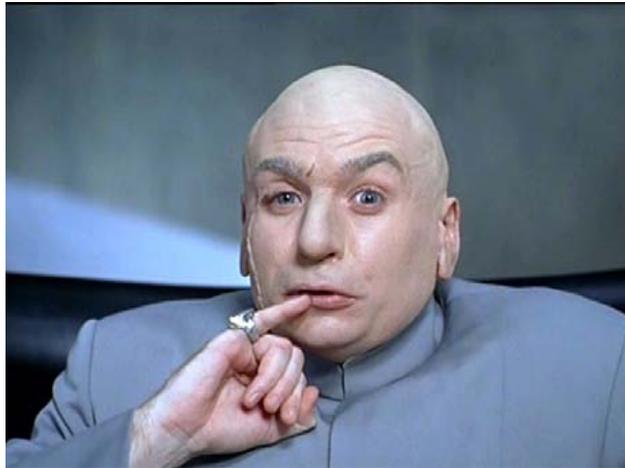
The theme of the scientist's competition with the Creator (despite its, in our opinion, futility in existential terms) still appears in movies, in particular, "Reanimator" has two sequels – "Reanimator-2: the Bride of the Reanimator" (dir. Brian Yuzna, 1989) and "Reanimator-3: Return of the Reanimator" (dir. Brian Yuzna, 2003).



⁷ There are in view films "Re-Animator" - dir. Stuart Gordon, 1985; "The Fly" - a remake of the 1958 film of the same name - dir. David Cronenberg, 1986; "From Beyond" dir. Stuart Gordon, 1986.

In the 90s, in connection with the next wave of quasi-gothic moods,⁸ the interpretation of the image of the scientist appeared clearly "Gothic", or more precisely, mediaeval features. The image of the scientist began to converge with the image of the evil magician and wizard. One of the most talented examples of this interpretation of the image of the scientist was "The City of lost children" ("La cité des enfants perdus"), a film by Marc Caro and Jean-Pierre Genet, shot in 1995. A surreal fantasy in which a scary sleepless scientist Krank, who looked like an ancient old man, lives in a

laboratory-castle on the seashore. His castle was filled with strange creatures – a talking brain, six sleepy clones and their mother – a treacherous midget, creepy Cyclops. The scientist did not just kidnap children, he stole their dreams, perhaps the most intimate part of the human personality. However, the fear that it inspired children penetrated even into their dreams and Krank saw only nightmares. The scientist here was not just presented as a strange and dangerous person, but as a magical evil creature that kept the whole neighborhood in fear.



In the burlesque Comedy "Austin Powers: an International Man of Mystery" (dir. Jay roach (1997) the scientist has a very symbolic name – doctor Evil and generally appears as the personification of planetary evil. In the movies of the first decades of the twenty-first century, nothing new is added to the image of a scientist, whether it is Otto Octavius or Dr. Hayter.⁹ All

the same failed experiments, during which the scientist turns into an evil monster, or his maniacal passion for research makes unnatural monsters out of the test subjects.

A special feature is the image of the inventor Emmett Brown from the cult trilogy of Robert Zemeckis "Back to the future", (1984-1989). Although the image of the scientist preserved external features that come from Caligari and Rotwang – tousled gray hair, bulging eyes, some exaltation in behavior, the inhabitants of the town consider him crazy, and he is alone, but R. Zemeckis is a kind, funny man who is sincerely friends with the teenager Marty McFly. He does not want world domination, and although his experiments also carry a certain danger (to get stuck in time), but this threatens only both friends and no one else. Maybe that's why Emmet brown eventually manages to find his happiness and find a family, even in a parallel temporal reality. However, such an optimistic image of the scientist is rather an exception to the almost century-old cinematic tradition.

⁸ F. Foortai. On the question of the archetypal continuity of neo-Gothic. Omsk scientific Bulletin: series philosophy, psychology, social Sciences, cultural studies and art history. - №1. 2012// Scientific journal. - Omsk, 2012-P. 213-223.; Cinema of the XXI century: twilight zone/ Bulletin of the Leningrad state University named after A. S. Pushkin. No. 3, Vol. 2 (philosophy Series). Scientific journal. - Saint Petersburg: LGU, 2011. - p. 222-229; Art of mass culture as a source of its study/ Bulletin of the Leningrad state University named after A. S. Pushkin. No. 2 (11) the Series of philosophy. Scientific journal-Saint Petersburg: LGU, 2008. - p. 108-119); "Digital folklore" as a new socio-cultural and artistic phenomenon. "Cultural Sciences in the perspective of "digital humanities": materials of internat. scientific Conf., October 3-5, 2013 / edited by L. V. Nikiforova, N. V. Nikiforova. - St. Petersburg: Asterion, 2013. - pp. 290-296 (600 p.); Genesis of the new great art style: philosophical and cultural analysis./Bulletin of the Leningrad state University named after A. S. Pushkin: Scientific journal. - Series: philosophy, cultural studies, art criticism. - No., Vol. 1-Saint Petersburg: LGU, 2014. - P. 121-131; City and design: from the aesthetics of small-scale nobility to the aesthetics of the out-of-shape as a social design strategy/ International journal of cultural research. "Design in culture", pp. 24-39 №4(25), 2016: access Mode: <http://www.Culturalresearch.ru>

⁹"Spider – Man – 2" - dir. Sam Raimi, 2004; "The human centipede" – dir. Tomsix, 2009 and "The Humancentipede-2", 2011.



Perhaps only in biographical films, the scientist appears as a sane, an ordinary, but a talented person, as in the film by James Marsh "The Universe of Stephen Hawking (the Theory of Everything), 2015.

Why is the entire hundred-year history of the existence of the image of a scientist in the cinema clearly connected, first of all, with such archetypal concepts as Evil and Fear?

Still in May of 1922, at a meeting of the Zurich Society of German language and literature, Carl Jung made a report "On the relation of analytical psychology to poetic and artistic creativity". In this report, Jung first formulated a deep ontological connection between the collective unconscious and the artistic image, arguing that: "The Unconscious contains the source of the forces that set the soul in motion, and the forms or categories that regulate it all are archetypes".¹⁰ And so on: "Any relationship to the archetype, experienced or simply referred to, "hurts" us; it is effective because it awakens a voice in us that is louder than our own. The speaker speaks by primordial images, as if in a thousand voices, he captivates and conquers, he lifts what he describes from the one-time and temporary to the sphere of the eternal, he elevates personal destiny to the fate of humanity, and in this way releases in us all those saving forces that have always helped humanity to get rid of any dangers and overcome even the longest night. This is the secret of the influence of art. The creative process, so far as we are able to trace it at all, consists of the unconscious spiritualization of the archetype, of its unfolding and plastic design up to the completion of the work of art. The artistic unfolding of the primordial image is in a certain sense its translation into the language of modernity, after which everyone gets the opportunity, so to speak, to regain access to the deepest sources of life, which otherwise would have remained for him behind seven locks.

*Here the social significance of art lies: it works tirelessly to educate the spirit of the time, because it gives life to those figures and images that the spirit of the time just most lacked. From dissatisfaction with modernity, creative longing leads the artist deeper, until he finds in his unconscious that primordial image that can most effectively compensate for the shortcomings and one-sidedness of the modern spirit. It clings to this image, and as it is extracted from the depths of the unconscious and approaches consciousness, the image changes its appearance, until it opens up to the perception of a modern person. The type of artwork allows us to draw conclusions about the nature of the epoch of its origin. ... Art trends that brought with them what the contemporary spiritual atmosphere needed most of all. The artist as the educator of his century ..."*¹¹

This may be too long a quote, but it is extremely accurate in revealing of the origins of the social significance of art and its inextricable connection with the collective unconscious and its manifestations – archetypes. It is clear that the image of the scientist formed in the cinema correlates with the archetype of fear.

Fear – one of the strongest mental States of a person has its roots in the sphere of the subconscious. The feeling of fear and its concrete historical forms-fears-have always been presented in culture. In different historical circumstances, fears were clothed in different objects and phenomena: for example, in ancient Akkad, the demoness Lilith was feared, strangling babies at night, in Europe of the VIII-IX centuries, they were afraid of Viking raids, in the XIV century, the infernal fear was caused by the bubonic plague pandemic, etc. Like all psycho-emotional state of fear has its own scale ranging from the minimum of the feelings of excitement and mild anxiety, to the General horror and fear of a pandemic. If the lower limit of fear is almost not fixed by culture and

¹⁰ Jung C.G. Bewußtes und Unbewußtes. Walter Vig Olten. 1971. S. 11-53. (Transl. by A.M.Rutkevitch)

¹¹ Translated By V. V. Bibikhin And A.V. Mikhailov. Electronic resource, access mode: <http://e-libra.ru/read/178510-arxetip-i-simvol.html> date of access 15.09.2017

goes away with its bearers (for example, we will never know how much a scribe who lived in ancient Babylon was afraid of his boss), then images of the upper limit of fear, called in different cultures differently-the Apocalypse, Ragnarök, Mahapralaya, Huntun – have remained in the centuries, finding their embodiment in world art.

At first glance, fears are associated with elements of evil in a person's life, with what brings him harm, failure, pain, difficulties, illness, deterioration of circumstances, i.e. everything that, one way or another, leads to death. There is a certain psychological paradox: if a person knows that he is mortal, why are fears born? What difference does it make to him, a mortal, whether he dies in his own bed or is eaten by zombies, destroyed by genetic experiments, or stabbed with a sword? It is interesting that a person feels a sense of fear even when his life is not in danger, for example, in the movies.

The ability of a person to feel fear not only from physical dangers threatening him, but also from an iconic image, sound, and mental States in a dream – indicates that fear is not a fear of death, but a certain “demarcation line”, that delineates the physical and psycho-emotional boundaries of a human being, his living space. The feeling of fear is connected, rather than with death, but with life, with its authenticity, possibilities, experience and knowledge. In this way, fear can be seen as a challenge to a person, and fears can be seen as images of warnings, borders of vital security, which stimulate the creative activity of a person.

Of course, the images generated by fears were largely the result of imagination and fantasy, but what were these phantasmagoric images based on?

Traditional societies were eco-friendly cultures, that is, they were completely included in the natural cycle of life and obeyed it. It is natural, therefore, that the images in which the fears were clothed were also connected with the natural world. These are the most common images in myths and art of the dragon, snake, locust, scorpion, goat, lion. Some of these animals were natural enemies of man, since their habitat never coincided with the habitat of man, others were a merciless pest of crops, which was one of the causes of famine and famine, others could be associated with power, and in the conditions of ancient autocratic societies, most of its members were completely powerless before power and often experienced horror and awe before it.

Among the fear-inducing creatures in traditional societies was an anthropomorphic group, which was a bizarre combination of various animals and humans. So the inhabitants of the “lower” culture, always represented an unnatural being, combining, for example, elements of a goat and a man (it is noteworthy that in nature horns grow only in the goat, while the males do not have them, and the violation of the natural

order introduced an additional element of horror). Or the image of one of the most terrible creatures – the Basilisk-was a combination of a snake and a rooster nature, and this creature was also born unnaturally – from an egg laid by a rooster, which was hatched by a toad.

The special fear that such “combined” beings caused was also connected with the fact that within the framework of the then worldview concepts, the created world is a hierarchy of worlds, blocked by certain screens or mirrors that mark the boundaries between them. The appearance of anthropomorphic unnatural apocalyptic creatures demonstrated the horror of broken mirrors-partitions, the violation of world order and the onset of cosmogonic chaos. One of the fundamental features of this chaos is temporal failures. The reflection of these fears has always been the rising dead or skeletons, representing not only the army of death, but also the violation of the seemingly unshakable relationship of the past, present and future.

With the advent of the phenomenon of science, in its modern sense, based on experience, experiment, cause-and-effect determinant and mathematical system of evidence, images of the archetype of fear began to change. Analyzing the above stories, where scientists appear as artistic characters, we can identify a certain set of fears associated with their activities.

1. Science can create “new creatures” with the hands of scientists-whether they are resurrected dead or changed to monsters as a result of genetic mutations that are perceived as zombies in the mass consciousness. A zombie is a metaphor for a corporeal person without will, obsessed with the thirst for destruction, hatred for a world in which its full existence is no longer possible. A robot-like zombie is a personified fear of losing one's species identity.
2. The Scientist, as a result of mastering some powerful force, becomes so powerful that he can control other people in his own interests, the ultimate goal of this control is world domination. In this case, there is a growing threat not only to the vital, but also to mental security, since the person loses his freedom of thought under the influence of the evil will of the scientist.
3. Not directly, but related to the theme of science is also the theme of machines and artificial intelligence, which also respond in the collective unconscious with fear from stronger, smarter, dexterous machines that can break out of obedience to man and destroy him.

As for the mythologization of the image of the scientist, and the appearance in his image of the features of the magician (since the 90s), in this case, they represent the collective fear of “ordinary people”, who are afraid of incomprehensible highly professional

scientific language, all new scientific discoveries that may affect the life of an individual citizen, in the face of which he feels more like a victim than the master of the situation.

At the same time, at the socio-cultural level, every modern person understands that it is science that provides him with the most comfortable existence in the history of mankind, fast means of transportation, communication opportunities not seen before, etc. In addition, it is science that has made it possible to extend the duration and quality of life, i.e. it helps a person in his existential super – task-to gain immortality (to become a God). At the same time, the mass consciousness (a phenomenon, in our opinion, very close to the collective unconscious) is afraid of science and its representative – the scientist, precisely because he can, because of his knowledge and power, cease to be a Man and, throwing off the limitations of the human mind (madness), release such cosmic (mythical) forces that will end people.

In this sense, among the types of movie characters, the image of a mad scientist is the most dramatic contradiction of human nature: an insoluble contradiction between his fragility, short-lived and the desire for immortality, while simultaneously being afraid of the force that can lead to this.

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Uses and Gratifications of Consumers in Social Media Commercial Pages: A Study in Three Facebook Business Pages in Bangladesh

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Abstract- Social media has become a recognized media platform that connects one-third of the world's population. Facebook is the most popular social media in the world. Facebook offers an easy way for businesses to convey content and messages to their target audience by having an online presence through a commercial page. The article focused on finding out the gratification level of the Facebook business pages customers in Bangladesh. Besides, it also focused on changing the marketing system from the traditional market to commercial Facebook pages in the country. This article also tries to find out the differences between Facebook business pages and traditional marketing & try to predict the future of Facebook business pages based on analyzing the study result. The article is based on U&G theory in the 21st century by Thomas E. Ruggiero. It also uses the market segmentation approach by Philip Kotler. The study conducted in both quantitative and qualitative methods. To collect information, the study uses survey, focus group discussion, and in-depth interview methods. The result of the study shows that customers are the controller of the process of Facebook business pages.

Keywords: social media, facebook business page, traditional marketing, consumer, use & gratification.

