HUMANITIES & SOCIAL SCIENCE

Anushi Singh
Dr. Ajith K

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CONTENT

CHAPTER 1
IMPLICATIONS OF STUDYING PHILOSOPHY TO THE GROWTH
OF SOCIETY AND NATION BUILDING

Anushi Singh, Assistant Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker
Mahaveer University, Moradabad, Uttar Pradesh, India
Email Id- anushigaur@rediffmail.com

ABSTRACT:

Philosophy distinguishes one field of study from all other areas of the academic world, including the sciences and other humanities. Philosophers often explore issues that are in some ways deeper and more basic than those raised by other researchers. The formulation and evaluation of arguments is the primary pedagogical philosophy approach. These conclusions may be related to the validity of a theory or the proper definition or study of a certain assumption. The author has discussed the effects of the study of philosophy on the development of society in this research work. This paper also discussed the function of philosophy in the classroom and how it can help students acquire information. Arguably, modern philosophy is little more than a disjointed collection of useless and abstract activities. Philosophy is defined as understanding how things hang together in a broader sense and educational philosophy is the way of vision the future.

KEYWORDS:

Education, Growth, Ideas, Philosophy, Humanity, Society.

1. INTRODUCTION

In the broadest sense, philosophy is considered the total of the core values and beliefs of the individual. All have opinions on real things, other people, the purpose of life, God, right, death, evil, beauty, ugliness, and other such things. Naturally, these concepts can be blurry and confusing as they are learned in many ways. Because the questions involved are fundamental and broad, philosophy serves as a manual for living life, guiding our journey through life. Consequently, we can claim that philosophical reflection influences and controls every area of human existence. Philosophical issues include other broad and fundamental issues relating to existence, truth, knowledge, beauty, law, legality, justice, mind, and language. In addition, philosophy involves deliberating logically in a less or more systematic way about the fundamental nature of the universe, including metaphysics, and theory of existence, epistemology, or the theory of knowledge, and behavioral ethics or value theory are included.

2.1 Modes of Philosophy:

The study of philosophy is more of an action than a passive body of information. In other words, we acquire philosophical knowledge through actual philosophical practice. Thus philosophy is an activity. These three styles are analytical, prescriptive, and speculative [1].

i. Speculative Philosophy:

First, speculative philosophy is a school of thought that continually makes assumptions about everything. This kind of conjecture is infinite because it includes both concrete and abstract ideas. Therefore, the primary focus of speculative philosophy is the search for orders, wholeness, and connection in the dominion of experience [2]. Let's examine what Millesian philosophers started as an example. They tried to understand the governing laws of the

universe. They relied only on logic. It was, as always, an example of conjecture. Through thought, people tried to understand the riddle of creation. Subcategories of this genre include metaphysics and epistemology.

ii. *Prescriptive Philosophy:*

Second, prescriptive philosophy aims to provide guidelines, reasons, or rules for recognizing morality, behavior, and aesthetic quality. Its purpose is to determine whether notions such as right and wrong, good and terrible, beautiful and ugly, etc., are objective or subjective. Instructional philosophy also aims to define some basic rules for determining which behaviors are good and which are not [3]. For example, why should education be concerned with giving importance to people? Because these values are present in every aspect of educational practice, education is a value-based endeavor. These serve as the foundation for all decisions and choices related to education. Knowing the values that underpin the knowledge that a teacher imparts to a student, time will be spent in his favor.

iii. *Analytic Philosophy:*

The third point is that analytic philosophy deals with the word meaning. To break down the words into their constituent parts, it analyzes the meanings of words like education, teaching, learning, intelligence, education, freedom, rights, curriculum, etc. It attempts to demonstrate when and how contrasts can enter a logical presentation of material using specific words. The study of concerns and issues that are debated in the field of education is covered by analytic philosophy. Experts of the World Health Organization describe human beings as biological, mental, and spiritual beings [4]. They talk about the physical, mental, social, and spiritual components of the human race, focusing on the spiritual side of human development. Spirituality is a human quality that pertains to all the potentialities of humanity. The cognitive, social, and emotional aspects of human nature are closely related. One can say that spirituality presents a comprehensive view of people and their surroundings [5]. According to the contemporary perspective, spirituality is a fundamental and innate aspect of humanity and its progress. Writers have recently given some thought to spirituality. Few studies have been done on the spirituality of children, as spirituality is usually based on the spiritual thoughts of adults.

But one of the primary priorities of educational institutions and even society is to ignore the spiritual components. More recently, spirituality in particular has been seen as a neglected aspect of cognition. The authors have experimented with human psychology and identified a part of the mind that attempts to remember and consider spiritual matters to research the physical element of spirituality in humans [6]. Given that this mental realm favors the discourses of the heavenly, realist, and ceremonial realms. Based on this investigation, it would be shown that the desire for spiritual inquiry and concerns in the present human element is an internal need rather than an external need. In general, children's minds are always searching for meanings. Schools must support the research and education of children as primary educational institutions. Unfortunately, most human learning takes place at later ages. In the adult years, Theosophy is often viewed as a process of spiritual development. Even though this part is disregarded in childhood, which means play and exploration are key.

2. DISCUSSION

2.1 Importance of the Philosophy of Education:

Education has conventionally been viewed as a procedure by which a person develops the various physical and social skills necessary to function in the society in which they live.

Ideally, education is the supreme value, and it influences change and completes the offering of social services. According to this view, education for the country is what the mind is for the body. A diseased mind will have difficulty in controlling and controlling bodily movements [7]. This justifies us to say that education is an important complex of social control apparatuses or instruments to further national development. Education must be developed or built on the concrete concept as it acts as an engine of national development. This is true because philosophy requires thorough contemplation of a subject.

So to consider here is to consider education in great detail. A good education can help students think critically about their learning, examine larger issues, and ensure that what they are learning provides an interpretation of the world [8]. To fit together. Philosophy encourages rational thought about reason, and it helps to make one's thinking clear, relevant, detailed, deep, precise, and coherent. Understanding what is good and what is wrong requires philosophical thinking. It also involves thinking critically about the components of knowledge. At its base, logic, epistemology, ethics, and aesthetics are basic philosophical disciplines that should be taught to all students to help them develop their capacity for deep, relevant, and coherent thought. Only philosophy can force us to think creatively, which most people cannot do on their own.

The purpose of this paper is that philosophy is a style of inquest and discipline that enhances our capacity for fruitful thinking and reasoned speech, as is evident from our examination so far. This is why it is important for democracy and education administration or management in a democracy [9]. By supplying a framework for the sympathetic formation of ideas, and techniques for reflection, analysis, and evaluation through activities that support the formation of the volume for replication and rational dialogue, philosophy fulfills this important function. Philosophy takes its inspiration from Greek city-states from which Western philosophy originated. Philosophy was seen at the very outset as the quest for knowledge, learning how to live a good life, and how to have lasting pleasure, as is evident in the Socratic and Hedonistic ideas, or notions of "virtue" and "bliss," respectively.

Philosophy, according to early philosophers, is "a vision and existential choice of a way of life, a discourse and argument for a chosen way of life, and an expression of the path or course," which typically ends in the attainment of the goals of life. This choice was made based on the Socratic adage that "an uneducated life is not worth living." Through reflection and careful thinking, philosophy has focused on altering one's outlook and manner of life. Philosophy includes several discussion frames of understanding, rational deliberative techniques, and the reflective practice necessary for one's transformation into conformity with the apparition of existential choice" that adhere to existential choice [10]. Schools were established to introduce those drawn to philosophy's illuminating effect on their chosen way of life and to instruct them on how to live the excellent life it describes. Schools are where the proper lifestyle concept, as well as the knowledge and application needed to live the ideal life outlined by philosophy, are developed, taught, and practiced.

Different viewpoints on what constitutes this knowledge led to the creation or creation of different ideologies, which led to different concepts of education. Notwithstanding the disparities found in many philosophical schools and educational theories, there is one thing they all have in common: lasting satisfaction comes from sentient, consistent self-reflection and interaction [11]. This idea of philosophy is closely tied to how democracy is seen as a way of life, as a moral and political style, and is founded in the Platonic adage that man is a political animal. The foundation of philosophy is the finding from cognitive research that humans interpret and explain their experiences, including ideas, via a frame of reference.

The Platonic proverb man is a political animal serves as the foundation for this philosophical theory, which is strongly related to how democracy is seen as a way of life, as a moral code, and as a political style. The concerns related to the normative problems already addressed in this work are within and often amplified by the many ethical and political philosophical frameworks that provide debate within their context. Democracy has a philosophical basis that is based on freedom in the form of self-determination and specifies a set of principles necessary for its maintenance.

2.2 Scope of Philosophy:

Philosophy is a vast subject that cannot be studied thoroughly. As a result, we must come up with strategies to understand all the study areas properly. Second, philosophy consists of a set of steps that guide the explorer from verbal or abstract principles to philosophical experiences either intellectually or emotionally. It is necessary to March step by step to explore the full depth of the concept. Anthony Quinton's description is a perfect fit to present the meaning of philosophy and the three branches of the fields of thought. According to the definition given in the passage, Philosophy is logical, critical reasoning that is more or less systematic concerning the nature of the world as a whole, metaphysics, or the theory of existence, epistemology, or the doctrine of knowing, and the conduct of life, or the doctrine of value. The philosophical counterparts to each of the three items in this list are distinguished by their apparent rationality, criticality, and systematic approach. Everyone has a basic understanding of how the world works. They reside there, and that is where they belong. Metaphysics replaces such a concept's unsubstantiated premises with a rational and well-organized collection of worldviews [12]. Everyone has the power to doubt and challenge beliefs. An opportunity occurs, whether it is one's own or that of others, with varying degrees of success, and by using logic without any underlying theory, epistemology aims to define the standards of valid belief-building. Each aligns his or her behavior with meaningful goals and controls by moving towards them. In its widest definition, ethics, or moral philosophy, seeks to rationally frame a description of the rules or principles involved.

2.3 Relationship between Philosophy & Education:

Philosophy is a vast subject that cannot be studied deeply. As a result, we must come up with strategies to understand all the study areas properly. Second, philosophy consists of a set of steps that guide the explorer from verbal or abstract principles to philosophical experiences either intellectually or emotionally. It is necessary to proceed step by step to explore the full depth of the concept. Anthony Quinton's description is a perfect fit to present the meaning of philosophy and the three branches of the field of thought. According to the description provided in the preceding paragraphs, philosophy is logically critical thinking that is more or less systematic concerning the fundamental nature of the cosmos, belief justification, epistemology, and behavior or worth of life ethics [13]. Each of the three elements on this list has a philosophical counterpart that is differentiated by its apparent rationalism and criticality as well as its methodical approach. Everyone needs to have a basic understanding of how the world works. They reside there, and that is where they belong. Metaphysics replaces such a concept's unsubstantiated premises with a rational and well-organized collection of worldviews. Everyone has beliefs to be doubted and challenged. Opportunity happens, whether it is one's own or that of others, with varying degrees of success and without any underlying theory. Using logic, epistemology aims to define the standards of valid belief-building in each behavior that aligns with meaningful goals. Controls moving towards. In its widest meaning, ethics or philosophy seeks to rationally frame a description of the relevant rules or principles.

2.4Dependence of Education on Philosophy:

The philosophy of education has always had an impact on both theory and practice. It establishes the actual goal that education should pursue. Education, according to Dewey, is a laboratory where philosophical differences may be tested and made concrete. Education is passed on from one generation to the next philosophy, which is knowledge. Education incorporates philosophy as a school of thought into the lessons it teaches. Education serves as a preparation for life, whereas philosophy represents a way of life. Education is the process of honing that reason and other mental powers, as opposed to philosophy, which is the corpus of knowledge derived from natural reason.

Many elements of education are resolute by Philosophy: all issues of education are philosophical issues. Because of this, education without philosophy, according to the Gentiles, "would indicate a failure to grasp the exact essence of education." This is because philosophy establishes the purpose of both life and education. There is a philosophical basis for each component of education. No part of education, including its goals, curriculum, techniques, textbooks, disciplines, teachers, etc., is unaffected by philosophy. The depth and scope of education are examined by philosophy. It's the philosophy that lays down the goals of education, and these goals determine the curriculum, teaching methods, textbooks, teacher status, and school rules. It facilitates curriculum creation as per social and individual demands. js Ross says, "Every point of view of educational concerns requires a philosophical foundation of life and education. Excellent instructors have included renowned thinkers in both the East and the West. The strongest proof of the relationship between philosophy and education comes from the lives and teaching of every great philosopher, from Yagyavalka to Gandhi in the East to Socrates to John Dewey in the West. Great teachers include philosophers such as Gandhi, Aurobindo Goswami, Plato, Radhakrishnan, Tagore, Socrates, Froebel, Rousseau, Comenius, Locke, and Dewey. His educational plans reflected his intellectual philosophy. Plato's Republic, an early scholastic classic, and Socrates' "Socratic Technique" (method of asking and cross-questioning) have both been left to the world. The famous French philosopher Rousseau advocated education to "follow nature". American John Dewey showed a keen interest in finding solutions to his country's educational issues. The founder of basic education is Gandhi. Ross said, "If more consensus is needed to prove the essential requirement of education on philosophy, it can be found in the general tendency of great philosophers to become excellent teachers." The issues raised above define the scope of educational philosophy and describe its character. So, the philosophy of the realm of education comprises the following:

a. *Ideals and Aims of the Education Philosophy:* Through education, many goals and values of education are critically evaluated. These aims and values have been advocated by many thinkers throughout history. Character development, harmonious human development, preparation for adult life, civil life training, leisure use training, achieving social and national integration, scientific and technological development, education for all, equal educational chances, strengthening the democratic political system, and Human resource development is something like them. There are other educational goals put forth by educational theorists in different eras and environments are examined and evaluated. If a teacher is unaware of the relevant circumstances and issues, they are powerless to achieve the goals of education. Thus, the philosophy of education critically considers many educational objectives and goals so that.

b. *Interpretation of Human Nature:* The philosophical understanding of human nature is the result of the integration of data from all areas of human research, with normative science discussions of values. Therefore, the philosophical image of man is more

detailed than the image presented by biology, economics, sociology, psychology, anthropology, and other anthropological sciences.

c. *Educational Values:* Value is a subject that often falls under philosophy because it is more integral, abstract, and universal. Values are not only evaluated critically but are also organized in a hierarchy by the philosophy of education. Philosophical values determine educational values. The educational principles many philosophers have promoted come from their unique worldviews and perspectives on the meaning of human existence. Therefore, the unique purpose of philosophy is to examine worldviews, attitudes, and beliefs; it is also essential for the philosophical examination of values.

d. *Theory of Knowledge:* Education and knowledge are linked. It is based on the source, extent, standards, and methods of knowledge. Since epistemology, one of the schools of philosophy has jurisdiction over all of these, the theory of knowledge is an important component of how the philosophy of education functions.

e. *Relationships between education, many aspects of national life, and numerous academic system components:* One of the most significant contributions of education is the provision of standards for deciding on the relationship between the state and education, the economic system and education, curriculum, school organization, and management, discipline, teacher-student relationships, teaching methods, textbooks, etc. In the interest of education. These issues have inspired the analysis of many educational ideologies. Because philosophy sets standards of judgment everywhere, philosophy of education offers standards of critical evaluation and judgment in a variety of fields.

Academic philosophy has a long history and is known for. Its origins predate the beginning of human civilization, making it one of the oldest subjects ever discovered. As a field of study, philosophy is important because it primarily tries to investigate and understand mental processes. One can even argue that in the present world, it is not getting the attention it deserves because most of society today is focused on studying academic fields which guarantee the material well-being of humanity [14]. Every institution of society, including law, government, religion, family, marriage, commerce, and education, is based on philosophical principles. The governments have been overthrown, laws have endured significant changes, and the entire economic system has been transformed as a result of philosophical disagreements. The individuals involved had some idea of what is necessary, important, real, and true as well as how life should be conducted, and such changes have taken place.
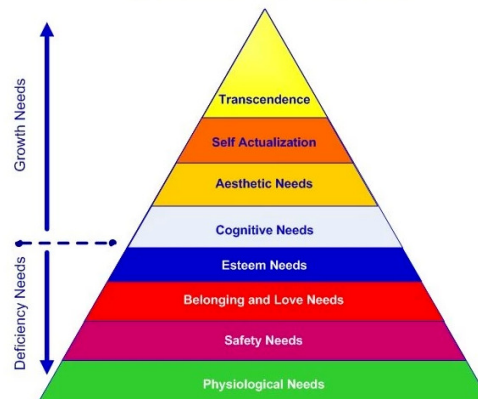

Figure 1: Illustrate Maslow's hierarchy in the different stages [15]**.**

Later on, Maslow developed this idea to include his observations of people's intrinsic curiosity. His beliefs are consistent with many other theories of human developmental psychology, some of which focus on profiling the stages of human maturation. Thought is a system of classification that moves from basic social requirements to more complex emotions. The hierarchy of needs is made up of inadequate requirements and growing needs, with individuality and prioritizing need functioning as its two main goals. Although artists sometimes show the hierarchy of needs as a pyramid, Maslow never actually constructed one. To determine how systematically driven human behavior is, the hierarchy of needs is utilized. Maslow recognized the physical, protection, connecting and loving, social requirements or respect, self-actualization, and uplifting patterns of human drive [16]. This shows that, by the theory, one must pass through each step before motivation may appear at a later time. In the context of human behavior, a hierarchy has been used to define the link between motivation and effort. A certain amount of inner feeling at each of these levels must be satisfied for a person to ascend to the top of their hierarchy. As seen in Figure 1, the objective is to achieve the level or stage of self-realization in Maslow's hierarchy.

The facilitation of learning, or the development of information, skills, beliefs attitudes, and habits, is what education is all about. Education is the process of fostering in an individual all those skills that allow him to influence his surroundings and realize his potential. By learning new habits, knowledge, and skills, learners can perform tasks they were previously unable to do. It's a human activity that clues to the acquisition of abilities, attitudes, appreciation, and ideas and the transformation of actions. The goal of this paper is to analyze the philosophy, importance, and impacts of education processing in both the global and current environment. The main goal of this paper is to examine how individuals acquire information, concepts, and abilities and use them for the betterment of mankind as well as their country and the planet as a whole.

Philosophers have a lot to offer communities and universities when it comes to rational decision-making. Because of their thoroughness, analytical ability, multidisciplinary viewpoint, and experience in addressing common challenges, they may contribute significantly to resolving public policy problems. They can also provide out-of-school adults with an original perspective on important topics through public lectures, workshops, or continuing education courses. Additionally, philosophers can offer advice on a range of issues. Each area creates issues that philosophical study can help solve, and each area of human life presents us with issues that philosophical thought can illuminate. This means that philosophical thought can be applied to any subject at all. Students can benefit from studying philosophy in all sorts of ways, and the philosophical perspectives they take can help them over time in both their other academic pursuits and general problem-solving.

It is important to understand the contribution of philosophy as a major field of study if American higher education is to achieve its goals. Education achievement is a complicated process that relies on a wide range of factors. All trainers need to have a strong philosophical foundation to provide good training. Making a secure and healthy learning environment is challenging without a sound educational philosophy. The foundation of educational philosophy is the notion that positive reinforcement and assistance create an atmosphere conducive to learning and help kids to achieve academic success.

The opinion, an effective teacher can impart valuable knowledge to her students both inside and outside the classroom and who can relate to them on a personal level. Sharing philosophical perspectives on any topic is a powerful motivator and support system that not only encourages children to succeed academically but also broadens their worldview. A good teacher will continuously encourage his students to aim higher. When given challenging tasks

that demand a new way to address them, students often do better. Students have a chance to express their opinion about what they don't understand and to request help when dealing with more challenging activities and inquiries.

3. CONCLUSION

This paper makes a concerted effort to demonstrate how education is an ideal endeavor as it is inspired by fundamental social ideals and as a result, becomes a necessity for social justice. Many aspects of educational principles, policies, and practices essentially form these ideals and imperatives. Intensive reflection on education has given rise to these educational philosophies, policies, and practices. The specific ideas and concepts that form and develop a way of life are inspired by these ideas. Democracy is also seen as a political system that combines the moral components of life-based on these ideals and principles. As a person who strives for or achieves self-determination, critical and logical reflection on social values is a prerequisite for this achievement. The need to inform the goals and applies of education as related to administration and management is provided as a tonic for social justice. It has been said that philosophy is a form of inquiry, which in a particular way enriches the human capacity for logical thinking, making it essential to the management of democracy and education in any democracy. The ideals, principles, and rehearses of a democratic society should thus be maintained in an expanded democratic state through the educational structure that would help expose the students to a spectacular activity of deep consideration, which only philosophy can afford, and also help in the future for better understanding related to philosophy studies.

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CHAPTER 2
RECOGNIZE THE HISTORY AND PROCEDURE OF ELECTIONS IN DEMOCRATIC GOVERNANCE

Garima Rawat, Assistant Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India
Email Id-grawat436@gmail.com

ABSTRACT:

The foundation of democratic governance and political stability is elections that give governments a democratic mandate and ensure that they are held accountable for their actions while in power. The agenda of reforming the political and electoral process is long and incomplete. To ensure that the process envisaged in our Constitution for a representative democracy is truly free, fair, and immaculate. Electoral rigging is an issue that prevents free and fair voting, and some powerful political parties benefit from this ability to use their additional resources to buy votes through bribery. Since they do not have the same resources or influence as the larger parties, the smaller parties also face difficulties throughout the campaign. Hence the author focuses on the importance of the election and its agenda such as elections keep a democratic country functioning, as they give people the right to choose their government, political participation, leadership change, self-improvement systems, and leadership choices. It concludes that elections are held to ensure this rule of the people. Therefore, the election is the process by which people choose their representatives in the government.

KEYWORDS:

Democratic, Election, Governance, Political, Vote.

1. INTRODUCTION

The official process of selecting candidates to vote in favor or against an election, public office, or political proposal [1],[2]. It is important to understand the difference between the nature and essence of choice. In other instances, electoral forms are available, but the core of the election is absent, which prevents the voter from making a free and informed decision between at least two choices [3],[4]. Most nations hold elections at least formally, although many of them are neither competitive (for example, all candidates except one party may be barred from running), nor high electoral outlook. An agreement has been reached [5],[6]. During the election campaign candidates as well as political parties formulate and communicate their perspectives on topics to voters during the period before the election. Contestants use a variety of methods, including new and traditional media, public events, written material, and other media, to reach voters and spread their message [7],[8]. Some nations provide public media and/or space for participants for these uses; indirect public campaign funding is considered. Legal definitions often specify the dates of an authorized election campaign period, which is typically a month-long or multi-month period before Election Day.

The legal period for campaigning sometimes begins a day or two before Election Day, creating a black-out period just before voting begins in many countries [9],[10]. Parties and candidates must determine physical locations to conduct their campaigns and general

operations. In democratic elections, voters should be allowed to make educated decisions exercising their right to a free and fair vote. To accomplish those objectives, electoral campaigns are essential. Truly competitive elections provide an equal opportunity for the candidates to express their views to the voters and fight for their support. Election campaigns provide candidates as well as political parties a chance to communicate with the public, empowering voters to cast informed ballots on Election Day: Any public resources given to candidates for election must be distributed fairly to ensure a fair chance and election that ultimately represents the choice of residents.

To ensure that the general public and competitive markets can understand and accept the results, the decision-making process on how those resources are distributed must be transparent. Parties and candidates can plan their election campaigns and understand what resources they are entitled to from the state if they have information related to election campaigns, including formal campaign periods and public resource allocation. Candidates and civil society can determine whether candidates have equal access to public campaign resources, if any, to access data about election campaigns in any environment, including media and campaign activities such as rallies. It occurs when claimants, parties, candidates, and people are given access to the public media so that they can evaluate whether the selection process was fair and the resulting allocation was credible. Even in situations where there is no state funding for campaigns, rivals, and civil society may look into allegations of partisan or unfair tactics to allow competitors to carry out their activities. This may relate to whether party offices were allowed to function or how rallies and other political events received their licenses. When these issues are transparent candidates and voters have more confidence in the electoral process, and this can help highlight any unfair tactics or potential abuses of state authority where they may exist.

1.1. History of Election:

Elections were also used by the Pope and Holy Roman kings and queens, as well as in ancient Athens and the Romans. However, it was the gradual development of representative government in North America and Europe that began in the seventeenth century that emerged in elections as the people know them today. At that time, the idea of the medieval era as a whole changed to a more individualistic view, which valued the individual as an important entity. For example, the British Parliament was seen as representing real people rather than estates, companies, and vested interests. The increase in size in the converted electorate in the United Kingdom was a direct result of this individualistic conception of representation, which led to the movement's pattern to abolish electoral district lines, so-called rotten towns, small populations ruled by a single family or a person did the reform act of 1832, one of the three main reform bills in 19th century Britain, introduced these movements. It was left to the individuals to choose who required the permission of the governed unless governments were compelled to derive their authority from the consent of the governed and continually required that approval. Some believers in true democracy support the concept of universal adult voting. By about 1920, almost every country in Europe and North America ensured male adult participation. However, female participation did not become a reality until much later, such as in England in 1928, France in 1944, Belgium in 1971, in Switzerland.

Although competitive campaigns under democratic elections are one of the defining characteristics of democracy and are sometimes used to define it, political participation is not necessary for aggressive electoral politics. Representative rule and elections are often compared to democracy. A voter's power may be constrained by formal legal limits, as it was before universal adult suffrage, or it may be constrained by the failure of citizens to exercise their right to vote. In many countries, a large proportion of voters abstain from open

elections. For example, in Switzerland as well as in the United States, less than 50% of voters cast ballots in most elections. Elections can be used to make decisions despite boycotts, whether legitimate or self-imposed, that have a significant impact on government policy and sometimes raise questions about the legitimacy of the government, provided that perhaps voting allows the population to be various options.

Because although authoritarianism was regularly reinstated, Asia contested after World War II, often disintegrating, as was the case with Indians, Indonesians, Malaysians, and Filipinos. In the early 1970s, competitive elections were restored in several countries, including South Korea and the Philippines. Turkey, Iraq, and especially Israel are major exceptions to the general lack of competitive elections in the Middle Eastern region. Authoritarian administrations typically use elections to create a certain amount of popular legitimacy. Elections can also take place under dictatorships when there is no real possibility of opposition, such as when the regime is economically favorable or when opposition groups have been suppressed. Even though opposition parties are allowed to participate, the government and its allies may intimidate them to prevent an effective mobilization of potential supporters. In other situations, a dictatorship may decide to annul an election if it has a good chance of losing. Additionally, authoritarian governments often intervene after voting begins by intimidating candidates and by tampering with the results of freely cast ballots.

The present paper is a study of the way a community chooses to have a person or person serving in a public office through an election, which is the official procedure of collective decision-making. This paper is divided into several sections where the first is an introduction and the second section is a literature review and suggestions from previous studies. The next section is the discussion and the last section is the conclusion of this paper which is declared and gives the result as well as the future scope.

2. LITERATURE REVIEW

Muhammed Abdulai [11] et al. have explained the work of radio in influencing public opinion and promoting hostilities during elections in the Northern Territory of Ghana (NTG). According to the author's analysis of fifteen research topics, radio plays an important role in general elections before, during, and after elections, helping powerful people to establish peace. Findings from empirical data focused on the language used by radio personalities, journalists, and journalists in addition to political activists also provided insight into whether the media could promote peaceful elections or create aggressive or hostile attitudes. Finally, to raise the caliber and standards of radio productions in Ghana, radio broadcasters, journalists, as well as political activists must receive intensive training on media civility.

Anastasia Kazun & Kseniia Semykina [12] have examined Alexey Nelly's network issues with Vladimir Putin in Russian mainstream media and analyzed the time frame from December 2016 to December 2017, using the theoretical framework of issue management theory found online. It showed how Putin and Navalny have comparable problem agendas in both traditional media and online sources. Putin is often referred to in both the print and electronic media concerning both economic and international concerns because he attracts public attention and is seen as important. It concluded that the topics Navalny deals with may differ in the media and the blogosphere.

According to Jonas Kaiser, [13] et al. run-up to the 2016 elections was a struggle for influence with Donald Trump and the elections as discursive opportunities. The study looked at whether there was a shared concern between the Right and the Conservative Right. During the 2016 presidential campaign, nine right-wing Fox News media outlets turned to the Neo-

Nazi Daily Stormer on a range of topics that have been analyzed. It demonstrated that extreme right-wing and mainstream rights are mostly one-sided. Despite linking alternative channels to more well-known figures, the latter is often overlooked by far-right websites. Finally, Fox News remains the outlet with which most other highly professional publications are associated.

Simone Moriconi [14] et al. have explained the uses of national election data from twelve European countries between 2007 and 2016, the study studies how immigration affects political support for the development of the welfare system. The author examines how local immigration affects the voting habits of voters while maintaining the party's policy agenda. They have also examined how immigration affects the political ideologies of European parties. It turned out that as the influx of highly skilled immigrants increased, Europeans preferred to support organizations that supported the expansion of the welfare system. Finally, perhaps more interesting is the possibility that future welfare state funding may be indirectly influenced by immigration policies that favor particular immigrant groups and skill sets.

The above study shows the function of radio in influencing public opinion and fostering hostility during an election in Ghana's Northern Region as well as Donald Trump's triumph in the 2016 US presidential election and the perception that the far-right is currently rising in the country go hand in hand. This study discussed the function of elections and several processes of the election.

3. DISCUSSION
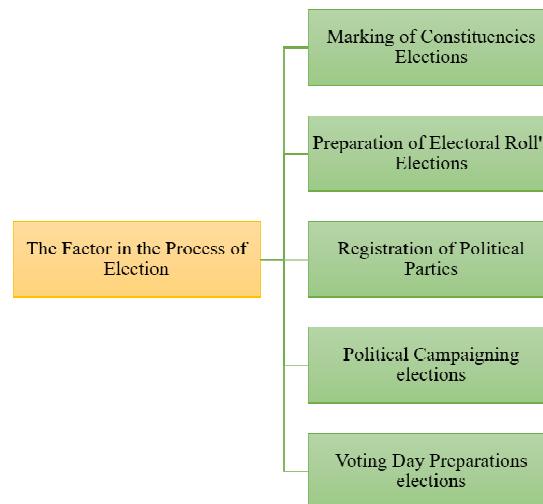
Figure 1: Illustrates the Factor in the Process of Election by which a population chooses an Individual to Hold Public Office.

Democratic governance is defined as being run for and by the people. Since billions of people live in a large nation, not everyone can aggregate or dominate each other. Thus, a system in which a group of people would choose an individual to represent their objectives gradually evolved. Through this person, the interests of the individuals will be under control.

3.1. *Process of Election:*

Political participation includes a variety of actions that people take to express their opinion about the world as well as its administration and also their willingness to be involved and make decisions that will affect their lives. Participation in local, geographic, and/or national

campaigns, as well as more formal political actions such as voting, joining a political group, or running for elected office, are some examples of these activities in Figure 1. In addition to participating in these activities, joining organizations and groups for people with disabilities or even other groups and organizations are some other examples.

3.1.1. *Marking of Constituencies Elections:*

Voters choose their representatives from within designated constituencies. In India, each constituency generally has an equal number of people, so the number depends on the state. Additionally, this implies that the number of seats (for example, in the Lok Sabha) now reflects the total population of the state.

3.1.2. *Preparation of Electoral Roll's elections:*

Either the residents of the constituency can elect their Members of Parliament (MPs) or run for office independently. Electoral Roll is the list of registered voters for a certain constituency. In India, a worldwide voter is required by law. As a result, everyone who is at least 18 years old has the right to vote and choose their representative. Consequently, each electoral roll must include a list of each of their names.

3.1.3. *Registration of Political Parties:*

In India, anyone meeting the requirements can contest an election as long as he has a ticket. Political parties register voters for elections and candidates also submit their paperwork. After receiving a ticket from the party they were representing, a candidate can officially run for office. Every party has a symbol that sets them apart, such as the use of the lotus flower by the BJP.

3.1.4. *Political Campaigning Elections:*

Each candidate of a political party has a unique philosophy and set of proposals. For political campaigns to be well recognized and gain support, they need to last about two weeks. In an ideal world, he would win over people by presenting them with ethical programs and goals. In India, people are only allowed to spend a specific amount as it is against the law to do so.

3.1.5. *Voting Day Preparations elections:*

Finally, on this day, people will cast their ballots in the representative election. People now use Electronic Voting Machines (EVMs) instead of ballot papers, just press a button on the party's emblem to cast their vote. After the ballots are counted, the election is won by the candidate receiving the most votes.

3.2. *Importance of Elections in India:*

India, which has the largest democratic system in the world, is built around elections. Elections have been used to elect 15 Lok Sabhas since India's independence; the first was held in 1951–1952. Adhering to the Constitution, any Indian citizen who is over the age of 18 is eligible to vote using the universal adult suffrage electoral system. Elections provide a platform for individuals to share their views and choose candidates whose values and interests they most closely align with. In India, elections are nothing new and have been in existence since before the country got independence from British rule [15]. However, before independence, the freedom to vote and participate was extremely restricted. After independence, India implemented universal adult suffrage, giving every adult Indian the right to vote.

3.3.The function of the election:

Elections are an important part of democratic governance; Democratic administration should always be done through congressmen because true democracy, a form of government in which political decisions are made directly by a large group of intelligent people, is impractical in most contemporary countries. Elections provide an opportunity for people to elect their leaders as well as hold them accountable for their actions while in office. Accountability can be jeopardized when elected representatives do not even care whether they are re-elected or when a coalition or party exerts excessive influence, causing politicians to change parties or implement policies that attract voters. We do. It becomes difficult to do. The ability to control leaders by requiring them to participate in regular elections is not an option, but it helps to overcome the problem of presidential change and thus promotes the existence of democracy.

Campaigns also serve as a forum for debate on public concerns and public perception if the election system is challenging, and prompt candidates to expose their history and intentions to popular oversight capability for expression. Voters can therefore gain insight into politics through elections, which also ensure that democratic governments conform to the will of the people.

They also help legitimize the conduct of those in power, a role that non-competitive elections also play to some extent.

Elections also enhance the credibility and stability of the political community, elections unite people and showcase the vitality of politics, much like a national festival honoring shared experiences. Therefore, elections contribute to the promotion of social and political associations.