GJHSS-A Classification: FOR Code: 890499, 700399p



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Strictly as per the compliance and regulations of:



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Muhammad Mosharraf Hossain ^α & Mehadi Hasan ^ο

Abstract- Social media has become a recognized media platform that connects one-third of the world's population. Facebook is the most popular social media in the world. Facebook offers an easy way for businesses to convey content and messages to their target audience by having an online presence through a commercial page. The article focused on finding out the gratification level of the Facebook business pages customers in Bangladesh. Besides, it also focused on changing the marketing system from the traditional market to commercial Facebook pages in the country. This article also tries to find out the differences between Facebook business pages and traditional marketing & try to predict the future of Facebook business pages based on analyzing the study result. The article is based on U&G theory in the 21st century by Thomas E. Ruggiero. It also uses the market segmentation approach by Philip Kotler. The study conducted in both quantitative and qualitative methods. To collect information, the study uses survey, focus group discussion, and in-depth interview methods. The result of the study shows that customers are the controller of the process of Facebook business pages. They can give their feedback on their orders or services, and the providers evaluate their feedbacks. However, overall control of the Facebook business pages does not provide the same sort of satisfaction to the consumers. Customers are gratified but not at an equal level. There are some characteristics of problems & troubles that create obstacles in the way of satisfaction. The delivery process plays a significant role in the gratification level. The marketers are the master of their products & process. However, they organize the whole process of marketing according to the desire of the Facebook business page. There is a bright future of Facebook business pages. More than half of the users of Facebook business pages think that Facebook business pages will occupy traditional marketing. It indicates that people accept the Facebook business pages as an alternative and new way of shopping. The study seems that the business through Facebook is now crossing its childhood level in Bangladesh, and it also found that they can become successful enough to satisfy their customers, excluding the characteristic obstacles.

Keywords: social media, facebook business page, traditional marketing, consumer, use & gratification.

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I. INTRODUCTION

The emergence of social media is to interact with friends and family, communicate with different communities, content-sharing, even though a way to market and promote products. These uses and functions of social media are known to everyone. Even remote areas of the world have at least heard of Facebook and Twitter, and are probably using them regularly. Facebook began initially as a social networking site for Harvard University College students in February 2004 by Mark Zuckerberg. Within a short period, Facebook quickly jumped to over 100,000 members (Philip, 2007). Today Facebook is the largest global social network site, which has more than 2.6 billion monthly active users (www.statista.com, 12 August 2020). Like in the world, Facebook is the most popular social media in Bangladesh. According to a study conducted by We Are Social and HootSuite in 2017, Dhaka (the capital of Bangladesh) has 22 million active Facebook users (Murad, 2017). Moreover, according to Statista.com (2020), Bangladesh has more than 38 million monthly active Facebook users. It is clear from these statistics that the popularity of Facebook is increasing day by day in Bangladesh.

Social media has become an established media platform that connects one-third of the world's population (Dolan & Others, 2015: 1). As a result, marketers found a new platform to endorse their products. Many businesses profit from being actively involved in social media to reach their target audience. In the same way, providers take different strategies to attract the audience and make variations on their page from other pages. Over 15 million brands globally are listed with the social media site, Facebook. It offers advertisers access to 80% of global consumer expenditures, a \$29 trillion market (Nuttney, 2010 as cited in Dolan & Others, 2015: 1). From an advertising perspective, businesses seek to use Facebook as a cost-effective way to promote themselves. Facebook offers an easy way for trades to convey content and messages to their target audience by having an online presence through a Facebook Page. This is because Facebook permits information to spread quickly over the network; businesses hope to use Facebook as a tool to

persuade users to help promote their messages to other consumers. Besides, using Facebook pages, businesses can also make advertisements specifically targeted to groups of Facebook users. These advertisements are shown to Facebook users whose personal profile matches demographic information that is preset by the advertiser (Hong, 2011: 10).

This study is significant in this context that it allows social media commercial page owners to find out what kind of problems customers face in getting the service and how they become successful enough to overcome these problems to gratify their customers. Besides, this study helps to investigate the primary reason for using Facebook business pages as well as the gratification level of the consumers. It also focuses on the market strategy of the provider of these pages. Furthermore, it reflects the satisfaction and demand of users. Finally, the findings of the study will be valuable for businesses, advertisers, and marketers who are trying to spread their Facebook content for their consumers.

II. LITERATURE REVIEW

In the present world, social networking sites like Facebook become an avenue where the provider can extend their marketing process and campaigns to a large range of consumers. American marketing author Philip Kotler once said, "The most important thing is to predict where clients are going and stop right in front of them" (Spenner & Freeman, 2012).

Tufekci (2008: 546) addresses the use of social networking sites by audiences to present their own desired public image through the personal information they choose to share with others, manipulating self-representation and developing an "online persona" via the presentation of users' profiles.

According to DEI Worldwide, 49 percent of consumers make purchase decisions based on information they find on social networking sites. This study suggests that consumers often have a motive for a product purchase; companies can post product promotions and incentive provisions on their Facebook pages to increase user engagement with an attraction to their brand (Reichenbrach, 2014: 10-11).

Chu (2011) examined the link between Facebook brand-related group participation, advertising responses, and the psychological factors of self-disclosure and manners among members and nonmembers of Facebook groups. The study determined that users who are members of groups on Facebook are more likely to reveal their data than nonmembers are. He illustrates group participation and engagement with online advertisements require a higher level of personal information because users openly disclose their connections with Facebook groups and promote brands or products when they pass on

advertisements to their friends. Facebook groups offer channels that consumers deem useful when looking for self-status in a product category, as does passing on viral content about brands to their social contacts (Chu, 2011: 40).

According to Heinonen, consumer activities are a combination of a variety of motivations (Heinonen as cited in Paquette, 2013: 13). The classic concept of individuals as mere consumers is outdated; consumers can now be seen as active producers of business value because user-generated content is reducing the persuasion of traditional marketing tactics. Awareness of consumer's motives is crucial because it presents a deeper understanding of what influences users to create content about a brand or store (Paquette, 2013: 13).

Ramsaran-Fowdar & Fowdar (2013) study found that in 2009, Facebook users who accessed branded Facebook Pages, nearly 50% joined with the reason to discover sales, new product releases, or customer feedback. Again in 2010, the same study also supported those findings, stating, "49% of customers join to find out about special offers or promotions, while 45% would like more product information" (Ramsaran-Fowdar & Fowdar 2013 as cited in Nash, 2015: 10).

III. THEORETICAL FRAMEWORK

In a theoretical framework, this study uses the 'Use and Gratification Theory in the 21st Century' by Thomas E. Ruggiero. It focused on three aspects of satisfaction. The study also uses the 'Market Segmentation Approach' by Philip Kotler.

a) *Use and Gratification*

Use and Gratification (U&G) model posit that audience has particular needs or drivers that are satisfied by using both media and nonmedia sources. This theory tries to investigate the gratifications that attract and hold an audience the kinds of media and the types of content that satisfy their social and psychological needs. In the 21st century, the convergence of mass media and digital technology has altered the exposure patterns of many media consumers. As new technologies present, people with more choices, motivation, and satisfaction become even more crucial components of audience analysis. For this reason, we choose the U&G theory in the 21st century by Thomas E. Ruggiero. U&G is a perspective that highlights "the role of audience initiative to explain channel choice and message selection, interpretation, response, and impact" (Rubin, 2009:147).

The increasing interest by communication scholars in online audiences may be particularly intense because of the makeup of these newer media forms: interactive 14 RUGGIERO media obscure the line between the sender and receiver of mediated messages (Singer, 1998). Furthermore, new media, like the

Internet, possess at least three attributes of data not commonly associated with traditional media:

- i. Interactivity
 - ii. Demassification
 - iii. Asynchronicity
- i. *Interactivity*: Interactivity defined as the degree to which participants in the communication process have control over and exchange roles in their mutual discourse. There are five dimensions of interactivity. Interactivity significantly strengthens the core U&G notion of the active user because it has been defined as the degree to which participants in the communication process have control over, and can exchange roles in their mutual discourse (Williams and Others, 1988: 10).
 - ii. *Demassification*: Demassification is the control over the individual over the medium. This point will help us to find out the options for the consumers how they pick their certain products from the page and how the provider tailors their message by their need. Williams (1988: 12) defined demassification as the control of the individual over the medium, which likens the new media to face-to-face interpersonal communication.
 - iii. *Asynchronicity*: Asynchronicity refers to the concept that messages may be staggered in time. Senders and receivers of electronic messages can read mail at different times and still interact at their convenience. It also means the ability of an individual to send, receive, save, or retrieve messages at her or his convenience (Ruggiero, 2000: 17). The market has a close after a certain time, but the online market is always open to the consumer. They can just order anytime from anywhere in Bangladesh. According to asynchronicity, people can buy anything without time and space bound.

b) Market Segmentation Approach

Consumers of social business pages do not behave in the same way. They are scattered and heterogeneous. Thus, the providers of these pages serve different segments in social business pages; so that they design a customer-driven market strategy that builds the right relationship with the right customer. There are various parts of market segmentation, consumer-driven market strategies such as market segmentation, market targeting, differentiation, positioning (Kotler & Armstrong, 2012: 191).

To identify their segmentation strategy and the consumer types, we use the market segmentation approach of consumer-driven market strategy by Philip Kotler and Gray Armstrong. Market segmentation requires dividing a market into smaller segments of consumers with distinct needs, characteristics, or behaviors that might involve separate marketing

strategies or mixes. The company identifies different ways to segment the market and develops profiles of the resulting market segments (Kotler & Armstrong, 2012:191).

There is no solo way to segment a market. Moreover, this market is attached to social media. There are many variables by which we can segment their market. For this study, we work with only one variable of market segmentation that is geographical variables.

Geographic Segmentation: Geographic segmentation requires dividing the market into different geographical units, such as nations, regions, states, counties, cities, or even neighborhoods. Thus, age is often a poor predictor of a person's life cycle, health, work or family status, needs, and buying power. Companies marketing to mature consumers usually employ positive images and appeals (Kotler & Armstrong, 2017: 191).

Demographic segmentation: Demographic segmentation splits the market into segments based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, generation (Kotler & Armstrong, 2012: 192).

IV. RESEARCH OBJECTIVES

The study helps to find out the satisfaction as well as the effectiveness of the social media commercial pages to consumers. It investigates the reasons for using Facebook business pages. Some objectives are dedicated to focusing on their strategies of the providers. The purposes are given below:

1. Identify the reason for using social media business pages by the consumers.
2. Analyze the satisfaction level of the consumers.
3. Find out the motives for using social media business pages by the providers.
4. Explore the strategies of social media business pages.
5. Find out the effectiveness of these sites to the consumers.

V. RESEARCH QUESTIONS

To analyze these processes and identify consumer's gratification as well as the strategies of the provider, we consider some queries. The following are some of the questions by which we can find out the use and gratification level of the consumers in using social media business pages.

1. What types of services consumers found on social media business pages?
2. Why consumers use these pages to purchase their products?
3. What are the demographic levels of the consumers?
4. Do consumers suffer any harassment or obstacles to buy products from social media business pages?
5. How effective these pages to reach consumers?



6. What are the challenges faced by the owner of these pages?

VI. METHODOLOGY

The study was conducted to find out the central reason for using Facebook business pages as well as the gratification level of the consumers in Bangladesh. In nature, it can be called Triangulation Research (Wimmer & Dominich, 1987: p-51) where both quantitative and qualitative methods are followed. A kind of method mix, i.e., survey, in-depth interview, and focus group discussion, were used in this study.

- a) *Survey*: The survey method initiates to understand a certain number of consumers of three business pages to identify their use and gratification. Participants have answered a set of questions through the survey. Survey measures included demographics & geographic information. Besides, the survey inquires about the frequency of Facebook uses to share and liking Facebook business pages, participation in marketing, and the gratification level of Facebook business page's consumers. Moreover, it tries to find out their likes and dislikes through the survey. The format of the questionnaire was structured and asked face to face.
- b) *In-depth Interview*: The In-depth Interviews take place to find out the views of the providers on the Facebook business pages. The interviewers are the officials of three facebook business pages- Spade BD, Dukpion.com & BN tech. Besides, two online shopping experts are interviewed for this study. One was Mr. Rony, CEO of rokomari.com; another was Mrs. Dr. Shamsun Nahar Momotaz, a Business faculty member of Stamford University Bangladesh.
- c) *Focus Group Discussion*: The Focus Group Discussion (FGD) method used for an in-depth understanding of various issues and factors involved in the process of using Facebook business pages as well as the gratification level of the consumers. One FGD conducted with four participants. Two were from Facebook business consumers, and two were from Facebook commercial pages providers.

Population & Sampling: The study is based on a convenience sample. We take the participants as a sample that has the experience in using as well as marketing on the Facebook business pages. The number of participants is 100. We have taken three different kinds of Facebook business pages for conducting the study. The first one is Dukpion.com, which sells sunglasses, the second one is spade BD which sells a T-shirt, and the third one is BN Tech, which sells electronics products by using Facebook business pages.

Data collection methods: Two methods are used to collect the necessary data. We used a survey method to gather primary data from the users of Facebook business pages. From the survey, we collected the gratification level of the consumers on Facebook business pages. The survey questions are close-ended. Besides, to collect the information from the owners of Facebook business pages, we used face to face interview. The questions are open-ended here. Moreover, we gathered different secondary information from books, articles, and websites.

Study area: The study area is limited in Dhaka city. But it spotted mainly in three areas, more specifically three institutions: Daffodil International University at Dhanmondi, Dohar-Nawabganj College at Nawabganj sub-district, which is under Dhaka district & Ashulia Eye Hospital at Savar. The data has been collected from February 2018 to May 2018.

VII. RESULTS & DISCUSSIONS

- a) *Socio-economic Characteristics of the Respondents*

Some central socioeconomic characteristics were generated by interviewing 100 participants in Dhaka city. The information included sex, age, profession, income, the academic status of the participants. The socioeconomic information collected for each of the categories is summarized in the following table (Table 1).

Table-1 shows that 77% of the respondents are male, and 23% are female. 44% of the respondents are aged from 15-20 years, and 41% of participants belong to the 21-25 age groups. The academic backgrounds of the respondents were encouraging. Most of the participants have a higher level of academic background. About 44% (40+4) of the respondents have a university education, 45% higher secondary education, 10% secondary education, while only 1% has primary education. The level of education is sufficient for supporting the adoption of technology. The monthly income of the respondents was not high. Only 13% of the respondents earn above Tk 10,000 per month, while 11% earn below Tk10,000. Besides, most (76%) of the respondents earn below Tk 5,000 per month. The reason behind the low monthly income of the respondents due to most of them was students by occupation. Most (80%) of the respondents were students by profession, while 14% was service holder, and 3% was a businessman.

Table 1: Percentage Distribution of Respondents' Demographic Characteristics

Variables	Characteristics	% (F)	Variables	Characteristics	% (F)
Sex	Male	77 (77)	Educational Qualification	Primary	1 (1)
	Female	23 (23)		Secondary	10 (10)
Occupation	Service Holder	14 (14)		Higher Secondary	45 (45)
	Student	80 (80)	Graduate	40 (40)	
	Business	3 (3)	Post Graduate	4 (4)	
	Others	3 (3)	Monthly Income	Below 5,000 tk	76 (76)
Age	15-20 year	44 (44)		5,000-10,000 tk	11 (11)
	21-25 year	41 (41)		10,000-15,000 tk	3 (3)
	26-30 year	7 (7)		15,000-20,000 tk	4 (4)
	31-35 year	4 (4)		20,000-25,000 tk	1 (1)
	36-40 year	3 (3)		25,000- 30,000 tk	3 (3)
	41-45 year	1 (1)		Above 30,000 tk	2 (2)

b) *Few Customers are Habituated towards Facebook Business Pages*

Facebook business pages are a recent invention by marketers. They feel social media can be a marketplace to promote their products. As table-2 shows, 63% of participants use Facebook for communication purposes. That is the priority of Facebook, and 36% use Facebook for information and entertainment purpose. Only 8% of people use Facebook for business purposes, which is the core concern of this study. That means Facebook marketing is just beginning to spread its ramifications. It is now passing its childhood stage in Bangladesh. As Tolmol (2018), CEO of Spade BD, said that Facebook is not only for the product-based business, but is also the platform of the service-based business. At present, our market is not so big, but it is increasing day by day.

According to Hossain (2018), CEO of Dukpion.com, the business system in Bangladesh has been changed gradually from traditional business to digital business and itself a revolution. It's a demand for time. Nowadays, Facebook is a tool for online marketing. It is not only just a platform for business but also for promoting e-commerce. In a short time, business people gained some habituated customers who are very positive about Facebook business pages. They buy different products or services from Facebook business pages. They think shopping from Facebook business pages is more convenient and trouble-free than traditional shopping.

c) *Liking habits lead the Customers to Purchase from Facebook Business Pages*

This study suggests that consumers often have a motive for buying a product. According to DEI Worldwide, 49 percent of consumers make purchase decisions based on information they find on social networking sites. Companies can post product

promotions and incentive provisions on their Facebook pages to increase user engagement with an attraction to their brand (Reichenbrach, 2014: 10-11).

The study found the same results. Purchasers liking habit reflects on the purchase decision. Table-3 & 4 of this study made to understand the liking habit of the purchaser. Table-5 reflects its purchase habit. Some of the percentages are marginally near to each other between the two tables. In the table-4, the percentage of liking product is, books-25, cloths-78, electronics-23, cosmetics-25. In the table-5, the percentage of purchased products are books-21, cloths-77, electronics-27, cosmetics-20. Some percentages are fairly close to each other. These products are, furniture (13% & 7%), medicine ((13% & 5%) and vehicle (20% & 8%). Purchasers are habituated to buy medicine from the pharmacy. They are not used to buy it from Facebook business pages. The same applies to furniture. People used to order the furniture according to their fixed size. From the survey (table-4), it was found that the percentage of food as a liking product is 57%; but in the case of purchasing the product, the percentage falls to 27% in table-5. Food is a putrescent thing, and most of the food-related Facebook business pages deliver rich food. They do not deliver a daily meal. This is the main reason for the difference here for liking and purchasing of food-related products.

d) *The Control is in the hand of the Customers*

According to the Use & Gratification theory, new media like the Internet possess at least three attributes of data not normally linked with traditional media: Interactivity, Demassification & Asynchronicity. Interactivity defined as the degree to which participants in the communication process control has over and exchange roles in their mutual discourse (Rice and Rogers, 1988: 10). In this study, it was found that most of the customers have full control over the Facebook

business pages. They can make their order through Facebook or over the phone (table-8). Besides, they can give their feedback on their order, and the providers evaluate their feedbacks. Moreover, they can write a review of a product or service. Thus, feedback from the customers is significant for the owners. According to Miraz (2018), the CEO of BN Tech, feedback of the customers is essential for Facebook business pages. We set this as our priority. When other customers read five positive comments about the product, then he/she can judge the quality of that product. It helps to make a choice easier while purchasing the product. We do campaign on the most positive reviewed product by the customers. This is because positive reviews create a trust for others to buy a product.

Williams (1988: 12) defined demassification as the control of the individual over the medium, which likens the new media to face-to-face interpersonal communication. This point helps us to find out the options for consumers how they pick their certain products from the page. Besides, how providers tailor their messages to customers' needs. Usually, people can choose their desired products from Facebook business pages. If they found any irritating or useless products from Facebook business pages, they can block or dislike it. They can choose several markets at a time and compare the product prices with each other. As Miraz (2018) said, customers can visit ten websites simultaneously, but this is not possible in traditional marketing. This is because a customer cannot visit ten shops at a time; there are also options for comparing the product from other Facebook business pages to meet the second condition of the use & gratification theory.

Asynchronicity refers to the concept that messages may be staggered in time. It means the ability of an individual to send, receive, save, or retrieve messages at her or his convenience. Facebook business pages meet the third condition of use and gratification theory. People can order any product or service anytime on Facebook business pages. The traditional market does not open until 9.00 AM in Bangladeshi time, and it closed at 8.00 PM. The traditional market has a day off, but Facebook business pages do not have any day off. They are open 24 hours and 7 days. The customer can buy any time as he/she wants. Asynchronicity also linked to the delivery process. As Hossain (2018) said, we have a personal delivery man. Our employees deliver the product whenever the customer wants. It gives us a higher level of comfort. He also said that customers can fix the delivery time. Thus, customers control the delivery schedule. Similarly, Rony (2018), the CEO of Rokomari.com, agreed that customers have power in e-commerce and Facebook business pages. They have options and opportunities to choose the product. In traditional marketing, some power remains with

suppliers and distributors, but in e-commerce, customers hold all the power.

e) *Satisfaction level of the Customers*

In this study, it seems that participants are satisfied with the services of Facebook business pages, along with some problems and troubles. So, the study tried to find out how they can be satisfied after facing those troubles and problems. The table-12 showed the judgment of consumers' satisfaction level. Of them, 6% of participants said that they are very satisfied with the services of Facebook business pages. 70% of participants are moderately pleased. This percentage is high here. Everybody wants to welcome something new. They are the people who want to change the shopping method and system. They want to alternate the traditional marketing system. 21% of the participants are not fairly satisfied. They are satisfied, but their satisfaction level is low. These people want to improve the services of Facebook business pages. Only 3% of the participants are dissatisfied by using the products & services of facebook's business pages. The percentage is very low here. After summarizing this table, it can be said that approximately 97% of the participants are satisfied with the services of Facebook business pages at various levels. So, Facebook business pages satisfied a large number of customers. However, there are a lot of areas where Facebook business pages can improve. Rony (2018), CEO of Rokomari.com, said, "We get a lot of complaints from customers on our services. Despite those problems I think our customers are fairly satisfied. There are a lot of areas like delivery time, ensure the best service can be improved. We think we can satisfy our customers".

Momotaz (2018) mentioned three levels of customers' dissatisfaction on Facebook business pages. *Firstly*, Facebook business pages presented their products with better graphics and the quality of their image. So, the major complaint of Facebook business pages is the product does not match with the image that is shown on the Facebook pages. *Secondly*, Facebook business pages did not show the price of their products in their post. Price is a very powerful tool in marketing. The cost signifies the quality of a product. Unfortunately, some Facebook business pages do not reveal the price of the product. *Thirdly*, commercial page owners have to be more honest and transparent about their products, cost, and delivery system.

f) *Customers define Troubles and Problems in Two ways*

Two things are noticeable here. *Firstly*, problems & troubles of the Facebook business pages related to the characteristics. *Secondly*, which is available on traditional marketing and not available on Facebook business pages, people consider those as problems or troubles in Facebook business pages. According to table-8 and table-10, nearly half of the participants feel

they faced problems and troubles when using Facebook business pages. The problem has got the most percentage is product quality cannot be verified. In table-9, it was found that more than 80% of the participants mentioned that problem. However, this is one of the characteristics of the Facebook business pages. There is a positive reason behind it. Most of the participants were the customers of a traditional market in their past. The traditional market has the facility to judge the quality of the product. So they cannot forget those facilities.

According to table-9, approximately 80% of participants said that the product might differ from the photo that showed in the Facebook business pages. Purchasing products, especially cloth from the Facebook business page, there is a certain possibility of color variations. Antara (2018), a consumer of a Facebook business page, shared her experience as "I ordered a Sari from a Facebook business page. On the page, the image of the Sari showed dark purple. Before purchasing, I also reminded the provider about color. After delivery, I saw the sari is light purple. Then, I asked them about this; they gave me several excuses." On the contrary, Ratul (2018), the owner of Gazets24.bd, portrayed the problem as "Indeed, the color does not match with the product. To avoid this kind of situation, providers need to be frank with the customers. They should inform them about every detail about their products."

Another problem that got the highest percentage by participants is that the product cannot be touched. According to table-9, 61.90% of the participants feel that they cannot touch a product through Facebook business pages. It's a leading disadvantage of online shopping. However, it cannot be solved. In Facebook business pages, there is no option for bargaining. This point is not avoided in the eyes of the customers. More than half of the participants figure that out. The same thing applies to this point. Traditional marketing has the facility to do bargain with the seller.

Secondly, which is available on traditional marketing and not available on Facebook business pages, people consider those as problems or troubles in Facebook business pages. Most of the participants feel less trouble than problems. According to table no-11, all the problems are below 50%. A variety of product's quality got the highest percentage here. Different indicators show that the product on the page's picture does not match the delivered product. These are absent in traditional marketing. There is no option for delivery. Customers are present while the purchase is made. So there is no possibility of this. The second most percentage got at the inconvenient time of delivery. 37.21% of the participants have encountered with the unsuitable time of delivery. The schedule set by the participants does not match with the delivery man of Facebook business pages. However, this objection is

denied by the owners of Facebook business pages. The third highest percentage is caused by a complication in the delivery of the product. The delivery process is absent in traditional marketing. 30.23% of the participants feel the delivery system of the Facebook business page is more complex and difficult for them.

g) *The Delivery Process is the Vital Factor of Facebook Marketing*

The delivery process distinguished from traditional marketing to Facebook marketing. Sometimes it becomes a blessing and sometimes it becomes a curse for the customer. The study shows that (Table-7) participants considered the delivery process as a blessing. In traditional marketing, there is no opportunity for delivery. 67% of the participants think it is a useful service for Facebook marketing. This is because they need not go to the market for buying something. On the same side, 41% of the participants consider it is a benefit of Facebook business pages. If someone wants to buy many products on the same page, the delivery charge remains the same. 29% of the participants figure it out as a benefit.

However, this tool has some complexity. The primary delivery method of Facebook business pages is the same. However, this service is only available only for the customers of Dhaka city. They use courier services like SA Paribahan & Sundarban to deliver their product outside of Dhaka city. They charge some money for the delivery purpose. In table-11, it was found that almost one-third of participants feel complexity in this delivery process at the aggregate level. It indicates that people considered the delivery method is difficult for them. Moreover, delivery outside of Dhaka is more complicated for them. The purchaser has to collect their product from the courier service office. In the table-11 shows, 37.21% of the participants' objection that the deliveryman does not come within the time they have set. However, it denied by Hossain (2018), CEO of Dukpion.com and he said, our employees deliver the product whenever the customer wants. It gives them a higher level of comfort. Moreover, Momotaz (2018) mentioned that Facebook business pages should improve the delivery process as e-commerce sites do.

Besides, Facebook business pages set a schedule for delivery of products from 10 AM to 7 PM. According to table-13, 31% of participants think that Facebook business pages should increase the timetable of the delivery. According to a customer, this delivery process is easy as well as complex. It is tough when the delivery man does not comply with the timeline of delivery (Antara, 2018). However, providers stated that the delivery process is convenient. There are some hazards, including traffic jams. If we faced this kind of situation, then we inform our customers about the reason for the delay (Ratul, 2018). It seems that if providers set a smooth, clean, and hassle-free delivery

process, then people will be attracted more towards Facebook business pages.

h) *Future of Facebook Business Pages*

Everyone wants to know the future of Facebook business pages. According to table-14, more than half of the participants support this statement, 'Facebook's business pages will occupy traditional shopping'. They think one day there will be no existence of traditional shopping. They need time to make them purchase habituated on Facebook business pages. The negative percentage is much less. Only 7% of the participants opposed the statement.

The marketers of Facebook business pages said the same thing. As Miraz (2018) said, every day new people add on social media. Furthermore, most people have a smartphone, and it is increasing day by day. So there is a bright future for Facebook business page shopping. He believes one-day facebook business page shopping will replace traditional shopping. Tolmol (2018) go one step forward. He said, our market is not so big now, but it is increasing day by day. On that basis, he thinks our future market will be large and spread day by day. It will not restrict on Facebook. Someone can post his/her product on an Instagram; or open a YouTube channel where his/her can offer an audio-visual content of the product. Ratul (2018) stated that as long as Facebook is alive, there will be a business. As long as people use Facebook, there will become the marketing of products. The future of Facebook is bright. He thinks it will spread all over Bangladesh soon. The students can start a business through Facebook business pages collecting their funds from their pocket-money.

Many people are habituated in traditional marketing. So if Facebook business pages want migration of that person towards them, then they have to make some changes in their service. Participants have suggested some ways to attract people more towards Facebook business pages. According to table-14, 48% of the participants recommend that the language of Facebook business pages should be more easy, clear, and specific. English does not apply to all customers. They need to use the Bengali language in every aspect. They have to translate the word like color, size, key ingredients, and so on. Sometimes, people do not understand the way to measure the size. 30% of the participants want the administrator of the Facebook business pages to need to be swift. The administrator is the headmaster of the page. If he/she becomes strict and sincere for the customer, then the customer finds more satisfaction in Facebook business marketing. Retailers can improve their Facebook business pages demand by adding games, contests, and interactive applications, which can attract more users (Di Pietro and Pantano 2012: 12). Just like this, other suggestions to keep the Facebook business page active are daily

updates, stay in touch with the customer, increase the schedule of delivery, and bring diversity in the product.

The online expert also sees the bright future of Facebook business pages. Momotaz (2018) said that E-commerce and Facebook business pages are not a threat to traditional marketing. Everybody is running in their way. Traditional marketing has its way. However, techno kids of society are increasing day by day. They take advantage of technology. Everything becomes digitalized. If a customer wants food, there are e-commerce sites like Food panda, Hungrynaki. Or if a customer wants to go outside, there is a riding e-commerce site like Pathao-Uber. Even though we can buy our tickets for the train, plane, and bus form online. The future will be blessed for e-commerce, but it comes forward very slowly.

VIII. CONCLUSION

Every aspect of our life becomes digitalized, along with the development of technology. So our marketing and business system jump from traditional marketing to digital marketing. One of the essential tools of digital marketing is social media, especially on Facebook. Wherever the existence of people, the possibility of business is there. Facebook contains more existence of people rather than other social media.

This study found that Facebook business pages have gratified customers at various levels. There are two reasons for variety in satisfaction level. Firstly, there are some characteristics defined as obstacles to Facebook business pages by the customers. It creates troubles and problems for the customers. Customers are responsible for the second reason. As we have said earlier, people jump on Facebook business pages. However, they carry some tendencies of traditional marketing place while jumping on Facebook business pages. When these tendencies do not match with the Facebook business pages, then satisfaction level comes down at a low position.

Unlike other businesses, the center of Facebook-related business is in Dhaka. There is a positive reason for it. Dhaka city has a very favorable environment for the Facebook business. However, the customers of Facebook business pages are spreading all over Bangladesh. Besides, customers of Dhaka are getting more benefits. A customer from outside Dhaka has to make the full payment before purchase. There is no personal delivery man for him who delivered the product at their doorstep. Here the gratification becomes classified again.

The study found a positive image for the marketers. They want to gratify the customers. However, they are helpless about tendencies and the characteristics of the Facebook business pages. Some of the uniqueness of the Facebook business pages can be manageable, but most of them are not in the hand of

the marketers. The study feels that changes will take place as time goes on. In this business, the marketer does not need any marketplace. They do not need to spend extra money on the advertisement as well. These two advantages bring the marketers to the Facebook business page.