Ultimately, choices serve a self-actualizing purpose by reinforcing each person's worth and dignity as a human being. Participating in elections helps people feel more confident regardless of their additional needs. Voting allows individuals to express their opinion and satisfies their desire for a sense of community by allowing them to show their support for certain candidates. Some may show their desire to be ostracized from the political society by not voting. These factors make it possible to explain the long struggle for voting rights and the demand for equal electoral participation as an expression of a fundamental human need for personal satisfaction. Elections take place on a formal quality whether authoritarian or democratic administration.

3.4.   Types of elections in India and the world:

The theatrical events of the election, including pre-campaign, are marked by rallies, billboards, posters, placards, newspapers, and broadcast networks, each emphasizing how important it is for people to participate in the event. The symbolism of nationalism, reform or revolution, the grandeur of the past, or the promise of the future is invoked by candidates representing various ideologies, political parties, and interest groups. Elections, whether at the national, regional, or municipal level, are occasions that break the routine and focus on a common goal by igniting emotions as well as turning them into communal symbols. There are several types of election categories in Figure 2.
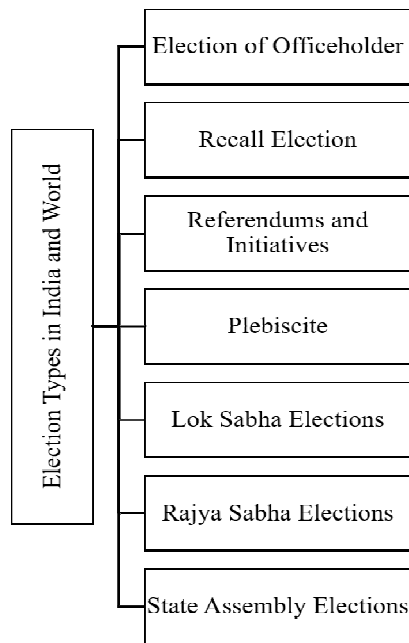
Figure 2: Illustrates the Election Types in India and the world which Allow Citizens to Choose their Leaders.

3.4.1. *Election of officeholder:*

Voters have very limited influence on government policies, instead, most elections empower select politicians to use other means to make laws and make decisions on behalf of the voter as a whole. Political parties are at the heart of the election process for officeholders. Elections only serve as the final stage in the selection of people for political office; Political parties often dominate the selection and registration of candidates, an important first step within the electoral process. Consequently, the party system can be seen as a continuation of the electoral process. The candidate selection talent pool is provided by political parties. Additionally, they mobilize people at the time of registration through the election level, consolidate and direct election choices, and promote voter engagement. The primacy of political parties and the electoral process no longer exists. For example, many communities in the United States and Canada often hold non-partisan elections when party identities are not officially listed on ballots to reduce the influence of political parties. In the United States, a reform program known as nonpartisanship in the late 20th century aimed to separate electoral issues at the federal and state levels. Various democratic nations saw a decline in the importance of political parties in the later decades of the twentieth century as candidate-centered elections emerged and responsibilities and campaigns became more personal.

3.4.2. *Recall Election:*

The practice of recalling officeholders is an attempt to reduce the power of political parties over political representatives, as is the case with other populist reforms. A recall is a widely used legal tool in the United States intended to guarantee that an elected person will act on his or her decisions for the benefit of their political party or their constituents. The actual recall document is usually a resignation letter that was signed by the elected official before taking office. Most constituents have the right to request a letter from their representative at any time throughout their term if they are dissatisfied with how they feel they have been represented.

3.4.3. *Referendums and Initiatives:*

Initiatives and referendums are elections during which the priorities of the community are assessed; while the former is initiated by people in the office, the latter is initiated by groups of citizens. These direct democratic tools show a reluctance to give full decision-making power to elected officials. Voting in referendums and initiatives, meanwhile, can be more easily manipulated by interest groups or political parties than voting in officeholder elections because the turnout in those types of elections is sometimes very low. Although often used to decide on specific social or moral problems, such as a ban on abortion or divorce, for which elected officials are considered to have no specific qualifications, referendums are often used to generate and spend public money. There are only bonds used for issues, Referendums can be purely advisory or legally mandated, but they can also be viewed as legislative mandates. Switzerland, which has overseen the organization of more than half of all nationwide referendums worldwide, has made extensive use of the initiative with national referendums. According to data from Switzerland, referendums inspired by legislators have a higher success rate than referendums initiated by ordinary people.

3.4.4. *Plebiscite:*

Referendums are elections held to settle two important categories of political disputes: the nationality of the disputed territory between countries and the legitimacy of the ruling government. In the first case, the current administration calls a referendum to establish its right to speak on behalf of the country as it seeks a public mandate as the basis for legitimacy. This type of referendum is considered to provide a direct line of communication between both the rulers and the ruled; because political parties and other intermediaries are disregarded, some consider a referendum against political competition and pluralism [16]. During the French Revolution in 1789, the plebiscite gained popularity in France because it was founded on nationalist and democratic sovereignty values. During the mid-twentieth century, authoritarian regimes used referendums to tighten their grip on power.

3.4.5. *Lok Sabha Elections:*

Lok Sabha elections are held every five years. Direct voting is used to elect the representatives of the Lok Sabha from among the citizens of the country. There are now 545 seats within the Lok Sabha, of which two are nomination seats, as is well known. In short, the President of India appoints two Anglo-Indians to the Lok Sabha to fill the nominated seats. If the President of India is of the view that no Anglo-Indian is represented in the Lok Sabha, the President can nominate two Anglo-Indians to serve in the Lok Sabha. Anglo Indians are automatically nominated for these two seats without a vote. 543 more members in the Lok Sabha are elected by direct vote. According to the population, these 543 seats are divided among all the states. Candidates enter their names followed by the number of open seats and their work as a representative of their party. Nomination forms for these seats can also be filled by a person who does not represent any party. The administration can be formed by any party that gets more than 50% of the seats after the election. The dominant party may vote to elect the Prime Minister, or the President of India may nominate the leader of the winning candidate for that office.

3.4.6. *Rajya Sabha elections:*

There are a total of 250 seats, out of which 12 are recommended by the President of India and the remaining 238 are elected by the members of our Legislative Assembly (MLAs). Those 12 nominal seats were filled by persons from different industries. For example, Mrs. Rekha and cricketer Sachin Tendulkar were selected to serve in the Rajya Sabha in 2012. Because

the members of such Rajya Sabha are indirectly elected by the public, elections to that body are very different from elections to the Lok Sabha. The representatives of the Rajya Sabha are elected by our MLAs and directly elected by the people [17]. The members of Rajya Sabha are elected by the MPs using the single-vote transferable system. Each state gets a certain number of Rajya Sabha seats based on its population. The term of each Rajya Sabha member is six years. Elections for one-third of the Rajya Sabha seats are held every other two years.

3.4.7. *State assembly elections:*

These elections are held by the people of each state to directly choose their Member of Parliament (MPs). The seats are again earmarked for the Member of the Legislative Assembly (MLA) just like in the Lok Sabha seats. Candidates of many parties are running shoulder to shoulder-for these MLA seats. MPs are elected to serve every five years. States have different election schedules for MLAs. Consequently, just because elections are being held in Himachal Pradesh, it does not mean that Gujarat also has legislative elections. The party that wins the election on more than 50% of the seats within the state establishes its state government within this state after the results of the seats in the state. The Chief Minister of a state is elected by these winning MLAs. In such a case, the party with the majority has the option of joining forces with another party to form a coalition government. A coalition government is formed when several parties join forces to establish a new administration.

4. CONCLUSION

The democratic government of India is based on elections. It is a matter of good fortune for them that voting is a fundamental right and every vote counts. Using our right to vote, people support the cause that our freedom fighters did for India. Today, parliament is generally regarded as nothing more than the confirmation of the majority organ of the public, and its sole goal is the implementation of the political platform of the leaders of the winning party or coalition. This perspective undermines the historical uniqueness of Parliament as a deliberative body that weighs the advantages and disadvantages of each subject on the agenda. If the authority of Parliament is limited to the representation of an electoral majority that allows for the creation of an administration supported by this majority, Parliament will lose its distinctive character as a debating body. In such a parliament, the agenda is set entirely by the governing majority, and discussion on agenda items is allowed to focus only on blocking the governing programmer or making small changes. The independent mandate for MPs, which is a necessary condition for discussion and deliberation in any Parliament, is also violated by such Parliament. It suggested that elections play an important role in ensuring that everyone enjoys equal rights and freedoms. It facilitates the establishment of democratic administration and orderly transfer of power. Voting is important because it is our constitutionally protected right and it is our responsibility to choose a leader who will represent us fairly in the future.

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CHAPTER 3
EXPLORING THE HISTORICAL APPROACH OF VENETIAN CARNIVAL MASKS AND THEIR IMPORTANCE IN THE MODERN WORLD

Shipra Agarwal, Assistant Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India
Email Id-shipra21aug@yahoo.co.in

ABSTRACT:

The masks are used since the history of the world, different communities and cultures have their traditions of masks which are made of different materials and the Venetian carnival mask is one. Thus, the focus of the study is to know the history behind the use of Venetian masks with the people behind its implementations. Different archaeologists and historians had studied the approaches and stories in the literature on the application of Venetian masks in history and there their impact on the people. Thus, from the study it is seen that these masks are unique and beautiful and had a different impact on the modern world as still such masks are used are the traditional approach within such countries. Thus study further helps in knowing the different aspects of masks in the society of the modern world. Thus masks are an important part of Roman civilization and were used on many occasions.

KEYWORDS:

Craftsman, Europe, Masks, Roman, Venetian.

1. INTRODUCTION

The Giustizieri Vecchi, the authorities in charge of monitoring the arts and crafts at the period, approved a number of the regulations that the masters of the Guild of Decorators in Venice proposed to reorganize the mask-making sector in 1436. At this time, the "Mascherano" or "mascara" (Venetians who construct masks) profession received official recognition and its statutes. Regulations were necessary since there was an increase in the number of craftsmen entering this field due to demand. According to a document currently housed in the Correr Civic Museum in Venice, eleven artisans, including Barbara Scharpetta, were listed as "mascherer" in this union between 1530 and 1600 [1][2][3].

They were assisted in their artistic endeavors by "tougher" artisans who produced fresh "faces." Masks have been worn at theatres from the time of the ancient Greek festivals honoring Dionysius, the god of theatre. The Greeks' love of theatrical and their use of masks in shows and festivities was adopted by the Romans when they overcame Southern Europe. The fifteenth-century Venice Carnival, which is still well-known today and draws visitors from all over the earth to the vibrant celebration of this long-standing custom.

On December 26th, the Venice Carnival officially began, and it lasted until Shrove Tuesday. Consequently, it went on for more than two months. It was the most lavish and opulent carnival ever, but what's amazing is that it only lasted a little portion of the time when masks were legal [4][5][6].

Although the earliest legislation governing the use of masks goes back to the 13th century, no one is certain when Venetians first began using them regularly. However, we know that everything came to an end when the Venetian Republic was overthrown after the 18th century. Before then, it was legal to wear a mask for the majority of the year. For instance, in the 18th century, there were 8 months from the 5th of October to the 10th of June, except 10 days for Advent and 40 days for Lent. While initially appearing excessive, this is explicable [7][8][9].

Venice was just an aristocratic republic where the higher classes were the only ones who could participate in its brand of democracy; the general populace was powerless. Despite this, the populace always liked and adored the nobility. As a result, the aristocracy was able to impose its culture as the standard for all of Venetian society because of its riches, influence, and support [10]. The carnival in Venice has long featured masks as a key element. Between the Santo Stefano celebration (St. Stephen's Day, December 26) and the completion of the festive season at midnight of Shrove Tuesday, individuals have historically been permitted to wear them. People may go unnoticed for a significant chunk of the year since masks were permitted on Ascension and from October 5 until Christmas. Maskmakers held a unique status in society and had their own rules, guild, and statute from 10 April 1436. Mascherari, who belonged to the periphery of artists, had assistance from sign-painters that sketched faces in a variety of forms on plaster while paying close attention to detail.

Venetian masks can be created using the traditional glass process, leather, porcelain, or another material. The first masks featured very straightforward designs and ornamentation and frequently served both symbolic and functional purposes. Presently, gesso and gold leaf are used to create the majority of Italian masks, which are then hand-painted and embellished with genuine feathers and jewels. However, comparable to the widely available, subpar masks made mostly by American companies, they are relatively pricey. This rivalry hastens the deterioration of the Venice-specific historical handicraft.

At the Venice Carnival, people wear a variety of distinctive masks, some of which have names. Different masks were worn by people in different professions. Less information exists to describe the purpose of the first mask used in Venice. According to one academic, Venetians' unusual reaction to one of the strictest class structures in European history was to conceal their faces in public. The sumptuary regulations were suspended during Carnival, and individuals were free to dress whatever they pleased as opposed to following the legal requirements for their occupation and social status [11].

The employment of masks in Venice was first mentioned in writings dating back to the 13th century. Throwing perfumed eggs while wearing a mask is now prohibited by the Great Council. These ovi odoriferous resembled eggshells which young men threw at their companions or at young ladies they adored. The eggshells were often perfumed with rose water. However, occasionally the eggs included harmful materials like ink. Gambling publicly was often prohibited, save at Carnival, and the Great Council edict forbids masked people from gambling.

Another decree prohibiting vulgar disguises and convent visits was passed in 1339 in Venice. Additionally, it was against the law to paint one's face or wear wigs or fake beards. The use of masks in everyday life was severely limited near the end of either the Republic. It was only valid for around three months starting on December 26 by the 18th century. The masks were customarily worn using matching colored ornamental beads.

Bauta:

The data is a mask that is intended to comfortably cover one's entire face; it was initially plain and stark white but is now frequently heavily gilded. This historically grotesque work of art was distinguished by the presence of an excessively prominent nose, a thick superior orbital ridge, a projecting "chin line," and no mouth. The beak-shaped chin of the mask is made to allow the user to speak, eat, and drink without taking it off, maintaining their identity. Frequently, a tricorne and a crimson or black cape were worn with the bauta.

In the 18th century, the bauta had evolved into a conventional social mask and disguise that was governed by the Venetian government, along with a black circular or hemispheric clasped cape known as a tabarro. At some political decision-making occasions where all citizens were supposed to behave anonymously as peers, it was mandatory that you wear it. To utilize the bauta, one had to be a citizen. Its function was comparable to that of the anonymizing techniques used to ensure universal, direct, independent, equitable, and secret voting in contemporary democracies. Additionally, the Venetian police explicitly forbade the carrying of firearms while wearing a mask.

The bauta was often worn by males because of its history and its horrific design aspects, although numerous paintings created in the eighteenth century also show ladies with this mask with tricorn hats. Two instances of this from the 1750s are Pietro Longhi's The Scent Seller and Also Ridotto.

Colombina:

A half-mask, the Colombina only covers the viewer's eyes, cheeks, and higher cheeks. It frequently has extensive silver, gold, crystals, and feathery decoration. As with the majority of other Venetian masks, it is tied with ribbon or held up to the face by a baton. The Colombina mask is named after a common Commedia dell'arte character: Colombina was indeed a maidservant and soubrette who enjoyed enduring fame in Italian theatre. It's supposed to have been made for an actress who didn't want her lovely face fully hidden. In actuality, the Colombina is a wholly contemporary invention. There are no historical artworks that show its employment in social settings or on stage.

Although it is currently worn by all sexes, the bauta was originally reserved for women.

Medico Della Peste:

One of the strangest and most iconic of the Venetian mask is the Medico della peste, which has a large beak. However, the Medico della peste was not originally intended as a mask for a carnival but rather as a way to stop the disease transmission. The eye-catching style was invented by French physician Charles de Lorme in the seventeenth century, who used it along with other hygienic measures when treating plague sufferers. The mask is frequently white and has a hollow beak and circular eyeholes with crystal discs covering them to give the appearance of spectacles. Its employment as a carnival mask is essentially a contemporary tradition, and these masks are currently frequently far more aesthetically pleasing. The decoration improvement also shows that women are more likely to wear costumes and costumes than in past years at the Carnival, even though the mask and costume are nearly exclusively used by men.

Volto:

The volto, which is generally constructed of plastic laminate or stark white porcelain but is also regularly gilded and adorned, is the most recognized modern Venetian mask. It is

typically worn with a tricorn and cloak. Many people who feel claustrophobia avoid wearing the "volto" at the Carnival since it is heavier and fits much more tightly than a conventional mask. The volto is primarily worn by women, who are the majority of volto wearers during contemporary festivals, and is frequently accessorized with a hat, scarf, veil, additional mask, or a combo of all four. A ribbon holds it in place at the rear. In contrast to the moretta muta, the volto completely encloses the wearer's face, along with the chin. It is longer than a regular mask, reaching from just behind the ears towards the top of either the forehead; furthermore, unlike with the moretta muta, it shows the nose and mouth in straightforward expressions. In contrast to the bauta, the volto's extensive and snug chin and cheek covering makes it impossible to wear when eating or drinking.

2. CONCLUSION

Since the beginning of time, people have used masks all over the world. Various groups and civilizations have their customs including masks made of various materials, like the Venetian carnival mask. The goal of the study is to understand the history and the individuals who have used Venetian masks throughout time. Numerous archaeologists and historians have investigated the theories and accounts in the literature on the use of Venetian mask in history and their effects on the populace. As a result, it is clear from the study that these masks are distinctive, lovely, and have had a different influence on the current world given that they are still utilized in these nations according to custom.