By analyzing the survey data, the study predicts that Facebook business pages have a bright future. Customers can know information and buy instantly from Facebook business pages. The Facebook business pages can take control of those products whose prices are low. For higher-priced products, people will depend on traditional marketing. The situation will come under the control of Facebook business pages as time goes on. Time is not the only variable here. The development of technology is also necessary for a bright future of Facebook business pages. Besides, it should be decentralized. When the Facebook business pages decentralize at every district in Bangladesh, then one of the gratification variables can be avoided. In the end, it seems that Facebook business pages are successful enough to satisfy their customers. Facebook always becomes the pioneer in social media business platform.

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ANNEX

Table 2: Purposes of the Participants' Use of Facebook

Purpose	Frequency	Percentage
Information	36	36%
Entertainment	36	36%
Education	18	18%
Business	8	8%
Communication	63	63%
Others	1	1%
Total	162	(In 100%)

Based on multiple answers

Table 3: Participants' Preferred/Liked the Facebook page

Liked pages	Frequency	Percentage
Entertainment page	84	84%
Educational page	66	66%
Business page	29	29%
Political page	16	16%
Sports page	47	47%
Religious page	28	28%
Health page	28	28%
Lifestyle page	47	47%
Job page	23	23%
Law-related page	4	4%
News page	20	20%
Science page	19	19%
Travel page	33	33%
Food-related page	40	40%
International page	20	20%
Others	4	4%
Total	508	(In 100%)

Based on multiple answers

Table 4: Participants' Preferred/Liked items on the Facebook Business Page

Liked product	Frequency	Percentage
Books	25	25%
Foods	57	57%
Clothing	78	78%
Machinery	13	13%
Electronics	23	23%
Ornaments	24	24%
Cosmetics	25	25%
Furniture	13	13%
Medicine	13	13%
Vehicle	20	20%
Total	291	(In 100%)

Based on multiple answers



Table 5: Most Purchased Products by Participants from Facebook Business Page

Liked product	Frequency	Percentage
Books	21	21%
Foods	27	27%
Clothing	77	77%
Machinery	7	7%
Electronics	27	27%
Cosmetics	20	20%
Furniture	7	7%
Medicine	5	5%
Vehicle	8	8%
Total	199	(In 100%)

Based on multiple answers

Table 6: Most Attractive Facilities on Facebook Business Pages

Things	Frequency	Percentage
The price of the goods	25	25%
New offer	62	62%
Product-related information	35	35%
Communication at any time	23	23%
Different types of product	13	13%
The product can be purchased anytime	19	19%
The product can be purchased at the busy schedule	22	22%
Shop at home	55	55%
Total	254	(In 100%)

Based on multiple answers

Table 7: Benefits got from Facebook's Business Pages

Benefits	Frequency	Percentage
Products can be purchased at a short time	58	58%
Products are available in hand quickly	23	23%
No need to go to the market	67	67%
Products delivery at home	41	41%
Products order can be made at any time	46	46%
The delivery charge remains the same in multiple orders	29	29%
Pay money after receiving the product	20	20%
Confidentiality remains	29	29%
Products can be purchased at the busy schedule	33	33%
Total	346	(In 100%)

Based on multiple answers

Table 8: Trouble faced with using Facebook Business Pages

Trouble	Frequency	Percentage
Yes	20	20%
In the beginning	6	6%
Sometimes	16	16%
Never	58	58%
Total	100	100%

Table 9: Types of trouble faced with using Facebook Business Pages

Types	Frequency	Percentage
Products cannot be touched	26	61.90%
Product may differ from the photo	34	80.95%
Products cannot be returned	20	47.62%
Products quality cannot be verified	36	85.71%
No bargaining	23	54.76%
Others	3	7.14%
Total	142	(In 42%)

Based on multiple answers

Table 10: Problem faced with using Facebook Business Pages

Problem	Frequency	Percentage
Yes	31	31%
Sometimes	12	12%
Never	57	57%
Total	100	100%

Table 11: Types of the problem faced with using Facebook Business Pages

Types	Frequency	Percentage
Linguistic problem	6	13.95%
Not having a smartphone	0	0%
The complication in the delivery of the product	13	30.23%
Variety of product quality	20	40.51%
Inconvenient time of delivery	16	37.21%
Internet complication	7	16.28%
Total	62	(In 43%)

Table 12: Satisfaction level by using the product of Facebook Business Page

Level	Frequency	Percentage
Very satisfied	6	6%
Fairly satisfied	70	70%
Not quite satisfied	21	21%
Dissatisfied	3	3%
Total	100	100%

Table 13: What should be done to make the Facebook Business Page Interesting?

Interesting commercial page	Frequency	Percentage
Keep commercial page active	26	26%
Daily update	12	12%
Make the language of the page clear	48	48%
Stay in touch with customers	21	21%
Admin of the pages need to be swift	30	30%
Clear details about the product	27	27%
Increase the time of delivery	31	31%
Bring diversity to the product	16	16%
Total	211	100%



Table 14: Facebook Business Page will occupy Traditional Shopping

The Facebook business page will occupy traditional shopping	Frequency	Percentage
Support strongly	9	9%
Support	58	58%
Neutral	26	26%
Unsupported	4	4%
Unsupported strongly	3	3%
Total	100	100%





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Media Literacy of Fake News among the Media Persons

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Abstract- Fake news is type of information that which has no origin. Fake news refers to false information or propaganda published under the guise of being authentic news. Nowadays, many types of fake news go viral and trending on the social media platforms. So it's a tough task for the media persons how to deal and verify the fake news. The main objective of this study are to find out that media persons how much aware of the fake news. The Second objective of the study is that media person how to verify the news content.

In this study media persons is related who is working as a journalist and working other media houses which are related to media. For this study Descriptive research design method is used. Media persons are the sample of this study. For this study, we will use the interview method to collect the data. Media person and media houses will be select through the use of simple random sampling. The Sample size of this study is 20.

Keywords: *media literacy, fake news.*

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Media Literacy of Fake News among the Media Persons

Guarav Kumar ^α & Padmini Muvel ^σ

Abstract- Fake news is type of information that which has no origin. Fake news refers to false information or propaganda published under the guise of being authentic news. Nowadays, many types of fake news go viral and trending on the social media platforms. So it's a tough task for the media persons how to deal and verify the fake news. The main objective of this study are to find out that media persons how much aware of the fake news. The Second objective of the study is that media person how to verify the news content.

In this study media persons is related who is working as a journalist and working other media houses which are related to media. For this study Descriptive research design method is used. Media persons are the sample of this study. For this study, we will use the interview method to collect the data. Media person and media houses will be select through the use of simple random sampling. The Sample size of this study is 20.

Keywords: media literacy, fake news.

I. INTRODUCTION

We hear a lot about “fake news,” but that term, which was coined fairly, recently is a symptom of much larger problems, including the lack of media literacy. The new digital environment is dramatically changing media's position in society and role in shaping public opinion, and Media and Information Literacy (MIL) At the time when manipulation and dis-information is an increasing threat, helping citizens learn how to identify and access independent information sources, have a critical understanding of the media in all its forms, and how to interact with it, is a priority.

Media literacy is a very common term for the media persons because if any worker of the media house may have media literacy because without media literacy, they cannot do anything. They have a common sense of how caught different news from another reporter. They first have a news senses as well as media literacy if the media person have both sense they easily create or write a news. Media literacy is the ability to think critically about the information you consume and create. It includes the ability to distinguish fact from opinion, and to understand how media can sometimes

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be used to persuade people. Media literacy is important because it is the basis for being an informed and critical thinker in a world where technology and media are ubiquitous, helping to immunize people against undue persuasion and false information.

Fake news is any information that is deliberately meant to be wholly or largely false or misleading.

There are two kinds of fake news:

1. False stories that are *deliberately published* or sent around, in order to make people believe something untrue or to get lots of people to visit a website. These are deliberate lies that are put online, even though the person writing them knows that they are made up.
2. Stories that may have some truth to them, but they're *not completely accurate*. This is because the people writing them - for example, journalists or bloggers - don't check all of the facts before publishing the story, or they might exaggerate some of it.

II. LITERATURE REVIEW

Srijankumar, Neilshah, 2018, *False information on Web and Social Media: A survey*, discusses the three types of false information fake review, hoaxes and, fake news in which he finds that the next generation of false information will be fueled by the advancement in machine learning,

Gowhar Farooq, Jamia Millia, 2018, *Politics of fake news: How WhatsApp become a potent propaganda in India* in this they outline while the major players on the internet, Google, Facebook and Twitter, have taken steps and pledged to tackle fake news, WhatsApp is still out of radar.

Kai Shu, Amy Sliva, Suhang Wang, Jiliang Tang, Huan Liu, 2016, *Fake news detection on social media: A data mining perspective* concluded that with the increasing popularity of social media more and more people use social media instead of traditional media however, social media has been used to spread fake news which has strong negative impacts on individual and broader society.

Hunt Allcott, Matthew Gentzkow, 2017, *Social media and fake news in the 2016 election*: Their data suggest that social media were not the most important source of election news, and even the most widely circulated fake news stories were seen by a small fraction of Americans.

III. OBJECTIVES

The main objectives of this study are:

1. To study how much media persons is aware of the fake news.
2. To understand those how-to media person verify the fake news.
3. To find out how fake news affects the real news.
4. To find out Fake news is a symptom of much larger problems, including the lack of media literacy.
5. To find out on which platform mostly fake news goes viral.

IV. METHODOLOGY AND TOOLS

a) Theoretical framework

The Theoretical framework is an important in any research work, under the theoretical framework. We fulfill the various stages of research based on the process on the basis of effective principles. The work has been done by emphasizing the principles in the research work.

In this research paper researcher studied on Media literacy of Fake news among the media persons, the reason behind this topic is that in present scenario lots of fake news and videos go viral overnight, so it is a tough task to the media houses how to check or verify that this news is real or fake. So through this study researcher study the behavior and reaction of the media persons for fake news. It is an emphasis on various factors of media literacy and fake news. For this study suitable research design used for study, the Descriptive research design method has been used to complete this study.

b) Sampling

The Selection of the sample is done made by purposive sampling, which comes under the non-probability sampling technique. A purposive sample is a non-probability sample that is selected based on characteristics of a population and the objective of the study. The sample size of this study is 20 respondents who are interview conduct by the researcher individually. The universe of this study was media persons of Bhopal.

c) Tools

An appropriate tool is very necessary for any study to collect the data without biases. For this study researcher used an interview method to collect the data and the researcher conducted the interview individually of the media persons through the telephonic interviews and asked some questions to everyone.

d) Data Collection and Interpretation

The researcher collected the data through the telephonic and face to face interviews of the media persons of different media houses of Bhopal, after the collection researcher analyses the data.

In this study, the researcher took the interview of 20 media persons, which was related to different media houses of Bhopal. The researcher conducts the telephonic or face to face interview of the media persons.

The data collected over the telephonic interview and asked similar questions to everyone. Its Narrative analysis follows:

S= Statement

I= Interpretation

Table 1: Showing the responses of respondents on the first statement.

S1: Do you know about fake news.
I1: Responses of this question of all interviewee was positive every 20 media persons knew about the fake news.

Table 2: Showing the responses of respondents on the second statement.

S2: According to you what is fake news.
I2: All interviewee gave the different definitions of the fake news, there are some definitions of fake news, according to interviewee: The news which misguides us and has no fact. Any news that is false and don't have a credible source. One that is made for sake of one's own self profit and have not link with truth and reality. Any news with improper facts or manipulated facts, news created by using propaganda etc. News without any proofs and authenticated, where there is no accuracy and no facts and figures. A biased type of information, who creates sensation in mass. Fake news provided false information.

Table 3: Showing the responses of respondents on the third statement.

S3: Do you think media literacy is the biggest cause of fake news?
I3: Most of the interviewee gave the positive response on these questions, 14 interviewees said on this statement and only 6 respondents gave negative response on this question said NO .

Table 4: Showing the responses of respondents on the Fourth statement.

S4: On which platform mostly fake news goes viral?
I4: On this statement, 18 interviewees said that social media is platform where the mostly fake news goes viral and only 2 interviewees said that newspaper and news channels also a source of platforms where the fake news goes viral.

Table 5: Showing the responses of respondents on the Fifth statement.

S5: How do you verify fake news?
I5: On this statement, 8 interviewees said that they verify the fake news from the real sources and 5 interviewees verify the fake news by cross check on the news websites and 5 interviewees verify the fake news by the Google search engine, only 2 interviewees verify fake through the newspapers.

Table 6: Showing the responses of respondents on the Sixth statement.

S6: Do you think fake news affect the real news?
I6: On this statement most of the interviewee agree for this statement, 17 interviewees said YES that fake news affect the real news and only 3 interviewees say NO that fake news is not affect the real news.

Table 7: Showing the responses of respondents on the Seventh statement.

S7: Do you think lack of media literacy is the biggest symptom of fake news?
I7: Researcher asked the questions on likert scale, On this statement 10 respondents very less agree on this statement while 4 respondents very much agree on this statement. 1 respondent was less agreed on this statement and 2 respondents much agree on this statement while 3 respondents were neutral on this statement.

Table 8: Showing the responses of respondents on the Eighth statement.

S8: Do you agree with the statement new media is the rise of fake news?
I8: Researcher asked the questions on likert scale, On this statement 4 respondents strongly agree on this statement while 1 respondent strongly disagree on this statement. 1 respondent was disagreed on this statement and 12 respondents agree on this statement while 2 respondents were neutral on this statement.

Table 9: Showing the responses of respondents on the Ninth statement.

S9: Do you think emotional manipulation of news is one of the causes of fake news?
I9: Researcher asked the questions on likert scale, On this statement 4 respondents strongly agree on this statement while no respondent strongly disagree on this statement. 1 respondent was disagreed on this statement and 13 respondents agree on this statement while 2 respondents were neutral on this statement.

Table 10: Showing the responses of respondents on the Tenth statement.

S10:Spreading fake news cause.....effect on media persons
I10: On this statement, most of the interviewees gave positive response on this statement. 17 interviewees said that fake news cause Positive effect on media persons while 3 respondents said that fake news cause Negative effect on media persons.

Table 11: Showing the responses of respondents on the Eleventh statement.

S11: Do you think detecting fake news is challenging for media persons?
I11: On this statement, Half of the interviewees gave positive statement on this statement. 12 interviewees said YES that detecting is fake news is challenging for the media persons and 5 respondents said NO on this statement while 3 respondents said CAN'T say on this statement.

Table 12: Showing the responses of respondents on the twelfth statements.

S11: Do you think due to lack of media literacy and fake news peoples commit crime?
I12: On this statement, 12 interviewees said YES that lack of media literacy and fake news peoples commit crime while 8 interviewees said NO on this statement.

V. FINDINGS AND RESULTS

- o Media literacy of fake news among the media persons is very high. They have proper knowledge of fake news and most of the interviewees gave the different-different definitions of the fake news. So it shows the media literacy of media persons of Bhopal is very high.
 - o According to the media persons of Bhopal, Lack of media literacy is the biggest cause of fake news because if you don't have media literacy so how can you identify that it's fake or real news. Social media is the biggest platform where the mostly fake news goes viral in India.
 - o For verifying the fake news, media persons of Bhopal mostly use the real sources of fake news and, some of the media persons used cross-check on websites and Google etc. It's also concluded that fake news affects the real news.
 - o Media literacy is the biggest symptom of fake news due to lack of media literacy. You don't verify which news real or fake, as well as new media is also a platform where the mostly fake news arises.
 - o Spreading fake news cause a positive effect on the media persons. Nowadays detecting of fake news is also the biggest challenge for media persons. There are very least sources of media persons for verifying fake news.
 - o Due to media literacy and fake news, peoples commit the crime. So the media literacy of fake news among the media persons is normal. They can easily handle the fake news.
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VI. CONCLUSION

Media literacy plays a vital role for a media person or a society. If you have knowledge of media literacy, you can easily detect the fake news of fake content. Through this study I reached the conclusion that media person should have the knowledge of how to detect fake news. For this every, media houses should have organized the training session for media persons.

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Representation of Emerging COVID-19 in Bangladeshi Newspapers

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Abstract- This study explains how Bangladeshi media responded during the coronavirus crisis focusing on the issues of news related to COVID-19. The study analyzes the content of a total of 744 articles in the ProthomAlo & The Daily Star, the country's most-read newspapers in-between the timeline from 8th March 2020 to 4th April 2020. It investigates how the COVID-19 presented as 'furious' and 'deadly' virus among the readers. In particular, this study explores the representation pattern of the phenomena of 'emerging deadly infectious diseases' in the newspapers. Using Social Representation Theory (SRT), the study investigates the collective meaning sharing focus on the news coverage during the early stage of the COVID-19 outbreak in Bangladesh. The study also finds out how the newspapers sideline the representation of this pandemic as a 'health crisis' to 'national economic crisis.' Thus the representation covers up the government irresponsibility by focusing more on 'unconscious mass' and 'limitations' of a developing country. Therefore, the 'panic' increases and the solution of this pandemic muffled under it. Also, this study provides some tentative explanations for this linguistic representation by editorial sections of these newspapers.

Keywords: COVID-19, pandemic, social representation theory, Bangladesh, newspaper coverage.

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Representation of Emerging COVID-19 in Bangladeshi Newspapers

Mehnaz Hoque ^α & Sk. Abu Raihan Siddique ^σ

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Keywords: COVID-19, pandemic, social representation theory, Bangladesh, newspaper coverage.

I. INTRODUCTION

The world was shut down for months in 2020 for the cause of the global pandemic, which was first identified in China. The earliest case was detected on 17 November, weeks before the COVID-19 was emerged as a new virus, according to the Chinese press (The Guardian, 2020). Since that (COVID-19) outbreak in Wuhan, China, the global media started showing interest in this, and it increased far more after the declaration of a pandemic by WHO. And the media tries to draw mass consideration through its coverage of any pandemic and try to influence public opinion (Atasoy, 2020). Therefore, after this outbreak, the mass media of Bangladesh also started to disseminate information about the coronavirus after its outbreak in china. On March 7, the country confirmed the first COVID-19 case in its territory (Anwar et al., 2020). The first three known cases were reported on 8th march 2020 by the country's epidemiology institute, IEDCR (IEDCR, 2020). On March 25, through Prime Minister Sheikh Hasina's address to the nation, Bangladesh declared the enforcement of lockdown for ten days from

the next day. Her speech of 25th March 2020 is considered to be the main policy framework of her government incorporating social, health, and security measures in this battle with COVID-19. The idea of this study emerged from the coverage given by the media after taking the very first step by the government after the declaration of the official corona case.

II. RESEARCH BACKGROUND

With an increasing number of affected people, the pandemic of COVID-19 has spread day by day over the whole nation. It was then easy to assume that the country would struggle to combat the spread of the disease, as it has got one of the world's most densely populated populations. The government then took some immediate measures to fight against the pandemic by declaring to go for lockdown and also prepared some needy steps of creating awareness, keeping this syndrome away from the people. As media started to portray the issue through their content, newspapers in Bangladesh had also put their attention to highlight the effects, and it was then the top talked issue over the country. Millions of readers were involved through the language that reflects the opinions of the particular newspapers than what people think about related to the virus. Some of the selected topics like social distancing, lockdown, isolation, travel bans, economic crisis, and deaths were started to narrate by the newspapers repeatedly. People became curious, and coverage of the outbreak has consumed much of the news media's attention as people look for information in time for high anxiety and uncertainty. People started to move towards fear, panic, and uncertainty at their subconscious mind, and no doubt newspapers had set the image over their content.

Throughout the world, researchers tend to identify the language of media most that represents the pandemic. Recent studies show the way like how the media intends to represent the COVID-19 virus as a global health crisis or to understand the public perception. None of them tend to analyze the tone of the newspaper on this emerging virus yet. In this study, we will investigate the way on how the popular dailies in Bangladesh presented COVID-19.

The research tries to answer the following questions-

1. What is the rate of presenting the COVID-19 in mainstream newspapers, and what type of news are being focused?

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2. What are the key issues used in the newspapers?
3. Is there any intention to frame the COVID-19 as a threat to the national crisis?

This research is necessary to identify the news tone of Bangladeshi newspapers and will find the answer if they have the intention to play a proper watchdog role by showcasing the limitations taken by the authorities.

III. LITERATURE REVIEW

Since 1980 metaphorical framing was widely used to analyze the infectious disease in the social context, especially in the case of HIV/AIDS. Many have focused on the militaristic language used to report and explain this illness, a type of language that has permeated discourses of immunology, bacteriology, and infection for at least a century (Wallis & Nerlich, 2005).

Like this, in 2003, another epidemic named 'SARS' spread across several parts of the world. It (SARS) was an important news story at that time. But the main source of the news was 'WHO,' and the angle was 'human interest.' And the WHO was setting the news agenda and giving importance to scientific successes: this was a key area that involved major contributions from the UK and the US. The media's combined emphasis on human interest and medical research and responses appears in the early coverage of this epidemic (Kinsella, 1989; Donovan, 1992).

In another article, 'Disease metaphors in new epidemics: the UK media framing of the 2003 SARS epidemic' examines how language and metaphor were used in the UK media's coverage of Severe Acute Respiratory Syndrome (SARS). By analyzing the news on SARS of five major national dailies during the epidemic of spring 2003, the researcher did not find any militaristic language; rather, the key metaphor was 'SARS: a killer.' SARS, as a killer, was an entity, not a force. It was a new interpretation of disease after HIV/AIDS (Wallis & Nerlich, 2005).

'Representations of SARS in the British Newspapers' was another study that analyzes the representation of SARS as a 'dangerous threat' to the UK public, using the mechanism of 'othering' as the Chinese were so different to 'us' (European). In this way, the SARS scare was disseminated in the international media. Yet this study also shows the difference in the coverage of SARS with earlier epidemics. In particular, this study examines the phenomena of 'emerging, and re-emerging infectious diseases' over the past 30 years and that impacted the faith that Western biomedicine could 'conquer' infectious disease (Washer, 2004).

The 2014 Ebola outbreak in West Africa and the subsequent diagnosis of a case in a Dallas hospital in the US emphasized the nature of 21st Century challenges in global health. The researcher found that

the media emphasis on preventing Ebola from entering the United States, and the Dallas hospital's failure to detect the Ebola case. So the media places value in the American social order than West African human need of health care (Atasoy, 2020)(Aranda, 2019)

Later, in 2019 a new coronavirus was identified that originated in China (Li Q et al., 2020). On 30 January 2020, the International Health Emergency and on 11 March, the World Health Organization (WHO) declared the outbreak as an international public health emergency. Atasoy (2020), in his study, 'Representations of COVID-19 pandemic in German & Spanish newspaper headline: A comparative study' analyze the headlines of highest circulation center-left daily newspapers *Süddeutsche Zeitung* and *El País*, that deal with coronavirus (COVID-19) pandemic. The headlines have been examined with the CDA methods of Teun van Dijk (2013). The study proves that both newspapers intend to frame the COVID-19 virus as a 'global health crisis.' Subsequently, a negative representation of coronavirus is directly related to china in both newspapers of both countries.

According to Pew Research Center's (2020) survey conducted from March 10-16, 2020, Americans give the news media good marks for their coverage of COVID-19, though most think their reporting has exaggerated the risks. Misinformation has also found its way into the information stream. The findings come from a survey of 8,914 U.S. adults who are members of the Center's American Trends Panel.

On the other hand, UK tabloids *Daily Mail* and *The Sun* shared conspiracy theories and they introduced hatred toward Chinese people, implying that the Chinese people are to blame for the outbreak for eating bats and other animals (*Daily Mail Online*, 2020).

The epidemics are always global as they always travel around the world with people. And the spread of COVID-19 was facilitated by the modern availability of travel and by economic globalization. So the whole world was affected at a time, so to Bangladesh. But the Bangladesh government has taken steps to reduce its effect just after the first case was detected. However few government ministers, including the health minister, said that the government is ready to tackle the crisis. Therefore, some of the cabinet ministers' remarks on COVID-19 have made the government uncomfortable (*The Daily Star*, 2020).

Ayesha Siddika & Md. Didarul Islam (2020) attempt to understand the public perception in Bangladesh regarding the measures taken by the government. The study has found that the measures taken by the Bangladesh government should have been taken earlier and more robust measures are necessary to stop this pandemic. The study also shows that government authorities partially failed to communicate the measures of the government to the wider public audience. Moreover, this research finds that proper

coordination among all the agencies would help to contain the disease with a continuous lockdown and social distancing policy.

In this situation, it is the primary duty of media to play a watchdog role. The main objective of this research is to explore the representation of COVID-19 in the most circulated newspapers in Bangladesh, whereas the researchers have selected the 'ProthomAlo' and 'The Daily Star' as the sample to investigate the trends. So through investigating the framing of an emergent disease in these newspapers, researchers can also contribute to theorizing it.

IV. METHODOLOGY & THEORETICAL BACKGROUND

According to IEDCR, the first cases were confirmed in the country on 8 March, and the lockdown began in Bangladesh on 26 March. The research considered the first four weeks after 8 March 2020 to understand the news coverage pattern of COVID-19 in the ProthomAlo and The Daily Star.

To conduct the study, researchers have chosen the ProthomAlo, the most read vernacular daily with 6.6 million circulations in a day (ProthomAlo, 2018) and The Daily Star, the largest circulated English daily as the sample. These newspapers were selected based on highest readership; therefore, researchers acknowledge that these findings would not be able to generalize to all newspapers of the country.

The study integrates content analysis of the headlines to analyze the representation of COVID-19

the mainstream newspapers of Bangladesh between 8 March 2020 to 4 April 2020. And for better understanding researchers also analyze the editorial and opinion part of both newspapers. The main reason of this sampling is to find out the coverage pattern of Pandemic during this outbreak in Bangladesh.

'Social Representation Theory' is used to portrait the representation of COVID-19 as an emerging threat in Bangladeshi newspapers. The SRT refers to the process of collective meaning sharing focus on phenomena. As a theory of communication, it links society and individual, media, and public. Hoijer (2011) describes, 'the theory is relevant for media-and communication representing how media texts deal with and present national, regional and social issues and events to the audience.' According to Bauer & Gaskell (1999), 'Representations are embodied in communication and individual minds, shared in a way similar to language.' In this research, researchers attempt to focus on the media representations rather than measure what the public generalize or even think in the way that a 'media effects' approach would.

The researchers have analyzed the content of a total of 744 news in both newspapers. All the news has been taken from the online version of the two most circulated newspapers in this country. The researchers have used the timeline from 8th March 2020 from 4th April 2020, the first month of the outbreak in Bangladesh. The researchers found that the ProthomAlo published 387 news (52%), and The Daily Star published 357(48%) news within the timeline.

Table 1: News sample for the study

Newspaper Name		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ProthomAlo	387	52.0	52.0	52.0
	The Daily Star	357	48.0	48.0	100.0
Total		744	100.0	100.0	

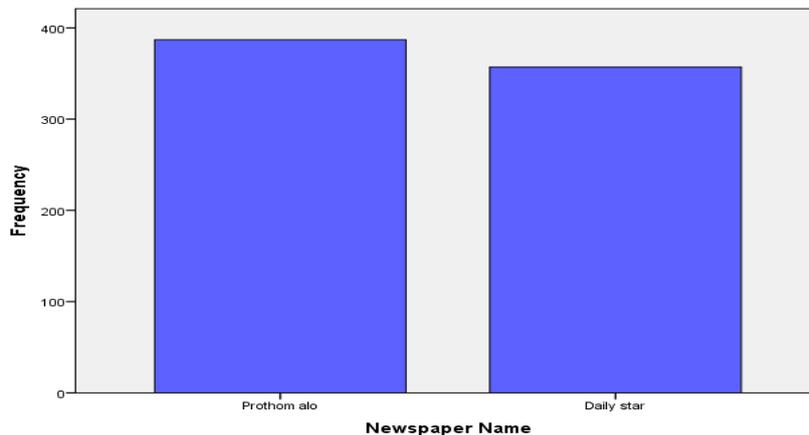


Chart 1: News sample for the study

To analyze the data, researchers have constructed a coding schedule with different categories such as publication date, headline, news types, issues of the news, page number to monitor, and analyze. All the contents were then analyzed using Statistical analysis Package for Social Sciences (SPSS), with the selected coding schedule.

V. DISCUSSION

a) *Headline Analysis*

Before starting to read any news, readers always glance over the headline, as the headlines always showcase the keywords of the news, which makes the readers easy to understand the key issues of

the news. This study finds that around 16% of total news has used the concept of 'fear' in the headline. The ProthomAlo used the concept of 'fear' in 77 headlines, and The Daily Star used it in 44 headlines. Among other issues, the threat (8.2%), deadly virus (5.8%), the effect on the economy (7.4%), safety precautions (7.8%), optimism (6.2%), unconscious mass (4.6%) & steps taken by the government (4.2%) are mostly used during the sample period. In this representation, only the headlines related to step taken by the government 4.2%(31 headlines), optimism 6.2% (46 headlines) and safety precautions 7.8% (58 headlines) were giving the way out from this crisis; rest of the news highlighted this virus as furious one.