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CHAPTER 4
INVESTIGATION OF LONG-TERM INEQUALITY DUE TO THE IMPACT OF CAPITALISM AND COMMUNISM ON THE WORLD

Vivek Anand Singh, Assistant Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India
Email Id-vivekanand.ima@gmail.com

ABSTRACT:

When it comes to economics, capitalism is often seen as a system in which private individuals own and manage assets following their interests and autonomously determine prices within supply and demand markets which benefits society. Communism is a political, sociological, philosophical, and economic philosophy aimed at leveling the playing field between the two classes of society, the working class and the wealthy bourgeoisie, perhaps with the bourgeoisie no longer enjoying advantages at the expense of the middle class. For people the problems that arise in capitalism and communism such as inequality, immobility, monopoly power, promotion of materialism, political oppression, limits on human rights, mediocre economic performance, and restriction of culture and arts. The aim of this research mainly focuses on the role of capitalism and communism and the comparison between them. This also discusses the main differences between capitalism and communism, communism and the intelligentsia. It concluded that while there is intense competition between businesses in capitalism, this is not the case in communism, as the government controls the market. There are limits to the accumulation of capital in the future, thus the trend will be towards hyper-capitalism rather than the demise of capitalism.

KEYWORDS:

Capitalism, Communism, Social Issues, Economics, Market, Development, and Growth.

1. INTRODUCTION

A system of economics known as capitalism promotes property ownership of the tools of manufacture, distribution, and trade to maximize profits. In this framework, the market determines both the production and pricing of products and services, therefore supply and demand dynamics are crucial. Individual liberty, privately owned property, the growth of money, and the market are the main characteristics of capitalism. Selfishness, a free and open market, and minimal government involvement [1],[2]. Owners decide on manufacturing inputs and engage in the capital markets and financial markets in some kind of capitalist society. The economy's pricing and distribution of items are determined by competition [3]. Many people believe that capitalism is an economic system in which persons owned manage natural resources following their interests and independently set prices in the supply and demand marketplaces in a way that is most advantageous to the community and their interests. The desire for financial gain is capitalism's fundamental characteristic [4].

According to Adam Smith, the economist who is father of modern economics, People don't base their expectations of our dinner on the success of the butchers, brewery, or bakery, but rather on their interest. Each participant has a stake in the outcome of a consensual exchange contract, however, neither can get exactly what they desire or obtain it independently of the other. The path to economic prosperity may be found in logical self-interest [5],[6]. Capital

assets, including factories, miners, and railways, may be individually owned and managed under a capitalist economy. Additionally, money is exchanged for salaries, private owners enjoy capital gains, and usage prices are competitive. Assignment of capital and labor despite being the foundation of practically all modern economies, capitalism was one of the two main systems of economic organization during most of the 20th century.

Furthermore, in socialism, the government controls the methods of production, and state-run businesses prioritize maximizing social good over maximizing profits. Communism refers to a form of socialism under which the community as a whole governs and controls the methods of production, commodities, and property in an egalitarian society. The fractional ownership principle serves as its cornerstone. Karl Marx and Friedrich Engels, two German philosophers but also sociologists, are mostly credited with developing the concept of communism. The fundamental tenet of communism is that everyone contributes and shares according to his or her capacity and needs. In this system of government, the government controls everything, and everyone cooperates to achieve a single objective. Class divisions are therefore nonexistent because everyone is viewed as being equal. The goal of communism would be to eliminate economic inequality and close the gap between both the affluent and the poor. Communism is a political and social philosophy that aims to eliminate all classes from society and replace them with collective ownership of all assets. Karl Marx and Friedrich Engels created the communist doctrine in 1848. A capitalist society, which depends on democracy, entrepreneurship, and the manufacturing of products for profit, is in contrast to a truly communist society. The two most prominent instances of the communist system have been the Soviet Union and China. China radically changed its economic structure to integrate a number of the free-market components of capitalism when the Soviet Union fell apart in 1991[7].

1.1. History of Communism:

Although the word communism was not generally used until about the 1840s, the Greek philosopher Plato described communities that may be regarded as communist even early as the fourth century BC. In his Republic from the Socratic Dialogue, Plato imagines a perfect society in which the entire populace's wants were met by a governing class of patrons made up mostly of philosophers and warriors. The governing guardians, according to Plato, had to operate as one big community family that held all material possessions as well as children and spouses since privately owning property could make them self-centered, indulgent, arrogant, and dishonest. Other early communist ideologies were influenced by religion. Monks in several early monastic organizations signed an oath of poverty, obligating them to divide part of their material possessions exclusively among themselves and the needy. The English statesman Sir Thomas More imagined a utopian society in which individuals share food, housing, and other resources and money goes out in his futuristic 1516 book Utopia. The Industrial Revolutions in Western Europe there in the late 18th and early nineteenth centuries served as a model for modern communism.

The Prussian political activist Karl Marx was incentivized to conclude that the class struggle brought on by income disparity was primarily a matter of means that would then give rise to a societal structure of community ownership as a consequence of the revolution, which allowed some to amass good wealth at the expense of such an increasingly poor working class. The abundance of the output will enable sharing by all. Marx and German economist Friedrich Engels published The Communist Manifesto in 1848, in which they concluded that the only way to address the issues of poverty, sickness, and limited lifespan experienced by the proletarian and working class was by substituting capitalism with communism. The main industrial production facilities, including industries, mills, mines, and railways, would indeed

be publicly controlled and operated for the good of everyone under communism, as was envisaged by Marx and Engels. Marx foresaw that after capitalism was destroyed, a fully realized form of communism might well exist in a communal society devoid of government or class distinctions, where the distribution and production of products would be based on the tenet from each following his ability, everybody uses their own needs. The Russian revolutionary Vladimir Lenin was among his many adherents who supported Marx's theory of communist society [8], [9].

The Soviet Union collaborated with the other socialist and communist governments in Europe to combat Nazi Germany's fascist menace during World War II. Nevertheless, the end of the war brought an end to the Soviet Union's already shaky relationship with the more politically liberal Warsaw Pact satellite nations, which allowed the Union of Soviet Socialist Republics (USSR) to impose communist control throughout Eastern Europe. The USSR, headed by Vladimir Lenin, was established in 1922 as a result of the Russian Revolution of 1917. Lenin's reasonable communism had indeed been superseded by the Communist Party of the Soviet Union, led by Joseph Stalin, by the 1930s. Imposed complete governmental control over every facet of Russian society. Stalin turned the Soviet Union from an underdeveloped nation to a global powerhouse despite the huge economic cost of his autocratic, iron-fisted approach to communism. The Cold Conflict's political unrest and the financial strain of preserving the Soviet Union's position as a worldwide major military power after World War II steadily reduced the Soviet Union's influence over communist satellite states in the Eastern Bloc, including East Poland and Germany. By the 1990s, communism's influence as a major political force had swiftly waned. Only China, Cuba, North Korea, Laos, as well as Vietnam are still functioning as communist regimes today [10].

The present paper discusses how people view capitalism as an economic system where private entities hold property under their interests while supply and demand independently determine market prices in a way that is most beneficial to society. This paper is divided into several sections where the first is an introduction and the second section is a literature review and suggestions from previous studies. There is a discussion of the literature available on this topic and the last section is the conclusion of this paper which is announced and gives results as well as future scope.

2. LITERATURE REVIEW

Waller [11] et al. described three framing a techno-economic framing, fostering social and political acknowledgment, and a framework for sustainable management that can be used to distinguish between the various positions taken by Humanities and Social Sciences (HASS) researchers looking at the social and political aspects of greenhouse gases removal. These investigations within capitalism inherently have, for many, a special objective to influence the trajectory of capitalism, even though both techno-economy and political and social structuring is compatible with HASS researchers pursuing the first route. Making it more consistent or ecologically repeatable as a result. Waller et al. analyze options to challenge current social systems only under a responsible evolution framework; however, they leave these social organizations unspecified.

Markson [12] et al. a stated general cultural political economic study of carbon dioxide capture and storage including negative emissions technology is used. According to studies on Carbon Capture and Storage (CCS), neoliberal political economics see CCS as a legitimate socio-temporal solution to the conflict between fossil capitalism and the environment. The CCS has also been discovered to be a significant and contentious factor in the justification of neoliberal political economy. The very same analytical register is used in the negativity

emission fraction to characterize neoliberalism as a moderately racist cultural economics and politics that offers managerial, practical social science that is invisible to the public. Similar to how constructivist and cultural methods encourage us to examine more contentious frameworks; they seldom identify and evaluate those mechanisms within a dominating capitalist political economy.

Jodi Dean [13] has explained that a system where the self-valuation of value is fueled by private property, waged labor, and commodities production is referred to as capitalism. The capitalist system needs a certain state structure, a bourgeois state with laws with claims to justice and impartiality, to sustain and legitimize itself. The author's primary focus is on the neo-feudal tendencies of modern capitalism. It was found that, in contrast to analyses of Russia that attribute the rise of neo-feudalism to the state, conservative as well as libertarian economists mostly in the United States attribute the rise of mass serfdom to the less-is-more hipster scaling back and green elitism, positioning these as elements of a Silicon Valley, Hollywood, multi-millionaire philosophy of technology and high rail. It concluded that people can and must nurture the communist qualities of solidarity, perseverance, discipline, and assurance, characteristics that arise from and foster a sense of togetherness, to avoid being troubled by uncertainty and apocalypticism.

Ryszard Rapacki [14] et al. have explained the path dependency or endogenous variables as a crucial explanatory variable underpinning the persisting institutional disparities among post-socialist nations as they transition to a market-driven capitalist economy. The main goal was to perform an analysis of the most pertinent theoretical and empirical studies on the various forms of post-communist capitalism that were developing in Central and Eastern Europe. It indicates that when institutions have substantial complementarities, changes are only possible when all the interconnected parts of the institutional framework are modified at once. In conclusion, it would be possible to create a rough classification of the developing post-communist capitalism for each of the CEE-11 nations. Piotr Żuk and Jan Toporowski [15] have explained the world's political and economic climate is impacted by the former Eastern Bloc's return to capitalism. According to the researchers, the far-right movement began to gain traction in Europe before the 2015 refugee crisis and the 2007 economic collapse, and it did so at a period when leftist employers' parties were losing support. The results demonstrate that a different model one based on more egalitarianism, democracy, as well as the rule of law remains viable. It was concluded that social critique and grassroots progressive social movements constantly united to bring about development in Europe.

Nadia Albu [16] et al. used a conceptual framework that blends institutional logic with imprinting lenses to give a thorough contextualized examination of how historical imprints affect social & Environmental Reporting (SER) practices in Romania, a post-communist country in Eastern Europe. The authors perform a quantitative field study utilizing a range of datasets, including regulations, publicly accessible reports, and discussions with some industry players in Romania. Its findings demonstrate that transitioning to democracies and the neo-liberal mindset was not straightforward and that the turbulence from the early phases of transition is still prevalent in a number of these countries. The institutionalization of Western SER logic was found to be hindered (facilitated) by the persistence (decay) of remnants of previous systems, such as communism. The present study shows that a system where the self-valuation of value is fueled by private property, waged labor, and commodities production is referred to as capitalism as well as the world's political and economic climate is impacted by the former Eastern Bloc's return to capitalism. In this study, the author discussed the pillars of capitalism and education under capitalism.

3. DISCUSSION

The term capitalism is used in a wide range of circumstances by a wide range of individuals to refer to the economic structure in which peoples now live, and it has many different meanings and functions. Additionally, it is a pejorative term that is maligned by those who disagree and praised by conservatives and liberals who believe it can develop into an indoor version of the ideal economic system. It is also a phrase used in academic circles to define, analyze, and plot the history and future extraterrestrial trajectory of capitalism. Last but not least, although less obvious, it is a geographical phrase.

3.1. Pillars of Capitalism:

One of the foundational principles of capitalism is the concept of personal property, which enables people to own both capital resources like homes and real estate in addition to intangible ones like bonds and stocks. The inclination to act to one's own greatest advantage regardless of social and political influence is known as narcissism. These individuals still make contributions to society notwithstanding their disorder, as if they were guided by a welfare state as described in Adam Smith's Wealth of Nations from 1776; Competitiveness promotes social welfare, or the wellbeing of both consumers and producers collectively, by allowing businesses the opportunity to enter and depart the market; Through exchanges between purchasers and sellers, a market system that decides pricing in a decentralized manner allots resources, the highest of which is not just for products and services but also salaries. look for reward; freedom to make decisions on investment, output, and consumption Customers who are not happy can switch brands, investors can invest in more lucrative projects, and employees can leave their positions to seek higher income, And the government's sole responsibility is to safeguard the rights of individuals and preserve a lawful environment that supports the efficient operation of markets in Figure 1. The various forms of capitalism are distinguished by how well these pillars work. Free markets, often known as laissez-faire economies, have little to no regulation, allowing for the efficient operation of markets.

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Pillars of Capitalism ── Private Property
                      ├─ Self-Interest
                      ├─ Competition
                      ├─ Market Mechanism
                      ├─ Freedom to Choose with Respect to Consumption
                      └─ Limited Role of Government
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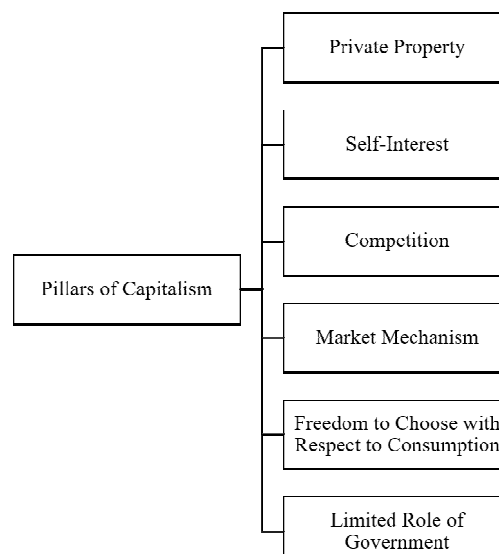
Figure 1: Illustrates theVarious Pillars of Capitalism, Including Protecting the Rights of Private Citizens and Maintaining an Orderly Environment.

Markets play a significant role in mixed economies, so named because they include markets and governments, but the government controls them more to promote social welfare, address

market failures like traffic congestion as well as pollution congested, and for other purposes like military and public safety. Today's countries are mixed capitalist ones.

3.2. Comparison Between Capitalism and Communism:

In contrast to liberal capitalism and democracy, communists advocate a society without classes where the means of production are collectively held and the value of the private property is minimal or severely restricted. A socialist society in which everyone's property and riches are collectively held instead of owned by an individual is the goal of the economic philosophy known as communism. Table 1.

Table 1: Illustrates the Comparison between Capitalism and Communism based on Different Characteristics [17].

Basis of comparison	Capitalism	Communism
Definition	Private persons own and run the companies and industries in such a capitalist economy to make revenue.	Communism seems to be a socioeconomic structure where the community regulates the economy and each people's role is based on their needs and abilities.
Business	People are entitled to own their businesses.	The state owns all production capacity, particularly in communes.
Capital Source	Investments that owners have made are revolving. Out of the earnings, it may be invested.	The resources needed to launch a state-owned enterprise are all provided by the state.
Basis	Principle of Individual Rights	Principle of Community Rights
Government Interference	Negligible	High
Factor of Production	Privately-owed	State-owned
Individual Incentives	Benefits and pay are based on a person's capacity and willingness to labor.	Benefits are prohibited. The workers are inspired to work by the state's reputation.
Labor	Employees are free to select their employer and profession.	The employer and place of employment are decided by the state.
Depreciation	Legal	No depreciation
Market	Free and competitive	Lack of rivalry with the state-owned market.
System of Government	Democratic	Totalitarian
Preferences to	Individual freedom	Society
Wealth	Everyone needs to work for	Funds are distributed based on capability

Distribution	themselves to build money.	and need.
Promotes	Class Distinction	Egalitarian Society

3.3. *Education Under Communism*:

The communist revolution was meant to be a total revolution, with the construction of a brand-new society that was significantly different from the orthodox communist of old China's feudal society as its ultimate goal. People with fresh commitment, inspiration, and ideas about individual and communal life were needed for this new society. It was acknowledged that education had a crucial strategic role in bringing about this revolution and growth. Education is specifically suggested to introduce a new generation of competent workers and technical professionals as well as to train impassioned revolutionaries prepared to rebel against the old society and fight to build a new order to carry out complex development and modernization activities. In general, there is no differentiation between teaching with preaching or preaching inside the People's Republic of China. The goal for all three is to change the man. In addition to political rallies, marches, and various types of mass campaigns that are carefully planned, there are agencies for education, publicity, and media exposure, as well as newspapers, banners, and propaganda pamphlets. The educational program does not exclusively take place in schools. Three crucial educational objectives were carried out after the Communists took control in 1949: political movement, industrial and agricultural production, economic change, and training the manpower required for reconstruction. They also taught many uneducated individuals how to read and write to offer attitudes, emotions, attitudes, and attitudes of people. To carry out certain programming, lakhs of cadres received intensive training. There have been cadres to uphold election, marital, and agricultural laws; some had training in business or agriculture, some in education, etc. The short-term, ad hoc training approach used here is typical of communist education as a whole.