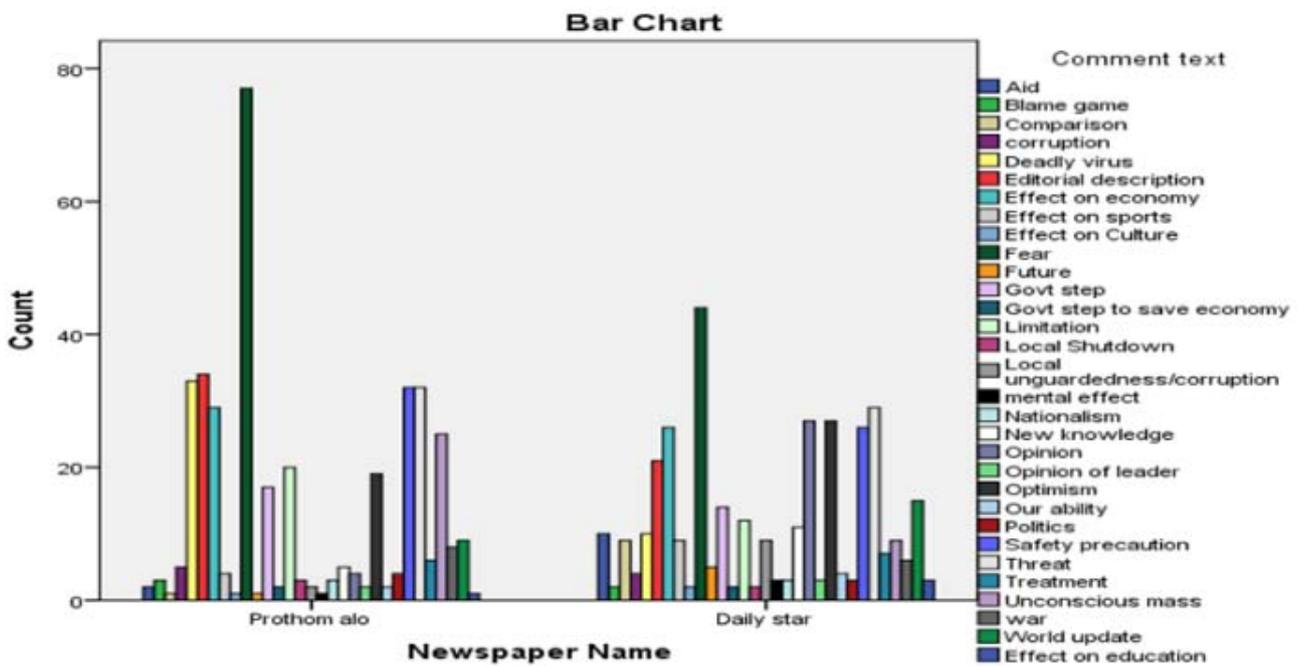


Chart 2: Summary of the key issues of news headlines tagged with COVID-19

On an Individual newspaper assessment, this study finds that the ProthomAlo gave the highest preference to 'fear' (19.9%) in the headline while the Daily Star used fear (12.2%) and threat (8.2%) respectively. Analyzing this, researchers find the ProthomAlo giving more importance in creating 'fear' among its readers. But, both newspapers were giving equal importance on the economic effect of coronavirus, where researchers see the ProthomAlo mentioned this matter for 7.5% on its headline, and the percentage rate of The Daily Star was 7.3%. In addition, both newspapers had an intention to avoid the term 'blame game' (0.7% in both of the newspapers) and 'political affiliation' (0.9% in both of the newspapers) in their headlines.

On the other hand, The Daily Star had an intention to give more importance to 'new knowledge'

(The Daily Star 3.1%) about coronavirus than that of the ProthomAlo (1.3%). The same goes for the headlines related to the country's capability (ProthomAlo 0.5% & The Daily Star 1.1%) and the future prospect of COVID-19 (ProthomAlo 0.3% & The Daily Star 1.4%). These indicate that The Daily Star was trying to represent COVID-19 as a less furious disease than that of the ProthomAlo. Moreover, the ProthomAlo tried to create fear among the unconscious mass (6.5%), images of deadly virus (8.5%) & threat (8.3%) in its headline.

In another case, both newspapers paid less attention to the headline related to 'corruption' to the COVID-19; the ProthomAlo 1.3% & The Daily Star 1.1%.

This study also finds that there was a marked shift to use the idea 'fear' within the timeline. In the beginning, the newspapers did not use any words that

created 'fear' very much, but after the declaration of the official locked down on March 25, when COVID-19 spread all over Bangladesh, these ideas of creating fear

pop up more frequently on the headlines of the news. (Chart 3)

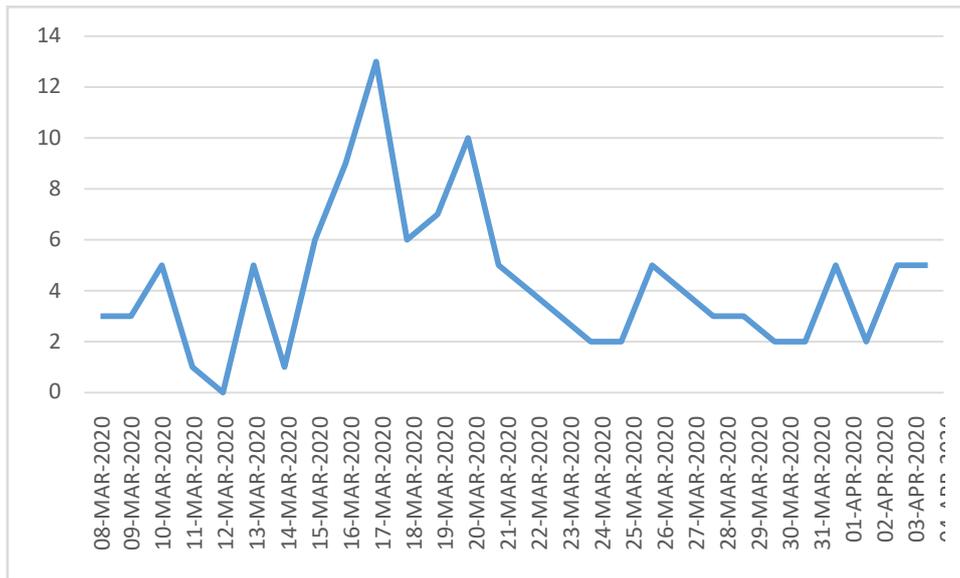


Chart 3: Timelines of news headlines tagged fear described in COVID-19 news

b) Timeline Analysis

According to Chart-4, the study finds that both dailies started to publish more COVID-19 related news from mid-March, just before the declaration of locked-down by the government.

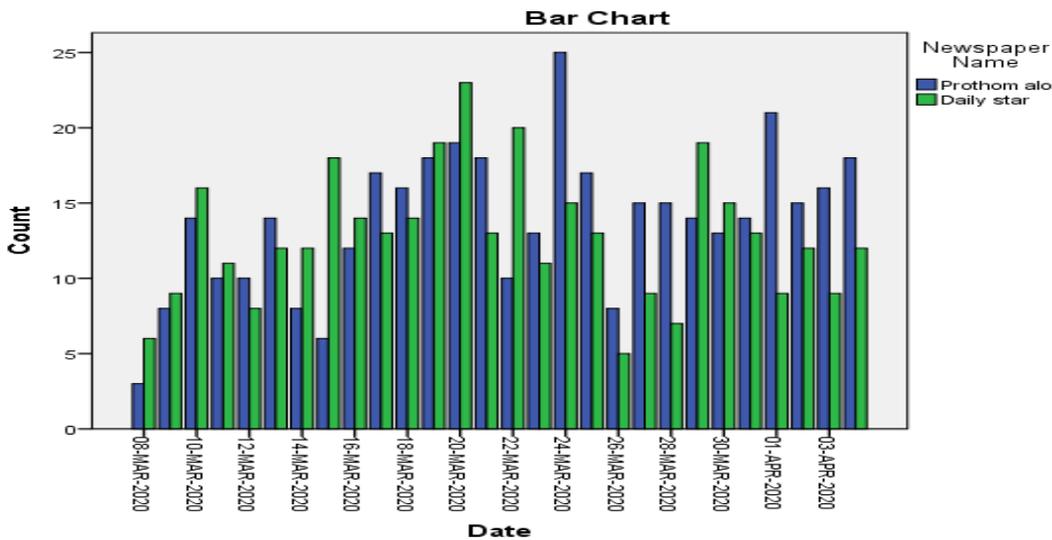


Chart 4: Timelines of news headlines tagged with COVID-19

To analyze the timeline of the most popular vernacular daily ProthomAlo, researchers found that the daily always had an intention to present the national news related to COVID-19 most. But during late-mid March (18 March- 24 March), the national news about COVID-19 was given higher preference, but the news related to the world was also getting almost equal treatment to the ProthomAlo. (Chart 5)

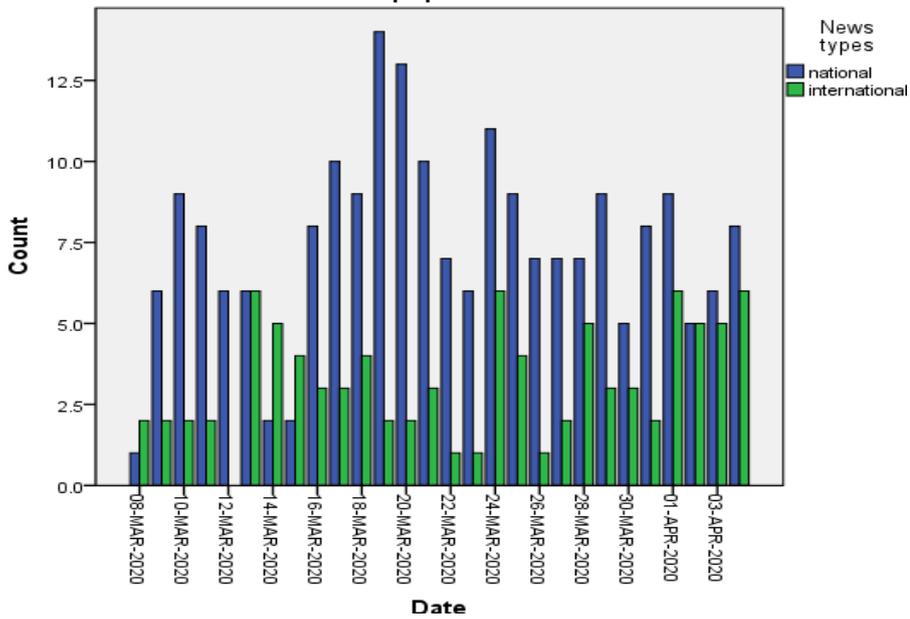


Chart 5: Timelines of national & International news headlines tagged with COVID-19 (ProthomAlo)

On the other side, The Daily Star was giving the highest preference to national news during the first phase of the declaration of locked-down, other than that international news got good treatment in this newspaper.

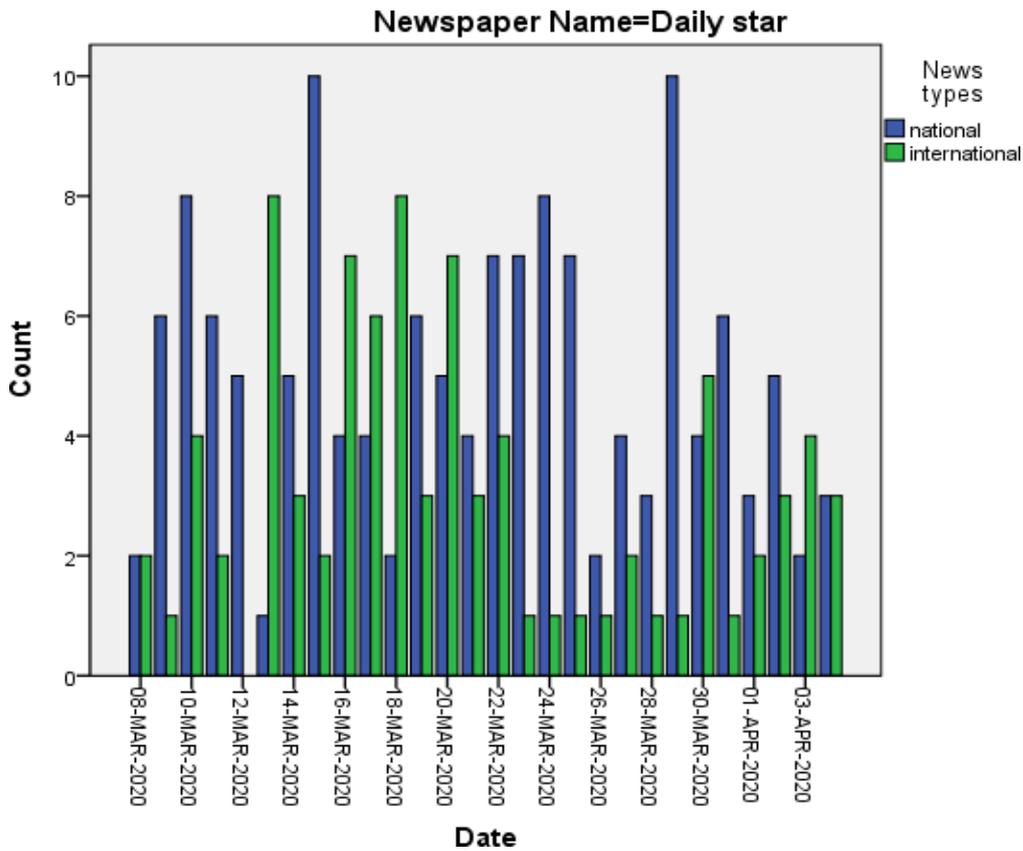


Chart 6: Timelines of national & International news headlines tagged with COVID-19 (The Daily Star)



As per chart 7, researchers found that during locked down declaration time and just after the declaration, The Daily Star published more national news than the ProthomAlo.

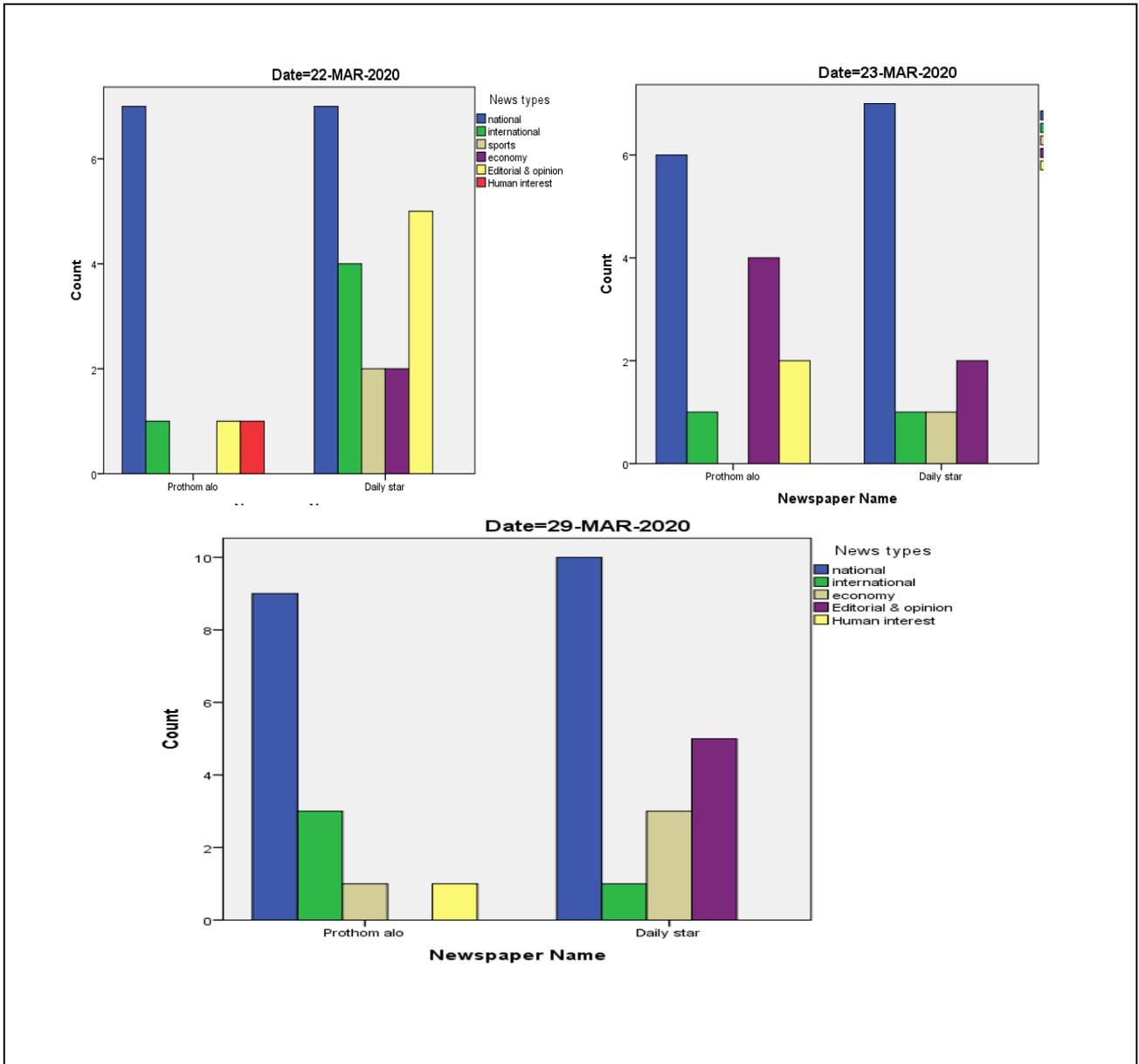


Chart 7: Timeline of published news as per types

c) News types analysis

To explain this media framing more precisely, this study has also analyzed the news types by analyzing the headlines. The researchers found that the ProthomAlo published 208 (53.7%) national news, and The Daily Star published 139 news (38.9%) among 347 published news about coronavirus within the sample period. Both newspapers published an almost equal number of international news related to COVID-19; the ProthomAlo 23.3% & The Daily Star 24.1%. But The Daily Star gave importance to the news related to economic effect, 11.8% (The Daily Star 42 news & the ProthomAlo 26 news) and the ProthomAlo gave more preference to

the news with human interest, 4.1% than that of The Daily Star (the Prothom Alo 16 news & The Daily Star 2 news).



Table 2: Newspaper Name * News types Cross tabulation

		News types						Total
		National	International	Sports	Economy	Editorial & Opinion	Human interest	
Newspaper Name	Count	208	90	7	26	40	16	387
	% within News types	53.7%	23.3%	1.8%	6.7%	10.3%	4.1%	100.0%
Prothom Alo	Count	59.9%	51.1%	36.8%	38.2%	34.5%	88.9%	52.0%
	% within News types	59.9%	51.1%	36.8%	38.2%	34.5%	88.9%	52.0%
The Daily Star	Count	139	86	12	42	76	2	357
	% within News types	38.9%	24.1%	3.4%	11.8%	21.3%	.6%	100.0%
% within News types		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

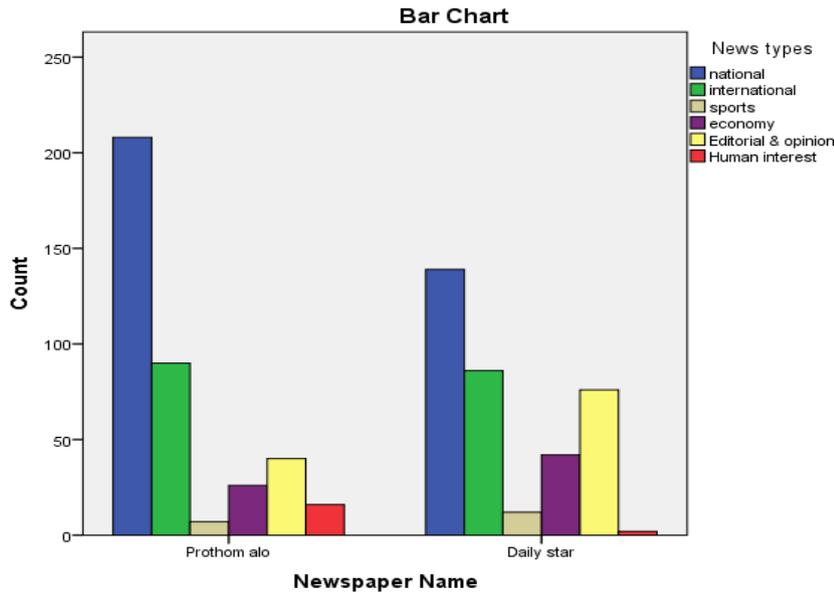


Chart 8: Summary of types of news according to headlines tagged with COVID-19

Among total 347 national news, we see the highest issues were related to 'fear' (22%), unconscious mass (8.1%), threat (6.3%), safety precautions (12.4%), limitations (7.2%), and government steps (8.1%). It proves that the dailies are creating a culture of fear among the unconscious mass of Bangladesh, and try to deliver them the knowledge of safety precautions and the steps taken by the government to fight with COVID-

19. On the other hand, the main issues related to economic news were the effect of COVID-19 on the economy (74.5%).

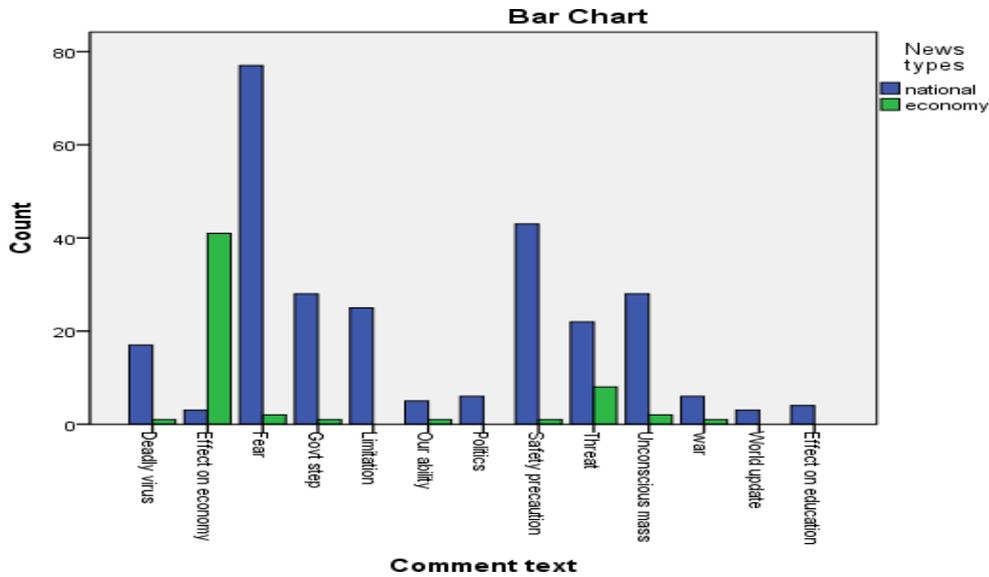


Chart 9: Summary of the main focus in news headlines in national & economic news tagged with COVID-19

Among total 176 international news, the issues (11.1%) & optimism (13.1%), that reinforced the idea of pandemic crisis all over the world. that focused, again and again, were fear (17.6%), deadly virus (13.1%), threat (14.2%), world update

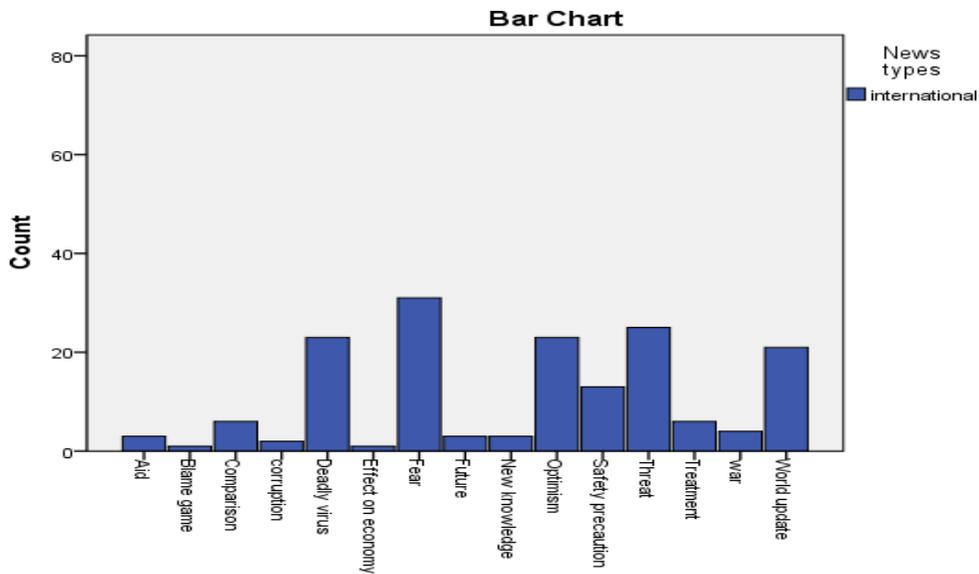


Chart 10: Summary of the main focus in news headlines in international news tagged with COVID-19

According to the table 3 and chart 10, the ProthomAlo gave importance to the news with 'human interest' 4.1%, that talked about the struggle of less wealthy people, garments worker, slum dwellers (total 16 stories) and The Daily Star published only two news about the struggle of lower-income people and slum dwellers rather its preference was to highlight the economic news 11.8% (42 stories). It proved that the mass people of Bangladesh are the reader of Prothom Alo, but The Daily Star is not a daily of mass people of Bangladesh as it acts as the mouthpiece of the higher class.

Table 3: Newspaper Name * News types cross tabulation

			Human interest
Newspaper Name	ProthomAlo	Count	16
		% within News types	0.9%
	The Daily Star	Count	2
		% within News types	0.1%

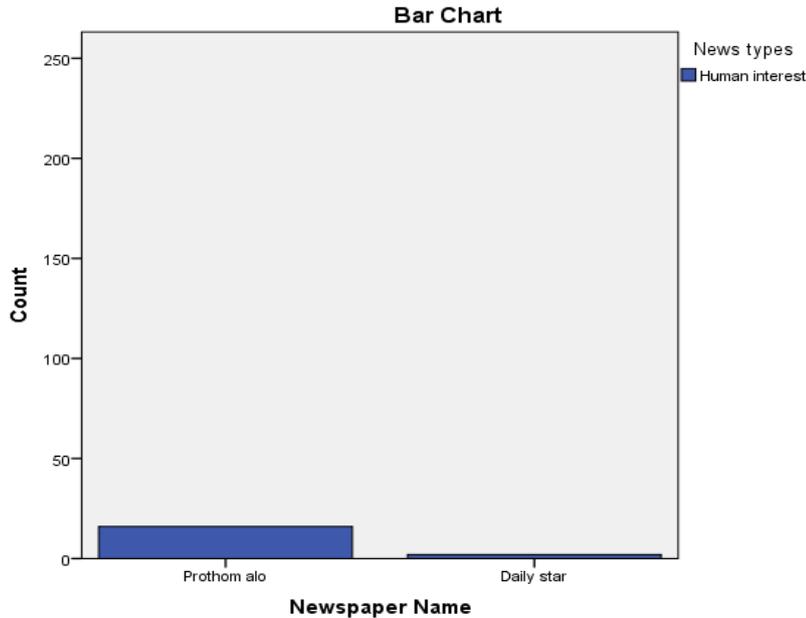


Chart 11: Summary of human interest focused news headlines related to COVID-19

d) Editorial & Opinion Analysis

After analyzing the editorial pages of both newspapers, researchers found that the Daily Star published more editorial and opinion 21,3% (total 76) than the ProthomAlo 10.3% (total 40). The study also found that, after the detection of the very first affected case in Bangladesh, The Daily Star started to set the tone on this emerging virus on its editorial section on a regular basis, highlighting 'crisis situation,' 'limitation,' 'mass awareness,' 'unconsciousness,' 'struggle,' 'government steps,' 'economic aspects,' 'human interest,' 'local corruption,' 'strategy,' 'opportunity' and the terms 'fear' and 'panic' as well. On the other hand, the ProthomAlo was eager to put attention on government activities on its editorial most, while we see 'human interest' story, 'limitation', and 'mass awareness' in its editorial section. Analyzing the editorials, both the national dailies focused the words 'fear' and 'panic' most but not to disseminate the fear among the people but repeatedly urging the government to take proper steps to minimize the harms.

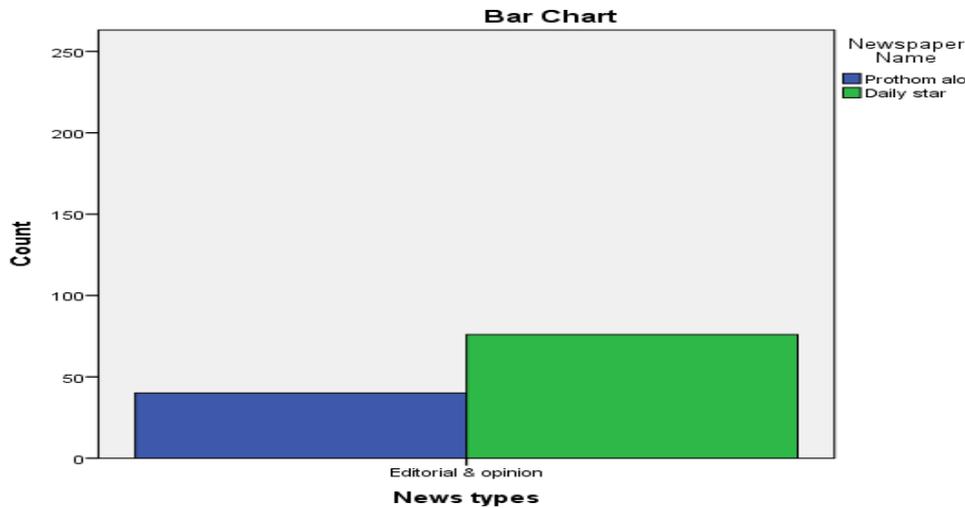


Chart 12: Number of Editorial and opinion in both dailies

By the first week, indicating the 'crisis situation' The Daily Star on its editorial (10 March 2020), repeatedly remembered the role of government during this kind of pandemic and questioned on healthcare facilities over PM's assurance that we are well prepared to protect the transmission.

In the same week, researchers see ProthomAlo giving less preference over the issue on its editorial. On March 10, the very first editorial was set by the dailies after the first confirmed case. On that editorial, it has set the tone by analyzing the government's initiative to overcome the situation. The newspaper questioned government's activities as the government was repeatedly saying that they are well prepared to protect the transmission but yet to see any precautionary measures. Indicating the term 'limitation,' the daily expressed its concern over averting the virus among the public setting the tone like: '*Needs to formulate guidelines, especially for the educational institutions and the public transport*' and repeatedly asked the authorities for taking steps to reduce the blast of COVID-19 pandemic on its next editorial on 14 that month.

There was a marked shift in the coverage of COVID-19 in the editorial section of ProthomAlo, by the third week. On March 22, the daily set the editorial, mentioning the authorities to protect our frontline healthcare worker on priority base by supplying personal protective equipment (PPE) and other protective equipment. Indicating the term 'limitation', the editorial also focused on the careless motive of the authorities. The daily also mentioned that actual information needs to provide among the mass people to create 'mass awareness' on its following editorial. On March 23, the ProthomAlo had set its editorial mentioning the term 'war', as we need to initiate a proper formula to face the war and also mentioned that the government had a lot to do wining against the war. On that week, the

ProthomAlo again urged the government to take proper initiative by creating awareness, supplying medical equipment, and assuring social distancing.