The new communist authorities sought advice and assistance from its ideological partner, the Soviet Union, as they lacked any prior experience in running a government. Chinese culture and education which had grown Western underneath the Nationalists, soon changed to Soviet once Soviet advisors intervened. The achievements of the Soviet Union in culture and education were exaggeratedly praised across the nation thanks to a vast propaganda operation. All Western inspirations were rejected, and Soviet cultural dominance was emphasized. The Sino-Soviet Friendship Association (SSFA), founded in October 1949, not long after the new rule was established, was a significant organization tasked with popularizing the Soviet model. The organization expanded its operations to all regions of the nation with branch groups in schools, workplaces, commercial companies, and governmental offices under the direction of Liu Shao qi, the Communist Party of China's second-largest leader. Students were encouraged at their schools to join the organization as members and take part in its events. In several schools, more than 90% of the pupils joined the SSFA. To raise awareness of the studies of the Russian language, education, and culture across the nation, the SSFA organized protests, movies, large gatherings, and parades, including lectures in the Soviet Union and Russia.

3.4.Communism and Intellectuals:

Intellectuals in China have traditionally seen themselves as the guardians and conductors of their nation's priceless culture. Though intellectuals were motivated by the conviction that if he would be acknowledged as a first-class scholar, they would be honored with position, honor, and a permanent reputation, his path to achievement was not always easy. Ideology

has a big impact on how the Chinese Communists feel about the educated class. The academics were devalued since they were seen as the offspring of bourgeois and feudal education and the promoters of bourgeois ideology, whereas the workers and peasantry were elevated. The intellectuals were to be "absorbed and reformed" according to communist doctrine. The intellectuals had to think hard to extricate themselves from bourgeois ideas and behavior. Reformulation started with relatively easy steps like political studies and re-education. In the 1950s, while intellectuals were compelled to take part in class fights for land reform and academics, authors, artists, and intellectuals were assaulted in a variety of contexts, and the policy grew more oppressive. It was required of intellectuals, particularly those trained in Western institutions or working for Western businesses, to produce autobiographies describing their reactionary familial and educational backgrounds, highlighting their ideological flaws, and admitting their mistakes.

3.5. Communism in Practice:

True communism was envisioned by Marx and Lenin no anymore exists as a significant political force and never will because of all the problems and wars. At the height of the Cold Conflict in 1985, the Soviet Union including its satellite nations in Eastern Europe was home to the majority of the world's people who were living under communism. Modern academics, however, question whether any of these nations ever actually practiced communism given how far they strayed from the Marxist system's fundamental tenets. Some experts contend that the breakdown of communism in the late 20th century was directly caused by these Cold War regimes' inability to uphold the real goals of communism and their propensity for left-wing authoritarianism. Today, communism is recognized as an official system of government in just five nations: China, North Korea, Laos, Cuba, and Vietnam. They can all only be categorized as communists since in each of them the whole political and economic system is under the authority of the centralized government. None of them, however, did away with aspects of capitalism like private property, money, or the social class structure as demanded by genuine communist doctrine.

4. CONCLUSION

Both communism and capitalism are systems of social organization that talk about property ownership and involve commerce and industry in the economy. Due to unequal income distribution under capitalism, the rich get richer and the poor get poorer. In contrast, communism forbids private property ownership while allowing equal distribution of income. Since communism developed as a response to the inequalities of capitalism, it aims to eliminate capitalism from the economy. An economic system in which the government controls the major factors of production allocates resources and determines what goods and services will be offered. Because of all this, capitalism is prone to instability and recurring crises, which are also factored into its genetic makeup. Capitalism by itself cannot function as a pure economy. All forms of capitalism require a political framework to resolve these conflicts and crises. Capitalism's dialectical negotiation with the imaginary goodness of labor and its non-human environment can make it appear as if it lacks continuity. Despite the claims of supporters and critics that it is currently a global hegemony, the geographic location at the center and especially of globalized capitalism points to its less-than-authoritarian position in practice on the persistence of capitalist processes on the periphery.

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CHAPTER 5
A COMPREHENSIVE STUDY ON PROMOTE THE STUDY OF HUMANITIES IN SCHOOLS BECOMING IMPORTANT

Sumit Kumar, Assistant Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India
Email Id-sumit888@gmail.com

ABSTRACT:

Academic fields known as the humanities focus on many facets of human civilization and culture. Classics, the primary field of secular study at universities at the time, was referred to in the Renaissance as a counterpoint to theology. Education in the humanities maintains the great achievements of the past, offers comprehension of the world we live in, and equips us with the skills to envision the next. Students get the ability to understand the world on a moral, spiritual, and intellectual level via a humanities education. The promote the study of humanities in schools becoming important and how it will play a vital role in education are both topics covered by the author in this essay. Humanities experts' research teaches us about the cultural values of other peoples, the process that goes into creating a piece of art, and how history is written. Their work preserves the great achievements of the past, aids in our comprehension of the world in which we live, and equips us with the means to envision the future.

KEYWORDS:

Curriculum, Education, Humanities, Schools, Skills.

1. INTRODUCTION

The humanities are a wide range of disciplines that examine and analyze our culture, society, and beliefs. The humanities, in short, explain who we are and what it means to be human. Literature, history, philosophy, language and linguistics, art and music history, and other subjects are included in the humanities [1]. The humanities teach us critical, independent, and creative thinking skills critical to success in all aspects of business, engineering, science, politics, and culture. Unlike many other academic fields, the humanities cover a variety of related disciplines. Students are prepared for a wide range of employable disciplines, including, but not limited to marketing, law, economics, technical writing, design, public relations, archiving, and research, in a variety of ways related to the humanities [2]. Thanks for the variety. Experience available to them. Because of this, humanities majors ultimately have earnings that are comparable to those in other sectors, as shown in Figure 1. They also find meaningful places in academic and professional fields.
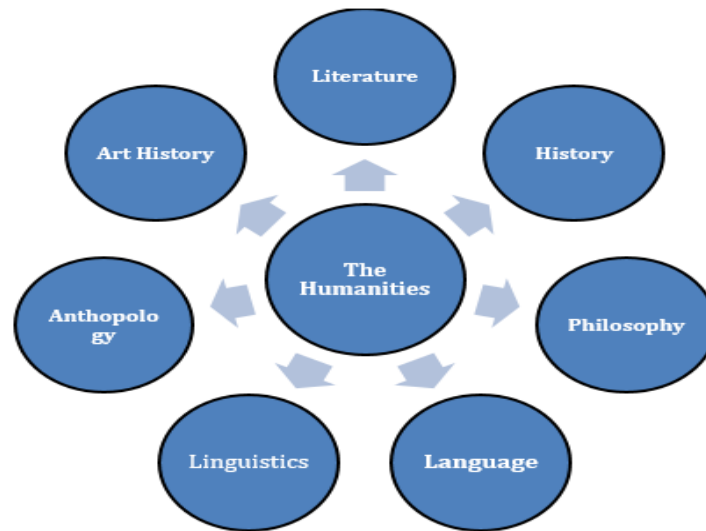
Figure 1: Illustrate the factors of the humanities in different areas.

The arts have an important role in the development of humanity. They have historically enabled the transformation of people and society by giving them a space to return, reflect and react. Building creative, informed people begins with solid art education. Students can communicate thoughts, ideas, beliefs, feelings, and attitudes as they explore the world through the lens of art [3]. The creative process fosters the critical thinking and problem-solving abilities necessary to survive in our ever-changing environment. Students' engagement with history, tradition, and culture through the arts helps them to better understand the many values and perspectives of Aboriginal, Canadian, and international civilizations. In British Columbia, arts education allows students to examine, think and respond to information contained in language, memory, and narrative.

Four aspects of arts education Students can explore, express and interpret their interests and abilities through the arts through dance, drama, music, and the visual arts [4]. They learn to appreciate and empathize with other people's perspectives, traditions, and works of art. It becomes possible to understand how different generations contribute to the spread of culture and knowledge. Students can see, hear, express themselves, create, and communicate through art. Every art form is comprised of parts, lingo, and structures that, when understood and used skillfully, have the power to communicate complex feelings and concepts. Students' imagination, ingenuity, and creativity are fueled by art education, while they also acquire skills that will help them in their academic and professional endeavors [5]. Students participating in the arts may be surprised. Students gain an appreciation for imagination, creativity, and meaningful play. The mind, body, and spirit are all integrated when creating art [6]. Art teaches students that there are many ways to express their ideas, and they are given the freedom to be agnostic, imperfect, and unstable. As a result, they discover that there are many ways to respond to situations in life and that they have the power to choose how they want to respond.

1.1 Humanities Matter:

i. Insights into Everything:

Researchers develop our ability to reason, ask questions, and think creatively and critically through our study of the humanities. Because the ancient Greeks first used them to teach their

people, humanistic subjects have been at the center of liberal arts education because these abilities enable us to gain new insights into everything from poetry and paintings to business strategies and politics.

ii. Understanding Our World:

Studying the human condition enhances our understanding of the world. Research from humanities experts teaches us about other people's cultural values, the process that goes into making a piece of art, and how history is written [7]. Their efforts help us understand the world we live in, preserve the great achievements of the past, and provide us with the means to envision the future. Humanistic knowledge still provides the best framework to investigate and understand the human condition, while giving more clarity to the future. Examining a philosophical topic allows you to consider ethical dilemmas. Learning a second language can make it easier to gain an understanding of the similarities between other cultures. When you look at a sculpture you might think about how an artist's life influenced his or her artistic choices. You can better understand the meaning of democracy by reading a novel from another part of the world. By listening to a history lesson, you can get a better understanding of the past and a clearer understanding of the future.

2. DISCUSSION

The perspectives of many social actors who think that earning a degree in the humanities is a benefit has been better understood through the examination of a variety of information sources, including polls, studies, and websites. The key benefits of studying the humanities are discussed by students, and their perspectives match how humanities courses are marketed on the websites of the institutions involved in the investigation [8]. Specifically unrelated to the humanities, it turns out that these advantages reflect the profile of the ideal employee as stated by a group of employers as needed to be successful in their company. In other words, neoliberal norms and issues have also been thoroughly covered. Fundamentally, this recognition of the value of the humanities can be broken down into three distinct, mutually reinforcing levels: the thorough knowledge, skills, and mindset that comes with studying the subject and being resistant to short-term trends [9]. The various resources reflect the authentic and unique nature of the study of these areas, and they differ significantly from the priority established by the government directives discussed earlier. The latter image illustrates the extent of each of these levels, as seen in Figure 2.

The appeal of studying the humanities is found in exactly what one wants to learn about and experiment with when one chooses to do so. Atomic subjects such as history, philosophy, language, and literature, to name a few, give us immediate access to the information that makes humans unique and irrevocably human [10]. Undoubtedly, the abilities and attitudes shown in the above picture are strengthened by the work that this information provides us and at the same time trying to understand and value ourselves and our surroundings. Critical thinking, acceptance of others, ability to adapt to different realities, etc., are essential qualities in any organization, organization, government, or enterprise in every situation. Therefore, it would follow that public policy should publicly and actively encourage the humanities just as it does with specialized knowledge that directly benefits businesses and markets.

The benefits of studying the humanities
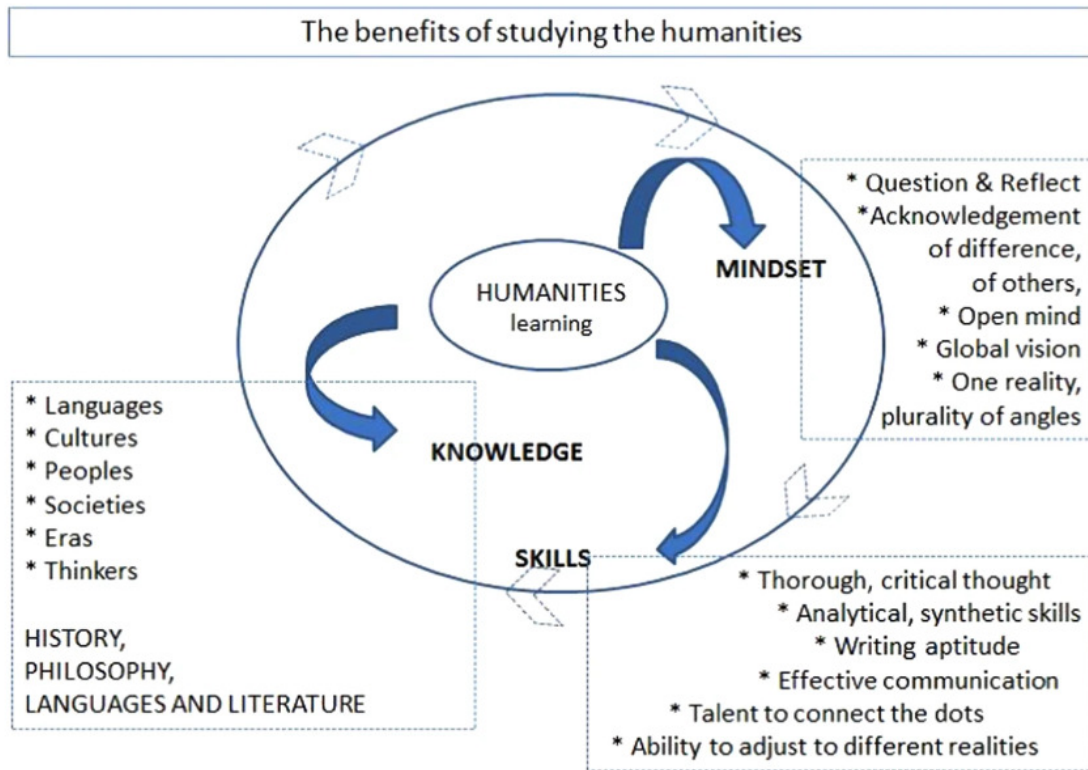
Figure 2: Illustrate the benefits of studying the humanities in schools [2]**.**

Reading, writing, and critical thinking abilities are the most basic and important benefits that a humanities degree offers. Even those mathematicians and scientists, your beautiful mind types, who are at the pinnacle of their fields, should be able to successfully express their ideas and take input from others. Without reading, discussing, and understanding the great writers and speakers who came before, it is impossible to properly understand the subtleties of the English language and write an essay or speech that can persuade an audience.

2.1 Arts Education in the General Curriculum:

Particularly attractive is the presence of artistic and cultural themes in the national curriculum of European countries. Most European curriculums indicate that arts education is strongly present at the primary school level but only marginally at the secondary level. In most situations, after the first few years of secondary school, required art courses are eliminated from the curriculum [11]. The multiple definitions of arts and culture education and its integration into the curriculum using a cross-disciplinary approach need to be highlighted when comparing available data and research. For example, it was said that Finland devotes a significant amount to arts education, but within the Finnish curriculum, subjects such as theater and dance are often included in other courses, such as mother language and physical education classes. Countries like the Netherlands, where integrating culture into the curriculum is a priority, can also be seen using this multidisciplinary approach. History, geography, economics, and language are all incorporated into the inter-disciplinary framework of the teaching culture.

2.2 Students Participating in Humanities are More Engaged in Academics as a Whole:

Collaborative for Humanities and Arts Teaching, a national network that includes Humanities, aims to assist at-risk kids by giving them a thorough and all-encompassing education with a humanities emphasis. The programs offered by CHART have advantages for the schools that incorporate them beyond exposing the pupils to fine art, excellent literature, and profound history [12].

These kinds of programs provide children who don't like school or have trouble getting interested the chance to deal with significant concerns and exercise critical thought regarding challenging questions. Students are given the chance to reflect on and talk about pertinent readings and subjects like: What are the causes of prejudice? How much should reason and how much should emotion be our guides? How do we solve the issues of scarcity? Many math and scientific underachievers found themselves in contentious discussions on humanities topics. Students in interdisciplinary Humanities courses outperform their regular class counterparts in terms of reading, writing, critical thinking, attendance, dropout rates, and the likelihood of pursuing post-secondary education.

Humanistic studies enlighten the mind and cultivate cultural awareness. People may comprehend, enjoy, and create art, music, theater, and literature with the aid of a humanistic education. The study of the humanities focuses on understanding the beauty and the good and gives students the chance to experience creating their own excellent and beautiful things.

i.   First, ask yourself what you want for yourself, not to achieve anything else. In other words, what do you do just for fun? Because it's meaningful? Humanists often, if not always, focus on the things they discover and engage with for their own sake. Understanding the importance of realizing, evaluating, and appreciating the ultimate objectives of everything you do can help you appreciate the value of humanistic education.

ii. Second, shaping our culture as opposed to just consuming it is more useful. Politicians, public intellectuals, marketers, decision-makers in government, activists, academics, attorneys, and judges are some of the people who influence our culture. Some of these individuals do influence their culture to get power or wealth. Some people influence their culture to improve it. Regardless of their motivations, though, their influence derives from their capacity for critical thought, argumentation, and concept presentation. As you go up this power structure, humanistic abilities become more and more crucial.

iii. Third, contributing to the world is useful. There is little doubt that scientists make significant contributions to society, and we should respect their work considerably more than we do at the moment. However, it is still true that if a certain scientist didn't exist, another scientist would ultimately make his or her contributions. This is untrue in the case of art; Shakespeare's unique contributions would not have been created by another playwright or poet if he hadn't existed. Only you can bring a certain kind of beauty to the world. Humanists can assist you in discovering that.