By last week on March 29, The Daily Star on its editorial identified the term 'local corruption,' marking the medicine businessman as 'unscrupulous.' Urging the authorities to take urgent measures, the tone was, '*Stop hiking prices of medicines.*' On another editorial, it thanked the government for taking timely steps of going for the shutdown. In another editorial, the daily had praised the government's initiative to save the economy, highlighting the term 'government steps to save the economy.' On April 4, the daily established the headline as, '*Covid-19 crisis warrants a comprehensive, strategic rescue plan,*' and described that PM's stimulus package would create 'far-reaching effects.'

In the last week, the ProthomAlo had set the tone on its editorial highlighting the treatment facilities, the limitation as well as the government and private actions regarding that. On those editorials, the daily urged to set up more dedicated COVID hospitals, to ensure proper medical facilities and asked to increase the testing as much as possible. On April 2, the ProthomAlo solicited the government to ensure foods to the indigent, as we faced scarcity of food due to the lockdown. Here we see the element 'human story', which may arise a tension over the situation, but the daily had presented it showing a solution to overcome the tackles.

VI. FINDINGS

This study has explained the role of Bangladeshi newspaper to cover the issues tagged with COVID-19 in the coronavirus crisis. It revealed that all the published articles during sample time were more national focused. Therefore, both newspapers

presented COVID-19 as a 'furious' virus. The dailies focused on 'fear' and 'threat', urging the government to take proper steps to minimize the harms. Media portrays of this pandemic as a dangerous disease to death increases during the declaration of 'shut-down' by the prime minister of Bangladesh. When journalists write an article on corona as a fearful one, they always focus on the death ratio and the unconscious mass of Bangladesh. That increases an unknown fear among reader as they got to know that the people around them are not conscious of this deadly virus. Along with this, the fear of livelihood emerges when the newspaper gives more importance to deliver news about the corona virus's economic impact. Throughout the sample period, dailies especially The Daily Star, discussed the economic crisis due to this global pandemic. In some cases, newspapers mostly the ProthomAlo, tend to highlight human stories related to the novel virus. Precisely the study proves that both newspapers intend to frame the COVID-19 as a national crisis.

VII. CONCLUSION

But as we are living in a pandemic situation, it's quite natural that the newspaper is publishing this type of news every day. Taking all the measures into account, it can be said that the selected newspapers had an intension to present the novel coronavirus as a threat to the nation, and in this regard, most of the articles are national focused. To minimize that risk, the government had tried to take actions, but the media did highlight more on limitations and unconscious mass of the country, which got people more feared. So it will be tough to conclude on this issue rather the newspapers can stop making catchy headlines representing deadly virus, which might get the newspapers some extra clicks, but it actually increases 'panic' among the general mass. Thus this article suggests that journalists should be more careful when they cover any specific issue related to the pandemic and its impact. Rather than disseminating fear, they can help to develop concerns of all parties to focus on the issues that can reduce its gruesomeness.

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Assessment of the Impact of Boko-Haram Insurgency on Food Crop Production in Chibok Local Government Area of Borno State, Nigeria

By Adewuyi, K.A. & Michael, A.

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Keywords: *boko haram, food crop, insurgency, livelihood, rural, production.*

GJHSS-A Classification: FOR Code: 220499



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I. INTRODUCTION

In Nigeria, agriculture is the most critical sector of the economy from the standpoint of rural employment, sufficiency in food production and export earning prior to the discovery of oil (Towobola *et.al*, 2014). Many government policies enacted to develop the agricultural sector have not achieved much. The situation is further worsened by the insurgent activities Boko Haram in major parts of the North-Eastern region of Nigeria. Boko Haram which means “denouncing western education” has led to the displacement of farmers in these parts of Nigeria. Ojo *et al* (2018) stressed that insurgency has led to scarcity of labour to agricultural sector which negatively influenced the productivity of farmers in the crisis region of North-east Nigeria. Ojo *et al* (2018) noted further that Boko Haram insurgency in the North-east Nigeria has made many farmers relocate to other places where there is peace in order to save their lives, causing them to leave their farmlands behind thereby abandoning their farming businesses. Saskia (2019) reported that the Boko Haram group first emerged as an Islamic reform movement in the northeastern town of Maiduguri in the early 2000s. Its members followed the charismatic Salafi preacher Muhammad Yusuf, who condemned Western-style education and corrupt, secular governance while also cultivating strategic ties to the city’s elites. According to Saskia (2019) more than 1.5 million people, mostly farmers, have been forced to

flee their homes as Boko Haram intensified its insurgency in the past years. The worst-hit states in the North-east Nigeria are Borno, Yobe and Adamawa which produce staple foods such as cowpeas, rice, millet, sorghum, corn, tomatoes, onions, fish and livestock for both local consumption and export markets. The aftermath of Boko Haram insurgency in the North-eastern Nigeria invariably is hunger as many farmers were displaced from their settlements and farmlands thereby hampering food production in these areas. This study therefore aimed at assessing the impact of Boko-Haram insurgency on the food crop production in Chibok Local Government Area of Borno State, Nigeria.

II. METHODOLOGY

a) Study Area

The study was carried out in Chibok Local Government Area of Borno State, North-east Nigeria. Chibok local government area is located in Borno State which has recorded high rate of insurgent attacks in recent times. Chibok local government area has an area of 1,350 km². It is bounded by Damboa local government area in the north-west, in the north and in the north-east, by Askira/Uba local government area in the south. It is located between latitude 9^o26', and 10^o10'N and between 13^o11' and 13^o-44'E. It has land area of 500 km². Farmers in Chibok Local Government are predominantly involved in growing food crops such as maize, cowpea, groundnut, onion, tomato etc. Some livestock including cattle, goats, and sheep are reared as well.

b) Sampling Techniques

The Chibok Local Government was purposively selected for this study because it has been mostly hit by frequent Boko Haram insurgency. The kidnapping of over two hundred girls by the Boko Hara insurgents from their school in April 2014 that drew international attention occurred in the Chibok Local Government area of Borno State, Nigeria. Random sampling technique was used to select eighty (80) respondents from the 11 wards within the study area. In selecting the sample size, structured questionnaires were administered in each ward using random sampling proportionate to the population of farmers in each ward.

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c) *Data Analysis*

The data collected were analyzed using Descriptive statistics such as frequency distribution and percentages.

III. RESULTS AND DISCUSSION

a) *Socio-economic Characteristic of the Farmers*

Boko Haram insurgency has assumed more deadly dimension with attendant negative impacts on the livelihoods of many communities in the North-east Nigeria. The results in Table 1 showed that majority of the farmers (55%) in the study area were within the active age group of 21-40 years. This is an indication that farming activities require agile and able-bodied class of the society to cope with the various rigours of farm works. Within this working age, farmers are more likely to participate effectively in most agricultural practices. Similar result was reported by Umeh and Olojade (2016) that farming involves people within an

active age group. Furthermore, 50% of the farmers were married. Many researchers (Joseph *et al.*, 2018; Adewuyi *et al.*, 2017) have also reported that marital status is an important factor for farmers' productivity. The results of this study also revealed that most of the farm households (above 53%) consist of large family size which is typical of rural farmers as buttressed by Adebayo (2001). Moreover, the findings showed that 75% of the farmers in the area have had at least 10 years farming experiences. This implies that majority of the farmers had been in the business for a reasonable length of time which would be beneficial in adjusting to unfavourable farming situation and crisis period. The results in Table 1 also indicate that over 90% of the farmers in the study area had formal education. Educational status of rural farmers have been shown to significantly influence the efficiency of farmers as buttressed in the findings of Ayinde *et al* (2012) and Sheikh (2006).

Table 1: Socio-economic Characteristics of Farmers

Variables	Frequency	Percentage
Age		
≤ 20	8	10
21- 40	44	55
41 - 60	17	21.25
≥ 60	11	13.75
Total	80	100
Marital Status		
Single	32	40
Married	40	50
Divorced	7	8.75
Window	1	1.25
Total	80	100
Household Size		
≤ 5	12	15
5-10	17	21.25
11-15	43	53.75
> 15	08	10
Total	80	100
Farming Experiences (Yrs.)		
≤ 5	28	35
6 - 10	32	40
11 – 20	16	20
> 20	04	05
Total	80	100
Education		
Non formal	2	2.5
Primary	10	12.5
Secondary	40	50
Tertiary	28	35
Total	80	100

Source: Field Survey, 2019.

b) *Impact of Insurgency on Food Crops Production in the Area*

The Boko Haram activities have impacted negatively on the livelihoods of rural communities in the major parts of Northern Nigeria especially North-eastern States of Borno, Yobe and Adamawa. Boko Haram is

one of the deadliest terrorist groups in the world today as supported by Jerom (2015). Many people were living in devastating conditions, with little access to food or basic supplies. The kidnapping of over two hundred girls by the Boko Hara insurgents from their school in April 2014 that drew international attention occurred in

the Chibok Local Government area of Borno State, Nigeria. The results in Table 2 revealed that the farming activities in the area were appreciable prior to the onset of Boko Haram attacks, because farmers were operating under conducive atmosphere. The study revealed that large numbers of farmers in the area were able to obtain high outputs of between 21 – 40 bags the various crops during the pre-insurgent periods. The results in Table 2 showed that before the onset of insurgency; the farmers who obtained outputs within the range of 1,050 – 2,000 Kgs in Maize, Rice, Cowpea and Groundnuts were 40, 64, 43 and 43 respectively. Few farmers recorded outputs above 4,000 Kgs in the selected food crops

during the same period. This indicates that most farmers in the area were still operating at a subsistent levels. Adebayo (2001) also observed that most Nigerian rural farmers were producing on subsistent scale and holding small plots of farmland. Moreover, the impact of Boko Haram insurgency in the North-east Nigeria not only led to the decline in food supply; but also deteriorated the food security in the country because the traders from the North-eastern Nigeria are finding it extremely difficult to transport their commodities to other parts of the country as stressed by Nkwede *et al* (2015).

Table 2: Production of Food Crops in Chibok Local Govt. Area (Pre-Insurgency)

Quantity (KGs)	Maize	Rice	Cowpea	Groundnuts
≤ 1000	16	10	26	15
1,050 – 2,000	40	64	43	43
2,050 – 3,000	08	01	05	17
3,050 – 4,000	09	03	01	04
> 4,000	07	02	05	01
Total	80	80	80	80

Source: Field Survey, 2019.

The findings in Table 3 revealed the extent to which the activities of insurgents affected the farming activities in the study area. The volumes of production of food crops in the study area as observed at the post-insurgency period had drastically declined. The results showed that the number of farmers who got farm output within the range of 1,050 – 2,000 Kgs for Maize, Rice, Cowpea and Groundnut during this period were 14, 07, 06 and 08 respectively. This was a far low outputs when compared with what was achieved before the insurgency struck in the study area. The few farmers who managed to return to their farming activities after the Boko Haram insurgency could not operate at a maximum level of production.

hit by this menace in the North-east Nigeria. Most of the farmers in the study area were within the active age group of 21-40 years that would enable them to cope with the rigorous farming activities. The farmers in the area had access to formal education with reasonable years of farming experiences. The results of the study showed that the incessant insurgent attacks in the area had led to a general decline in the food production with its attendant food insecurity in the country.

Therefore, the need to prioritize the issue of stopping the continual insurgent attacks in the area cannot be over-emphasized. Government at all levels must intensify efforts at bringing the insurgency in the region to a halt. The affected communities should be compensated with palletives that will enable the farmers regain their capacities for efficient food production. Furthermore, youth empowerment programmes can be organized by the Government in the area so as to discourage more youths from being recruited to the sect.

IV. CONCLUSION AND RECOMMENDATIONS

The activities of Boko Haram in surgents in Nigeria has become a growing concern in recent times. This study has examined the impacts of insurgency on the food production in Chibok Local Government Area which is one of the major Local Government Areas bady

Table 3: Production of Food Crops in Chibok Local Govt. Area (Post-Insurgency)

Quantity (KGs)	Maize	Rice	Cowpea	Groundnuts
≤ 1,000	55	62	64	59
1,050 – 2,000	14	07	06	08
2,050 – 3,000	06	03	09	10
3,050 – 4,000	05	08	01	02
> 4,000	0	0	0	01
Total	80	80	80	80

Source: Field Survey, 2019.

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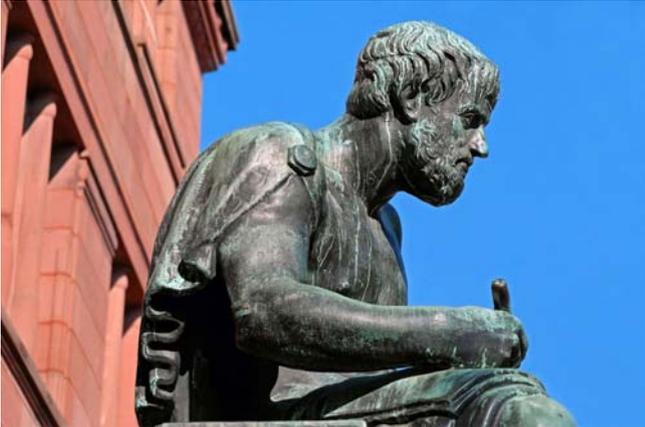
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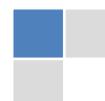
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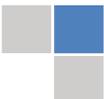
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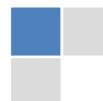
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9. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. Know what you know: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. Use good grammar: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.

Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. Arrangement of information: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. Never start at the last minute: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. Multitasking in research is not good: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. Never copy others' work: Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

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

Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

19. Think technically: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.



20. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

21. Report concluded results: Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

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

INFORMAL GUIDELINES OF RESEARCH PAPER WRITING

Key points to remember:

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

Final points:

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

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

The discussion section:

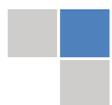
This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

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

General style:

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

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



Mistakes to avoid:

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

Title page:

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

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

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

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

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

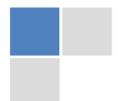
- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

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

Introduction:

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



The following approach can create a valuable beginning:

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

Approach:

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

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

Procedures (methods and materials):

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

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

Materials:

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

Methods:

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

Approach:

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

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

What to keep away from:

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



Results:

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

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

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

Content:

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

What to stay away from:

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

Approach:

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

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

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

Figures and tables:

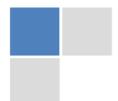
If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided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

Discussion:

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

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

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



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

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

Approach:

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

Describe generally acknowledged facts and main beliefs in present tense.

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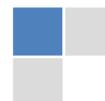
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BY GLOBAL JOURNALS

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Topics	Grades		
	A-B	C-D	E-F
<i>Abstract</i>	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
<i>Introduction</i>	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
<i>Methods and Procedures</i>	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
<i>Result</i>	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
<i>Discussion</i>	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
<i>References</i>	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring



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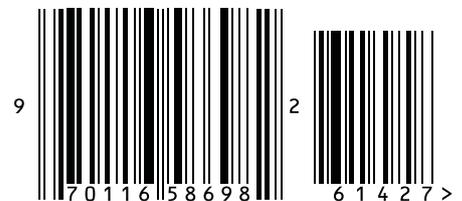


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