The emphasis should not only be on teaching our children, but also on helping them learn how to study if we want to be successful in the 21st century. Today's students must learn how to think critically, communicate effectively, be creative, work together, and solve problems. A multimodal curriculum that combines humanities and STEM education can help students become technically literate, internationally and culturally aware citizens who have a strong

sense of personal and social responsibility. Given what teachers are expected to do in primary school classrooms today, this responsibility may seem overwhelming [13].

However, teachers can create courses for elementary classes that mix STEM and humanities content without having to work in a private or charter school. A good place to start for teachers one lesson at a time. Being effective lifelong learners whose successes and sense of self are not measured by achievement tests should be our aim as teachers and parents for every child [14]. The development of our students' knowledge, mental and physical well-being, civic motivation, engagement in the arts, preparation for the workforce, and life beyond formal education should be our priority (Learning Compact) [15]. Offering rich, broad educational opportunities in blended humanities and STEM curricula, starting from elementary school and continuing throughout an individual's life, is the greatest way to accomplish this objective.

Being a member of a culture gives us an intuitive understanding of the past, traditions, and principles of our social group, although this understanding is often constrained. Humanities in school can help fill this cultural knowledge gap. Humanities education aims to introduce students to the humanities on a global scale as well as help them learn a wide variety of academic fields. The humanities broaden our awareness of many human cultures and help us see how they differ and how they are similar, both historically and in the present, giving us a more comprehensive view of the world in which people live [16].

The humanities include all branches of the performing and visual arts, as well as history, literature, languages, religion, philosophy, music, and all other forms of human thought and creation. Students can acquire the fundamentals of all of these in a formal educational environment, but they also have the opportunity to learn more about some of the subjects of interest [17]. This makes it easy for one to determine which artistic movement or period the music or artwork represents. It equips individuals with marketable, adaptable talents that they can use in both their professional and personal lives.

The humanities are fields of study that focus on people and their cultures, or on analytical and critical techniques of research that are driven by respect for human values and the distinct capacity of the human spirit to express itself. The humanities are a collection of academic disciplines that differ from the physical and biological sciences to some extent in content and methodology as well as from the social sciences. The study of all languages and literature, art, history, and philosophy are all considered part of the humanities [18]. Modern ideas of the humanities are similar to older concepts in that they call for the spread of a comprehensive educational program based on a self-sustaining set of human values. They disagree as to whether an overemphasis on the methods of the humanities or their themes is the most effective way to achieve this distinction, where they diverge from one another [19]. The researcher also proposes to differentiate between the humanities and social sciences apart from the physical sciences.

According to the German philosopher Wilhelm Dilthi, the humanities are those fields of knowledge that are beyond and beyond the subject of physical science, who called them "spiritual sciences" and "anthropology" in the late 19th century. In contrast, the Neo-Kantian of the early 20th century, Heinrich Rickert, argued that what best defines the humanities is not the subject matter but the mode of inquiry. Rickert argued that unlike the physical sciences, which aim to move from specific examples to general laws, anthropology is "stupid"; They are committed to the special value of the special in their cultural and human contexts and do not seek general laws [20]. American philosopher Martha Nussbaum described the importance of education in the humanities in the late 20th and early 21st

centuries to maintain healthy democracy, promote a deeper understanding of human concerns and values, and empower students to transcend local perspectives. Emphasis on value. Habits and customs" to become true citizens of the world.

2.3 The benefits of studying the humanities:

Fortunately, the process of devaluation of the humanities is not enough to silence the voices and continued efforts of their community. The World Humanities Conference, as stated at the very beginning of this book, is a testament to the continuing relevance and vitality of this discipline. Conference themes, such as "Humanity and the Environment," "Cultural Identity, Cultural Diversity, and Intercultural Relations: A Global Multicultural Humanity," "Borders and Escapes," "Heritage," "History, Memory and Politics," and "In a Changing World" Humanities," are undeniably extremely relevant to today's society. What changes the world and those who live in it? What replaces the humanities and the humanities themselves? As well as rebuilding humanity, rebuilding humanism [21]. Events such as this meeting raise the possibility that the humanities are entering a new, positive cycle that will benefit society as a whole. One who will value all his subjects equally and impartially, while being more open and receptive to all knowledge and talents? Finally, it is hoped that society will be enthusiastic and active in defending the wealth of knowledge against the growth and domination of political hierarchies [22].

Diverse ideas on how education can change and how best to educate our children to be able to adapt and keep pace with teachers, parents, students, and other important stakeholders as teachers, parents, students, and other important stakeholders focus on the state of education across the country Offering a variety of options to do. 21st century. What and how we educate our children affects almost every element of society. The goals and ideologies of our education system vary with the priorities of our society. Our national focus has shifted toward STEM disciplines – science, technology, engineering, and mathematics – as a result of rapid changes and technological advancements in the global economy, as well as the efforts of the United States Department of Education to find a universal one. Remedy for America's educational deficiencies [23].

The transition to STEM-focused education has raised questions about the place of the humanities in American education and has raised fears that an excessive concentration of STEM subjects may marginalize the humanities, the arts, and social sciences, or possibly even completely exclude them from American schools. The humanities are essential in our schools today to provide balance and perspective in our rapidly changing, technology-intensive world. Humanities improve our understanding of the world, broaden our intellectual base, help us communicate clearly, help us develop our critical and creative thinking skills, help us solve problems Help us to understand, help us to be engaged citizens and thinkers, helps us to understand [24]. The impact of science, technology, and medicine on society, helps us to be well-rounded academics, students, and thinkers. It is time for our country to understand that the humanities are an integral aspect of a complete education that should start in primary school and last throughout a person's life, and not just an aesthetic luxury served as a side dish in the hall should be given in of higher education.

2.4 The Importance of the Humanities in Elementary Education:

Peoples need to step up their efforts now more than ever to bring the humanities back to basic education in the United States because they are in danger of being reduced or eliminated to make room for more STEM curricula. While researching the subject of the humanities in early education in the age of STEM, the author was surprised to learn how little was known

about the value of the humanities in elementary and middle schools. Instead, the author found a surprising lack of research and scholarly writing on the subject.

In the research, the authors found that it was emphasized that students who actively engage in humanities education as part of a well-rounded curriculum are more motivated to succeed academically overall. and "students in interdisciplinary humanities classes read better, write better, and think critically, attend school more often, drop out less, and attend post-secondary education more often than their traditional classes " The educational benefits of giving elementary students a strong foundation in the humanities by introducing them to art, history, philosophy, and literature at an early age are praised by experts. The Collaboration for Teaching the Humanities and the Arts, or CHART, is a national network that seeks to help "at-risk students by providing a well-rounded and comprehensive education that focuses on the humanities." Chart believes that introducing students to the fine arts, exemplary literature and in-depth history has a positive impact on the schools they attend. In programs that include the humanities, the chart emphasizes that "students who do not enjoy school or struggle to find a reason to join, need to tackle important issues and think critically about complex questions." as well as the opportunity to think and discuss relevant source material and topics.

Students are inspired to think critically and creatively by the humanities. They encourage children to reflect on humanity and ask questions about the complex world in which they live. Students learn to think critically and actively listen through issues raised in classes on literature, philosophy, and religion. This encourages them to automatically build links between the humanities and STEM fields. The difficulties of a global society will demand individuals who have been educated to think clearly and objectively about complex concepts to search for new answers. Critical thinking and creativity are two sides of a golden coin in the context of the study of the humanities. Innovation and ideas are the results of creativity. Implementation and execution are encouraged through critical thinking. Although they each contribute significantly to the progress of society, their combination creates a real synergy. Enter education focused on the humanities.

Colleges are increasingly offering general education humanities courses as a result of the early modern humanists who championed the humanities. These academics and thinkers argued in favor of a comprehensive, balanced curriculum. A program that emphasized critical thinking and other essential intellectual skills. Colleges increasingly use general education material to make students aware of various subjects. Additionally to improve their ability for analysis and problem-solving. Both general education programs and higher education at most institutions require humanities classes. Courses in literary, cultural, and linguistic analysis, as well as historical and linguistic analysis, are all required for general education requirements.

3. CONCLUSION

The humanities provide opportunities for students to think critically, develop empathy for others, and think through concepts. Originality, creativity, and variety are all encouraged. Without the humanities, our society and school would be inspired and devoid of the world-changing visionaries of the future. The humanities help students communicate more effectively by improving their capacity for self-expression through concepts that are fundamental to the humanities. Students majoring in the humanities develop the reading, writing, research, and critical thinking abilities that are essential for successful oral and written communication. The humanities include all branches of the performing and visual arts, as well as history, literature, languages, religion, philosophy, music, and all other forms of human thought and creation. The humanities are important because they provide children

with the opportunity to: consider the meaning and purpose of their lives. Examine your own identity, principles, and worldview, as well as ideas such as time, place, and religion. Build habits and abilities that support critical and creative thinking, as the authors explain in this paper. Future university departments should focus on emerging disciplines including environmental studies, cognitive studies, narrative therapy, computational linguistics, boundary studies, and information theory, all of which will include a humanities component in interaction with other fields.

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CHAPTER 6
ANALYSIS OF THE ROLE OF WOMEN IN THE POLITICS OF ANCIENT ROME

Pankhuri Agarwal, Associate Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker
Mahaveer University, Moradabad, Uttar Pradesh, India
Email Id- dreams.pankhuri@gmail.com

ABSTRACT:

Women are the main part of society since the old times, and beautiful women have the great importance in the world since the Stone Age time. The Roman Empire had a very huge affected on the women within the empire. The focus of the study is to know the role of women in society and the politics of the Roman Empire. Beauty is one of the parameters which makes women different from one another. Thus, there are many studies by different historians studying the role of women and their role in politics and how they make an impact on the empire and emperors. Thus, the study reveals the importance of women in the Roman Empire and their impact on society as one important pillar in politics. The study further helps in studying the different roles of women in the Roman Empire and their work.

KEYWORDS:

Ancient Rome, Politics, Roman Empire, Women.

1. INTRODUCTION

In the Roman Times, freeborn women are citizens, but they did not vote or hold public office. Women are identified less frequently than men by Roman historians due to their restricted public role. While Roman women did not have direct political authority, females from affluent or prominent families could and did wield power through private agreements. Lucretia and Claudia Quinta, whose stories took on mythic significance; ferocious Republican-era women including Cornelia, mother of a Gracchi, and Fulvia, who instructed an armed force and released coins carrying her impression; women of the Julio-Claudian dynasty, most notably Livia and Agrippina the Younger, who participated in the creation of Imperial mores; and empress Helena, driving force in trying to promote Christianity [1][2].

Elite women with their politically significant acts, like male members of society, outnumber those of lower rank in the historical evidence. Inscriptions, particularly epitaphs, chronicle the names of a diverse variety of women across the Roman Empire but generally provide nothing more about them. Some vivid snapshots of daily life are preserved in Latin literary genres such as humor, sarcasm, and poems, especially Catullus' and Ovid's poems, which offer got a glimpse of women in Roman dining areas and boudoirs, at displaying and cinematic events, shopping, applying makeup, practicing magic, and having to worry about pregnancy, everywhere throughout male eyes. Cicero's published letters, for example, reveal unofficially how the conscience great man interacted on the residential front while his wife Terentia and daughter Tullia, just as his speeches prove the multiple ways Roman women might enjoy a free-spirited social and sexual life across disparagement [3].

The Vestals, their priestly function allocated only for women, was the one significant public role reserved solely for women. Restricted from wedding or sex for three decades, the Vestals

were dedicated exclusively to the study and proper observation of rites deemed important for Rome's security and existence but which could not be conducted by the male college of priests [4][5].

Women had little public participation in politics; moralists praised female domesticity among the elite. Citizens were only active in Rome's political system as politicians, legislators, judges, governors, or voters. Despite their wealth or status in Roman society, most women had citizenship rights but no vote. Though some wealthy women were capable of manipulating or persuading their husbands and wielding political power and, in certain circumstances, authority over them. About politics in the Late Republic, Ronald Syme observes that "the daughter of the nobility could not be deceived of the actual and concealed power that comes from influence." They are more important than the ordinary senator..." According to Livy's account of the phrasing and overturn of the sumptuary Lex Oppia, passed during the Punic Wars crisis, the arch-traditionalist Cato the Censor (234-149) explains Rome's matrons, who communally objected against the law just on streets of Rome as an "army of women" attempting to undermine the jurisdiction of his gender and class, even the most presence of Rome, in their order to pursue of unrestricted license to spend the money [6][7].

Appian recounts the bravery of wives who saved their husbands during the civil wars that brought the Republic to an end. The Laudatio Turiae epitaph retains a husband's praise for his wife, who risked her safety during the civil conflict following Julius Caesar's death and gave up her jewels to assist her husband in exile. Both weathered the turbulent times to have a lovely relationship. Porcia, the daughter of Cato the Younger and bride of Brutus the assassin, met a much less privileged but heroic end she committed suicide as the Republic crumbled, just as her father had done.

The ascension of Augustus to sole authority in the latter decades of the first century BCE weakened the influence of political public offices and the conventional oligarchy but did little to limit or strengthened the opportunity for women, slaves, and freedmen to wield power behind curtains. Livia Drusilla Augusta (58 BCE - CE 29) was Augustus' wife who was the most prominent lady in the early Roman Empire, serving as regent three times and continuously as a trusted counselor. Several Imperial family women rose to political and popular importance, including Livia's great-granddaughter and Caligula's sister Agrippina the Younger.

Women also took part in plots to depose rulers, primarily for personal gain. Caligula's sister Drusilla died, and their widower Marcus Aemilius Lepidus, as well as her sisters Agrippina the Younger and Livilla, plotted to depose Caligula. Lepidus was executed once the scheme was exposed. Agrippina and Livilla were exiled and only returned after their paternal uncle Claudius took power following Caligula's murder in 41 CE. In turn, Claudius' third wife, Valeria Messalina, plots with Gaius Silius to depose her husband to establish herself as well as her lover in authority.

Epicharis was immortalized by Tacitus for her role in the Pisonian plot, in which she sought to secure the allegiance of the Roman fleet but was instead jailed. When the scheme was discovered, she refused to divulge anything, even under torture, in contrast to the senators, who were not tortured and still hastened to spill the beans. Tacitus also commends Egnatia Maximilla for risking her money to save her blameless husband over Nero [8].

Emperor Elagabalus, according to Historia Augusta, let his grandmother or mother participate in Senate deliberations. "And Elagabalus was the first emperor under whom a woman sat in the senate like a gentleman, as if though she belonged to the senate order." According to the

same text, Elagabalus also founded a women's senate known as the senaculum that imposed highly comprehensive laws governing matrons' public behavior, jewelry, clothes, chariots, and many personal belongings. This appeared to be a continuation of past, less formal but exclusive meetings of aristocratic women; even before that, Agrippina the Younger, Nero's mother, attended Senate sessions while hidden behind a curtain, according to Tacitus.

2. LITERATURE REVIEW

Sara Casamayor Mancisidor, this research investigates the affectionate and obligation ties that old Roman moms had with their adult daughters and sons. Analyzing the written sources reveals what obligations adult children had to their moms in exchange for the care they received as children, and how mothers sought this support. These women's interactions with their adult daughters and sons were marked by a combination of tenderness and authority, and the women investigated here exploited old age as a rhetorical weapon to accomplish their objectives by portraying it as a particularly vulnerable period in life, but also as a source of power. Finally, the bond that older Roman moms had with their children was determined by the sex of the child [9].

Cambridge University Press, according to several historical accounts, Roman women throughout the archaic period were not permitted to consume wine. Various ideas have been advanced to explain this taboo, with the majority of them presuming a total alcohol prohibition and linking it to the specific position of women in the Roman household. However, a rethinking of these hypotheses, taking into account the findings of current studies on the beginnings of alcohol intake in Italy, reveals that the archaic wine taboo was more related to the character of wine than the character of women [10].

Irina Deretić, this dissertation seeks to demonstrate that the concept of female friendship was viable in Ancient Greece and Rome, even in concepts of an "ideal" relationship, i.e. the type of relationship that ancient philosophers aspired to. The author of this paper will explain the role of women in Greece and Rome, pointing out that many women participated in the activities of philosophic schools including women's societies. Given that many women satisfied that need, it is highlighted that the perfect friendship may be attributed not just too moral men but also to good women. As a result, educated women can be both "perfect" and "ordinary" companions [11].

Gabriele Flamigni, the purpose of this study is to investigate whether the Stoics believe that some social activities are solely suited for men or women, a hotly discussed topic in academic circles. It is claimed here that the Stoics are not wedded to gendered work distinctions. This conclusion leads to a reconsideration of the Stoics' position within its cultural context and, hopefully, contributes to the debate on their views on gender. As a result, this research is organized as follows: First, the concept of v is presented; then, an indication of the Stoic utilization of gender as a variable in determining is discussed; eventually, rebuilding of the role in society the early Stoics delegated to women in their planned founding documents is attempted; and finally, later Stoics' reflections on the role of women in real societies are addressed [12].

Leyla Aydemir, Basic political, legal, and distribution rights were denied to Roman women. However, as just a result of battles such as the Second Punic war for Mediterranean domination, Rome's male population declined, allowing women to capitalize on the situation. Because of the reduction in the male population, certain Roman women, who were practically compelled to undertake all types of work, began to appear more regularly in business life and courts of law. In this study, we will look at incidents when women defended themself or

others before Rome's law courts, where legal activities were historically exclusive to privileged males [13].

Sergii V. Dzholos and Oksana Koshulko, the paper investigates the locations and acts of women in classical civilizations, the Middle Ages and Modern period, the late nineteenth and early twentieth centuries, and the current day. The study technique included both primary and secondary sources of information. The primary data comprised field studies gathered in many European and Asian nations between 2014 and 2020, as well as secondary data acquired from books, sections of books, papers, digital resources, and prior studies by an author on this issue. Furthermore, certain critical concerns surrounding women's empowerment in action today have been examined. In conclusion, female equality grows as a result of the failure of certain countries to address women's difficulties, such as violence against women in overall and domestic abuse [14].

Katarzyna Balbuza, Julia Domna was the first Empress to show royal charity on coins produced in her name. In this regard, her liberality coins represent a watershed moment in the display of this imperial virtue. The issues examined and summarized, which appeared on behalf of the rulers or imperial women - with such a rigorous program on women's roles - undoubtedly exemplify feminine assistance for the emperor's social policy toward the individuals of Rome, along with the different social endeavors of incumbent emperors, to whom they were related. They demonstrate their active participation and support for the princeps image constructed by the emperors through virtue promotion. The emperors' dynastic strategy, wherein empresses played a prominent role, was also very important [15].

3. CONCLUSION

Women have been an important component of civilization from ancient times, and attractive women have held enormous importance in the globe since the Stone Age. Women in the Roman Empire had a significant impact on the empire. The purpose of this study is to learn about the position of women in society and the politics of the Roman Empire. One of the characteristics that distinguishes women is their attractiveness. As a result, several historians have conducted numerous studies on the role of women in politics and their influence on empires and emperors. As a result, the study exposes the significance of women in the Roman Empire and their effect on society as an essential pillar in politics. The research also aids in understanding the various positions of women in the Roman Empire and their employment.

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CHAPTER 7
ANALYSIS OF CHILD MARRIAGE:
PRACTICE, PREDICAMENT AND PREVENTION

Roma Khanna, Assistant Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker Mahaveer
University, Moradabad, Uttar Pradesh, India
Email Id- romakhanna11@gmail.com

ABSTRACT:

Child marriage is one of the major customs that has had a significant impact on the lives of both boys and girls under the age of 15 or 16. Child marriage is one of the most prevalent forms of exploitation and sexual abuse, especially of girls. The study aims to know about the cases of child marriage in different states, the reasons for the marriage of children, basic details of child marriage, and the effects of child marriage. Hastily identified the prevalence of unions and their root causes. The Prohibition of Child Marriage Act, of 2006, supports child marriage, on the punishment of child marriage. Marriage ends childhood and negatively impacts children's rights to protection, health, and education. There is a need to pass legislation to address this social problem to end child marriage and educate parents and children about the problem of premarital marriages. Additionally, urge them to encourage their children to focus on their careers to achieve their goals. In the future, this study outlines rules for child marriage to protect young children from ruining their lives.

KEYWORDS:

Child Marriage, Exploitation, Education, Social Issue, Marriage Act.

1. INTRODUCTION

Children's rights and fitness are major concerns in much lower and middle-income countries (LMICs) when children marry. One in six adolescent girls aged 15 to 19 who were wedded as children brides worldwide in 2014 made up 700 million statistics. Any marriage in which one of the spouses is below the age of 18 with or without consent is mentioned as a children's marriage, also referred to as an early or forced marriage. It profoundly affects not just the lives of these girls but also the course of their offspring's lives. For instance, evidence from around the world indicates that underage marriage puts females at a higher risk of maternal death [1].

1.1   Child Marriage:

Child marriage, often known as early marriage, is a union where one or both partners are minors. While boys must be 21 years old to marry, girls must be at least 18 years old. It is not essential for the bride and groom to both be minors; if just one is, the union will be regarded as child marriage. Indian states like Rajasthan, Jharkhand, Madhya Pradesh, Haryana, Uttar Pradesh, and Bihar are among the many that have a problem with child marriage. Other southern states like Tamil Nadu, Andhra Pradesh, and Karnataka also have this issue [2]. A formal marriage or other intimate connection between two females under the age of 18 is referred to as child marriage. Related to their counterparts who are not wedded, child brides often have older spouses and less secure romantic relationships. Around the world, more than 60 million girls get married as children. The prevalence of this practice varies greatly between nations. The statistics show that the maximum and lowest amounts of children's weddings are found in Africa and Western Europe, respectively [3], [4].

A young kid gets married to an adult man in some societies in India, this practice is known as child marriage. The second sort of training for children's weddings is that in which the fathers and mothers of the two youngsters plan a future marriage. Lots of youngsters, particularly girls, in together the evolving and industrialized worlds are affected by the issue of child marriage. Although the Elders were instrumental in forging the Girls Not Brides collaboration, it has only been very recently that the issue has gained traction on the platforms of administrations, local, national, and international organizations, as well as the United Nations [5]. Children's wedding deprives lots of girls around the whole world of their youth and is a destructive and discriminatory practice. The effort to end early marriage has gained momentum over time as the universal consciousness of the problem has increased, but this development has been hampered by the epidemic. According to predictions, the epidemic will raise to 10–13 billion other females in danger of child marriage for the next ten years.

The paper is divided into four sections the first section the paper describes child marriage and after that literature of the previous study is discussed in the literature review section, and then the discussion section discusses some case studies of child marriage in some states, causes of Child Marriage, Effects of child marriage and finally study end with a conclusion section that explains the outcome and future of this study.

2.   LITERATURE REVIEW

Michael L Valan and M Srinivasan [2] discussed the best efforts of those involved in the criminal justice system to stop it, child marriage remains primarily prevalent in India. The fact that India is a pluralist nation makes it difficult to implement the considerable international and domestic legislation it has adopted and passed to stop this behavior. Social and cultural norms in India are stronger than state-enacted regulations, which leads to lax implementation of the rule barring child marriage. The author found that child marriage data currently available only represent the tip of the iceberg, mainly due to the high rate of unreported child marriages.

Morvarid I. and Robab L. R. [3] reviewed many cases of children's wedding, which is well-defined as lawful or unofficial union formed under the age of 18. The method was reviewed by the author to explore scholarly databases like Google Scholar and PubMed as well as the sites of numerous worldwide administrations involved in generative fitness concerns. These include maternal and infant deaths, sexual and physical abuse, loneliness, depression, cervical cancer risk, and the possibility of sexually transmitted illnesses (STDs). The author findings that Education, sensual and generative health, and psychological health are all directly impacted by child marriage.

Anju M. and Shatha E. [4] determined the strategies, particularly those that are effective at the rule and stably avoid children's weddings in lower and middle-outcome nations, this analysis evaluates reviews published from 2000 to 2019 countries. The author searched electronic databases and grey literature, then assessed the included studies' procedural value and the possibility of partiality. The author findings that the suggestion that the most effective method to put off marriage is to improve a female's capital, and chances. Contrarily, the low achievement, step-up, and continuous rates of multipart initiatives need rethinking this strategy.

According to Susan Lee-Rife et al. [6] authorizing females and providing motivation may be successful in reducing children's weddings many child marriage prevention initiatives that have been put into place, analyzed how they have been evaluated, identify the primary limits of these assessments, compile the findings of the evaluations, and offer suggestions for enhancing upcoming prevention efforts. According to the data, initiatives that try to authorize

females and provide motive can be successful in avoiding children's weddings and can bring about change very rapidly. According to the author, methodological flaws highlight the need for greater research into how the avoid children's wedding and their effects last elsewhere in program operations. Initiatives with a choice of program effects using several programmatic methodologies and evaluation strategies.

Stephanie R. Psaki et al. [7] reviewed that the field of children's weddings lacks a clear agenda that links decisions on the strategy of interferences to postpone marriage to various factors and assists married females in the knowledge of the factors that lead to children's weddings for females. The author offered that concept as a starting point for more focused initiatives and regulations that address the intricate web of influences influencing children's weddings in each environment. By determining the key elements in each context, understanding how those variables interact, and modifying this framework to different circumstances, practitioners can more effectively target their interventions when developing and implementing a child marriage prevention program. According to the author's observation, there were existing structures in existence, and spoke with experts on child marriage. The main reasons why girls marry young were then condensed into a conceptual framework.

Amanda M. Kalamar et al. [8] reviewed high-quality exclusion treatment and assessments to reduce children's weddings in lower and middle-outcome countries. A variety of high-quality, effective interventions is covered. The methods used by the author are Search policy, allowance/disallowance standards, and Abstraction-ranking policy. The author findings that interventions can help academics, donors, and policymakers learn where to spend strategically to abolish marriage, one of the current Goals for Maintainable Growth. Even with the ethnic variables that encourage children's weddings, the variety of interferences makes it possible for judgment to customize intervention to the target population's cultural context.

Dr. B Suresh Lal [9] studied the ranges of the Warangal district, was noted that these marriage issues related to domestic abuse, maternal humanity, children's humanity, and bodily and sensual abuse. The statistical method has been used to analyze the data. Following the report, the main reason for children's weddings is penury. Another anxiety is the customary desire to shield girls from unplanned pregnancies. The author found that to determine how children's wedding moves the socio-psychological and physical well-being of the married child.

Prashant Parab and Ritabrata Bose [10] examined the occurrence of children's weddings in India. The examination of data utilizing the study's fundamental summary statistics, with a primary focus on the age groups under 19, is part of the approach used. The author findings that the prevalence of children brides in India's several religiously diverse areas. Additionally, a new comparative statistic that makes it easier to compare the prevalence of children brides across religious boundaries is created. This study was useful for learning new information about child marriage in India.

Previous research has various limitations and this study addresses the many cultures that motivate people to marry their daughters in minor age. The above study shows the modalities of differenttypes of reasoning terms for children's weddings. The above study shows children's marriage in many countries where the under 15 years or 16 years girls got married. This study discusses the variousfactors of child marriage effects.

3. DISCUSSION

3.1 Few case Studies of child marriage:

Performed a series of regression analyses, much as had in the all-India sample, to ascertain the relationship between the socio-economic and socio-demographic characteristics at the separate levels and the stage at the wedding of ladies in respectively of the five conditions. In every state, established groups of high occurrence and low occurrence regions. Since the example of presently wedded females aged 20 to 24 years in various regions were too lesser to do a reversion analysis, it is important to choose locations that are close together and with comparable rates of child marriage. Each cluster underwent individual analysis. Additionally, considered the likelihood that a state could have several clusters of high or low prevalence and restricted to a single district in several states since no neighboring districts with a comparable rate of child marriage could be combined to form a contiguous cluster. Last but not least, the analysis was limited to districts where the sample size was too small to look at the ratios of women who wedded earlier than the age of 15, between the ages of 15 years and 17 years, and after 18 years old, by socioeconomic background. Under the state section, the results for each state are discussed [7], [11].

3.1.1 Bihar:

Bihar has a great ratio of children weddings, with 68 % of females in their 20s and 30s who are currently married having married before turning 18. The occurrence of child marriage has, however, decreased significantly in the state over the past 20 years, even though the modifications have not been swift or significant sufficient to lower the occurrence ratio as a whole. According to Census 2001 and 2011 data, rural areas experienced far sharper drops in marriages among 15 to 19-year-olds by a 15 % points decline than town parts, where the shift was only 2.6 ratio facts between 2001 and 2011. Further, in the following years, marriage among females aged 15 to 17 increased by about 6 percentage points. Around 92% of the districts in the state have 50% or more of the sample's females wedded before 18 years old, while 55% of districts have 70% or more of the sample's women wedded before 18 years old. The district percentages of females in their 20s and 30s who are currently married and who got married before turning 18 range from 85% in Jamui, Bihar's southernmost district, to 39% in Siwan, the westernmost district.

3.1.2 Rajasthan:

Approximately 58 percent of women in the state who are currently married and are between the ages of 20 and 24 were wedded earlier than the stage of 18, although 22 percent were wedded earlier than 15 years old, and 36 % were wedded between the ages of 15 and 17 years old. According to more recent statistics from the Annual Health Survey, 2011-2012, Rajasthan has the high rate of children's weddings in the nation. However, conferring to Census information, late teenage marriages significantly decreased in both rural and urban areas between 2001 and 2011 by 15.3 % points in rural areas and 4.8 % points in urban areas, respectively. According to district social progress indicators, Sawai Madhopur, which has a great frequency of children's weddings, has a low sex ratio of 871 girls to 1,000 boys between 0 and 6 years, while Ganganagar, which has a relatively low occurrence of children's wedding, has a sexual category of 983. The sexual category rate in Sawai Madhopur has decreased since 2001, although Ganganagar has seen a remarkable improvement from 2001 when it was only 850 and below the crucial level.

3.1.3   West Bengal:

West Bengal's Murshidabad district is paradoxical. Despite having better results on the other development indices, the frequency of children's weddings is relatively great (71 percent). The knowledge ratio for females is 63 percent, the gender gap in literacy is small (7%), the sex ratio is quite high, and the percentage of SC and ST groups who are marginalized is comparatively low. However, there have been reports of severe marginalization of rural workers in the state, leading to significant rates of emigration of disadvantaged employees, male, and female, as youthful as 12 years old, to effort as laborers and local labors in other states.

3.1.4   Gujrat:

In the past 10 to 15 years, Gujarat has experienced substantial industrialization, modernization, and social progress. However, the state continues to see a fair amount of underage weddings between ladies, and a sizable portion of female marriages (28 percent) take place among the 15 and 17 years old. In the 26 districts 2 of the state, children's wedding rates ranged from 60 percent in Banas Kantha, which is in the northern and borders Rajasthan, between 15% and Jamnagar, which is on the western coast. The NFHS also shows that 27.7% of males in the state had tied the knot before they turned 21, the legal age for men to marry. That underage marriage was more common in village areas: with 26.9% of females getting wedded before turning 18. The figure was 33.9% for the boy.

3.1.5   Telangana:

Ten districts were separated from Andhra Pradesh to Telangana in 2014. In the state, child marriage is very common; according to the District Level Household Survey (DLHS) data between the ages of 20 and 24 who are now married report getting married before turning 18. Additionally, the DLHS 2007-2008 data show that over 50% of females in the state were wedded before 18 years old, with prevalence rates of 62% and 61% in Nalgonda and Mahbubnagar, respectively. There are important differences in the incidence of child weddings between districts; the district of Nalgonda has a prevalence rate of 62 percent, while Hyderabad is on the other end of the spectrum at a prevalence rate of 20 %. Girls frequently get married as a result of peer pressure, financial hardship, and a shortage of other options. Inadequate admittance to high-quality schooling and families prioritizing boys' education over girls' education, sometimes due to a lack of employment possibilities, both contribute to the practice's continuation [12].

3.2   Causes of Child Marriage:

The wealth of works outlining the various causes of premature marriage among girls. Although literature frequently makes a clear distinction between these different causes, it is also clear that societal norms, economics, structural factors, and familial incentives all interact to contribute to child marriage. That is a difficult question to answer. The majority of research suggests that unequal gender norms that place a higher priority on men than women and specify how a girl should act and live are the main cause of children's weddings and the longevity of this exercise. A lesser figure of works contends that financial factors are crucial and that children's weddings would not take place in homes with stable finances. Even if economic factors are the main reason for child marriage, gender conventions nonetheless dictate that females are more likely than boys to get married as minors. This shows that there is an interaction between these two elements [5].

3.2.1   *Gender Inequality:*

Gender inequality is the term used to describe situations in which one gender is generally given more weight or benefit than the other. Gender-based discrimination is an affront to the basic social right to gender equality. Girls are disproportionately affected by gender inequality, which harms children's potential globally and begins at a young age. All of Save the Children's work is centered on promoting gender equality. The objective is to establish a society in which everyone enjoys equal opportunities, rights, and duties regardless of gender norms, identities, or expressions. A culture where everyone is valued, revered, and treated fairly [4].

3.2.2   *Economic Analysis of the Child Marriage Phenomenon:*

Worldwide information reveals that females from the humblest 20 percent of relatives are double as likely to get married just under 18 years old as females from the greatest 20 percent of people, as per Human Rights Watch. This results from the ingrained belief that girls are financial responsibilities rather than prospective employees. A child wedding is a plan used by needy families with several children to decrease their economic burden. One less daughter, in their eyes, means one less person to care for, education, and house. Families frequently choose child marriage as a strategy to escape food insecurity. Even the practice of using women as a means of debt repayment and conflict resolution. In countries where the fiancée's family is compelled to give a wedding gift, an early wedding results in a lesser bride value. In societies where the bride-to-be is exchanged for the dowry paid for by the groom's family, younger ladies are more desirable. Child marriage might be the next best option for families that are unable to have enough money to raise their daughters as well as a source of income.

3.2.3   *Lack of Education:*

The Lack of education is the main reason for child marriage. Mostly these types of cases look in the villages and ruler areas because they do not know about the rules of children's weddings. They believe in superstition about child marriage. In many countries, the likelihood of getting married before turning 18 can be decreased by five percentage points or more by completing secondary education. As opposed to their contemporaries who married young, child brides are considerably more likely to drop out of school early and finish their education in less time.

3.2.4   *Safety Concerns about Girls:*

As their daughters also are viewed as minors in certain homes and subject to parental rights, parents utilize forced or arranged marriage to "position" them. As a result, parents believe that getting them married, ideally young, is the best way to safeguard them and act in their best interests. By wedding their girls to men they believe are the finest matches for them, they attempt to secure a bright future for their daughters because they believe that their daughters will be well-protected due to their knowledge of the family or other close relatives.

3.3   *Effects of Child Marriage:*

A marriage puts an end to childhood. Children's rights to safety, education, and health are harmed. These consequences have an immediate impact on the girl, as well as her family and surroundings. Young married women are more likely to leave school early, find themselves jobless, and not provide back to their communities. She is more likely to develop HIV/AIDS and experience domestic violence. She has a higher chance of getting pregnant when raising a young child. Her chances of dying from pregnancy and labor-related problems are increased.

India is the nation that has the most child brides, having at least 1.5 million of them annually, or over a third of all child marriages globally. Around 16% of teenage ladies between the ages of 15 and 19 are wed at the moment [12].

3.4 Punishment for child marriage in India:

3.4.1 The Prohibition of Child Marriage Act 2006:

India's Prohibition of Child Marriage Act 2006 went into effect on November 1st, 2007. India's law bars children's weddings. Additionally, it defends and supports the parties hurt by child marriages. The Supreme Court of India issued a major decision criminalizing sex with a child's bride in October 2017. This decision removed an exclusion from India's criminal law that had, up until that point, considered the consummation of a wedding with a juvenile wife as legitimate. [13].

3.4.2 Child Marriage Restraint Act, 1929:

1. Anyone responsible for such a minor who enters into child marriage, who encourages the marriage, allows it to be solemnized or is carelessly unable to stop it from being solemnized, whether in their capacity as a father and mother, guardian or in any other lawful or illicit capability, shall be punished with imprisonment, except for women.

2. For the determinations of this section, until the opposite is proven, it will be assumed that the person in charge of the minor who was married as a kid acted negligently in failing to forbid the union from happening.

3.5 Countries that have the Highest Rates of Children's Weddings as of 2021:

According to Figure 1, the rate of underage weddings in Niger is the highest in the world. Recent statistics show that in this West African nation, 36% of females under 18 years old were wedded, with 75 percent of them underage of 18. Rates in Chad, Guinea, and Bangladesh ranged from 63 to 68 percent. The prevalence of this problem is widespread, especially in African nations. The lawful age for the wedding is typically lower for females than for males in several of these nations. For occurrence, the lawful age is 15 for girls and 18 for boys in Niger and Chad, respectively. In Guinea, however, both genders must be at least 17 years old before getting married. However, there are a lot of children getting married.
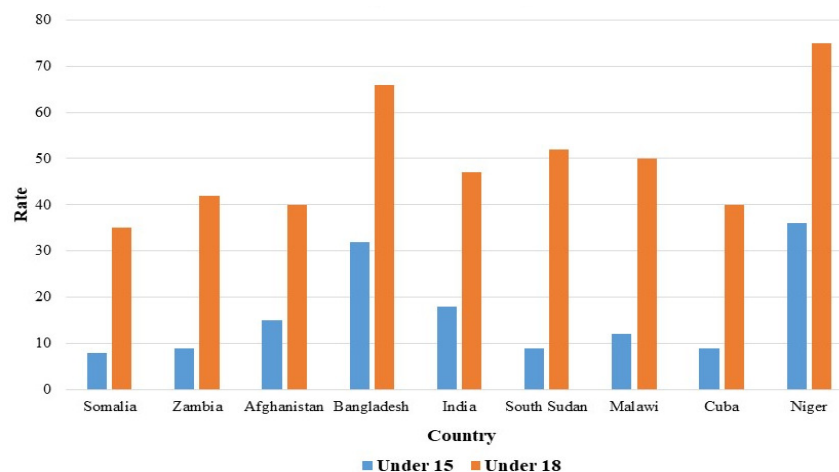
Figure 1: Illustrating the Nations With the Highest Rates of Child Marriage As of 2021
.

3.6   *Preventing Child Marriages Act Cases:*

According to Figure 2, the number of instances increased by approximately 50% in 2020 and more than doubled in 2021 when compared to 2019. The amount of cases filed under the PCM Act has gradually increased since 2011. The number of instances reported grew by even more over nine times between 2011 and 2021. 4,654 cases in total, 39% of which were only recorded in 2020 and 2021, were recorded between 2011 and 2021. This increase could be due to better reporting of these cases, a genuine rise in the number of cases, or even a combination of both.
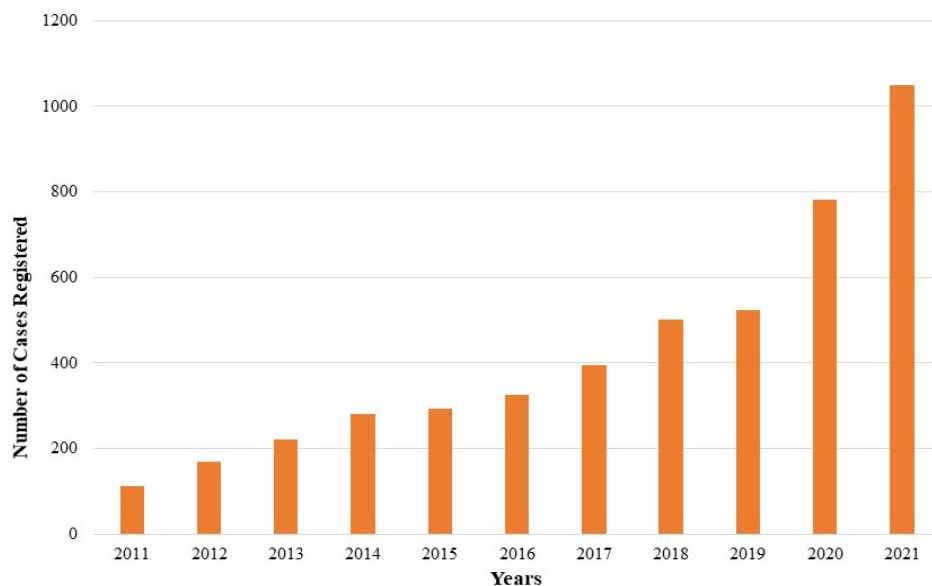
Figure 2: Illustrating the Preventing Child Marriage Act cases that have been filed (2011-2021).

3.7 Increase in Child Marriage Instances in 2020:

According to the most current National Crime Records Bureau (NCRB) data, there was a roughly 50 percent increase in children's wedding cases in 2020 over the prior year. Experts say this indicates that there have been more reports of child weddings in addition to an increase in actual child marriage cases. For the year 2020, the NCRB reported that 785 cases had been reported under the Prohibition of Child Marriage Act. Karnataka received the most instances (184), followed by West Bengal (98), Telangana (62) Assam (138), and Tamil Nadu (77). 2019 saw the registration of 523 instances under the statute, compared to 2018's 501 complaints. According to the data, there were 501 cases recorded in 2018 that violated the Prohibition of Child Marriage Act, as well as 395 incidents in 2017, 326 cases in 2016, and 293 cases in 2015. Child marriage, according to Indian law, is any union of two persons who are either younger than the age of 18 or younger than age 21.

4. CONCLUSION

The authors describe the problems related the child marriage and the effect of quick weddings on children's life. The effect of child marriages within the ruler area, not only in the villages

have many countries historically had the maximum ratio of children weddings in the entire earth. According to the evaluated studies' findings, early marriage has a variety of negative effects on ladies' sensual and generative health. Additionally, it has been detected that children's wedding has negative effects on both the mothers who give birth to the children as well as the children themselves. Little birth mass in newborns, fetal humanity, problems from gestation bodily and sensual abuse, unwanted pregnancies, and premature transfer are some of these effects. However, contradictory findings were found about a few other outcomes, such as neonatal and early childhood mortality as well as HIV infection risk. Therefore, additional analyses are needed to determine the effects of early marriage on one's health. Child marriage has significant effects on women and their communities in terms of social, political, economic, and health. This kind of marriage shortens girls' childhoods because they are not capable to understand their mortal moralities. And also, children's wedding raises the possibility of mental and bodily health issues.

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CHAPTER 8
COMPREHENSIVE STUDY ON RESTORING AND PRESERVING HISTORICAL ARTIFACTS USING MODERN TECHNOLOGIES

Charu Agarwal, Assistant Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India
Email Id- charu.management@tmu.ac.in

ABSTRACT:

The goal of historic preservation is to preserve, maintain, and protect structures, objects, landscapes, and other things that have historical value. A major school of thought in the 20th century held that cities must preserve their cultural heritage as a result of centuries of growth. The phrase refers specifically to the protection of the built environment, for example, not the preservation of pristine forests or forests. Traditional methods of recording, such as hand sketches and shovel and towel digging, require more time and are emotionally and physically taxing. Conservationists can preserve the results for future generations thanks to mapping technology, which enables accurate iterations on-site. Modern technology may put some civilizations at risk, but current developments also suggest that it could be used to address this issue as well. This paper discusses how technology affects the preservation of historical information. This study also covered many aspects that help to understand how technology is used to preserve historical information. Using the resources available to us wisely will not only help promote underrepresented cultures around the world but also aid in their preservation. This study also can pass on our knowledge of the past to future generations by practicing historical preservation. There are many layers to our country's past, and historical preservation is instrumental in telling these stories.

KEYWORDS:

Culture, Heritage, Historical Facts, Artifacts, Technology, 3D Printing.

1. INTRODUCTION

The use of information technology (IT) has become more prevalent in various human endeavors including education, transportation, media, health care, and other fields. The rapidly increasing complexity and falling prices of IT services and products made many jobs simpler and significantly less expensive, which was not possible before the IT era. Contemporary culture, where the Internet and related technologies are rapidly replacing other media as the preferred platform for publishing and discovery, already uses IT-based tools and techniques. Humans feel that using IT effectively can improve the quality of collection efforts, especially in places such as Palestine which are geographically isolated and have substantial constraints on their freedom of movement. IT can significantly assist in open, accessible, secure, distributed, collaborative, and reliable archiving work.

The author states that IT is important for archiving in Palestine and identifies its drivers as well as opens up new opportunities for the preservation of cultural material. We also talk about possible upgrades to the collection project and new forms of operations that can be built on openly accessible IT assets. The experience of other countries, especially the less developed states, corroborates this. The author also highlights the risks involved in using IT as a tool for archiving work and lists potential conflicts as well as solutions [1]. The

collection also has a ton of literature on the work of IT and the topics that come from the marriage of the two.

The scientific community has made extensive studies of the effects of virtual technologies on the preservation of cultural material and museum heritage in particular [2]. Researchers in the disciplines of cultural studies, museum studies, and psychology who investigate forms of perception, art historians, etc., note the benefits and drawbacks of virtual techniques of cultural heritage conservation. In 2003 a Charter on the Protection of Digital Heritage was approved by the Assembly of the United Nations Educational, Scientific and Cultural Organization (UNESCO). In the late 20th century, art galleries and museums began converting their collected works of art into electronic versions [3]. Consequently, in addition to the main exhibition, every important museum today has its e-portal or virtual museum. It is pointless to dispute the many benefits of new technologies, but it is important to examine the contents of museum and gallery websites in the context of how new information objects are perceived as popular culture and Internet compilations of masterpieces of authentic art and its electronic reproductions.

Thus, authentic cultural communication that originated earlier is no longer possible. Nevertheless, the process of personality development, including its spiritual needs, is still relevant today, as is the need for education and upbringing in the realm of human experience. Tradition and heritage play an important role in many aspects of human life [4]. But throughout time, the concept of heritage itself changed: Gradually, the idea of legacy encompasses a variety of tangible items, natural occurrences, as well as immaterial forms of culture, such as information technology, which reflects numerous facets of how people interact with the natural world, regional and global development patterns, etc. Under the pressure of the flow of knowledge, we can say that cultural heritage loses its importance in the upbringing and education of contemporary man.

Historical cultural continuity promotes the transmission of achievements, values, knowledge, and skills from one generation to the next, assures the continuation of human cultural and creative endeavors, and protects the interdependence and integrity of global culture. Historical memory serves as a unique mechanism, system, and means of preserving and making known to the public the most important historical events, events, processes, and behaviors. Historical and cultural heritage is closely related to historical memory. Information and communication technologies are increasingly entering many areas of human activity in the contemporary world, where they are constantly being developed. One of these categories is culture, which has been an important aspect of human activity since ancient times. Cultural achievements that are naturally woven into contemporary culture aid in the spiritual development of an individual. They encourage good taste, loyalty, and respect for the country's cultural history [5].

This paper examines the benefits and drawbacks of digital technology as it relates to cultural heritage protection. A true reflection of memory, history, and tradition cannot always be preserved using the same techniques used to create virtual cultural storage as a physical museum, and as a result, the axiomatic meaning of the term heritage is lost. In contrast, the digital reconstruction of cultural artifacts and virtual museums helps to preserve and preserve the knowledge that might otherwise be lost. This paper also examines the characteristics of digitally protected cultural heritage in the context of the relationship between modern society and cultural tradition.

2. DISCUSSION

Daily life is impacted by technology, which also has a big cultural influence. Learn about the technological choices made by people from various civilizations. Since the development of Homo sapiens, technology has played a role in people's lives. Technology is crucial in the twenty-first century because it not only provides the energy for the computers and lights we use every day but also because it physically changes our bodies as a consequence of immunizations and other medications that people take daily. Technology is essential. Consequently, technology pervades every aspect of civilization, including transportation, dining, politics, and the arts [6].

Technology has molded and distinguished several civilizations from one another. We can blend in because of that. Thanks to computer and teleconferencing technology, an average student may get knowledge at a conference hosted halfway across the globe without leaving their house. Technology has made every possibility available, but there are more opportunities now than ever before. The possibilities that were earlier limited by socioeconomic class can now be overcome with the help of technological innovation. Enabling someone from the United States with little money to visit France to learn about the country's cultural contrasts and similarities, and vice versa [7].

The technology employed to distribute the food shows that the United States (U.S) and how France differentiates food consumption. In America, food is seen as a means to a goal. Meals are often eaten quickly and on the go in America. US citizens strive to reach their destination as quickly as possible. This separates America from France, where people in that country's culture treat food as a social occasion to be cherished, savored, and appreciated. This is shown through fast food and vehicle technologies [8]. How to bring food into a car via the window and how to talk through a speaker. It develops a separate culture and outlook on eating. In the nation, fast food restaurants have driven through lanes. To start the next work or activity, food is often swallowed quickly. While fast food is accessible in France, drive-through lanes are seldom seen in fast food establishments.

In cafés or restaurants, a lot of French people may stay for hours to eat and converse. Modern civilization is largely dependent on the capacity to quickly reheat prepared meals thanks to technology. The technology of drive-thru lanes is available to the people and culture of France. France, on the other hand, decides against integrating technology into their way of life, demonstrating how people pick which technologies to utilize and how each culture creates technology differently [9]. Through the prism of education and the way the school system is set up, it is possible to demonstrate the values that a culture and a democracy hold dear. Technology expert Kranzberg highlights how technology has contributed to the democratization of education in the arts and humanities. Due to the democratization of education, children of all socioeconomic levels can now go to school and receive education in the United States. Education has become more democratic as a result of technological advances in communication and building democratic systems.

The techniques of art enable the observation of values within a civilization. The pinnacle of a person's developed technical talent is art. The theory presented by scholar David Nye that technology is not simply stuff but capacities may also be used to define the technology of art. French culture has valued art as an important element for thousands of years. This can be seen in the construction of the elaborate Versailles Palace by King Louis XIV and the promotion of art institutions by the French government today. In France, students are granted cultural cards that provide them free or very cheap access to museums throughout the nation. This chance for the government and towns demonstrates how much the French people value

the arts. Art and technology affect French culture. The interaction between people and technology is intertwined. Technology is alive if there are people. Beats through our veins and works with our hands. Technology has influenced the formation and differentiation of civilizations through human use.

2.1 THE ROLE OF TECHNOLOGY IN PRESERVING AND RECOVERING OUR CULTURAL HERITAGE:

The most important cultural heritage sites in the world are being destroyed daily as a result of tourism, climate change, and theft. Historians are attempting to employ technology in our increasingly digital society not only to prevent the destruction of these places and their priceless artifacts but also to retrieve them after irreversible damage has been done.

   i.   *3D Printing:*

Historical researchers are now able to restore and reconstruct cultural heritage sites and their artifacts thanks to the capabilities of 3D printing. A historic bust from the Palmyra Museum in Syria, which was infamously attacked by the Islamic State of Iraq and Syria (ISIS), is seen in the photo above. Many thought these costly artifacts were irreparably ruined, but tourist images have allowed scholars to reconstruct the missing pieces of the sculptures. Palmyra's famous Triumphal Arch and other important cultural heritage monuments have been recreated using 3D printing. It exemplifies the potential of 3D printing technology in preserving for future generations, something that may have been lost until recently. Figure 1 shows the technical process for the preservation of historical facts.
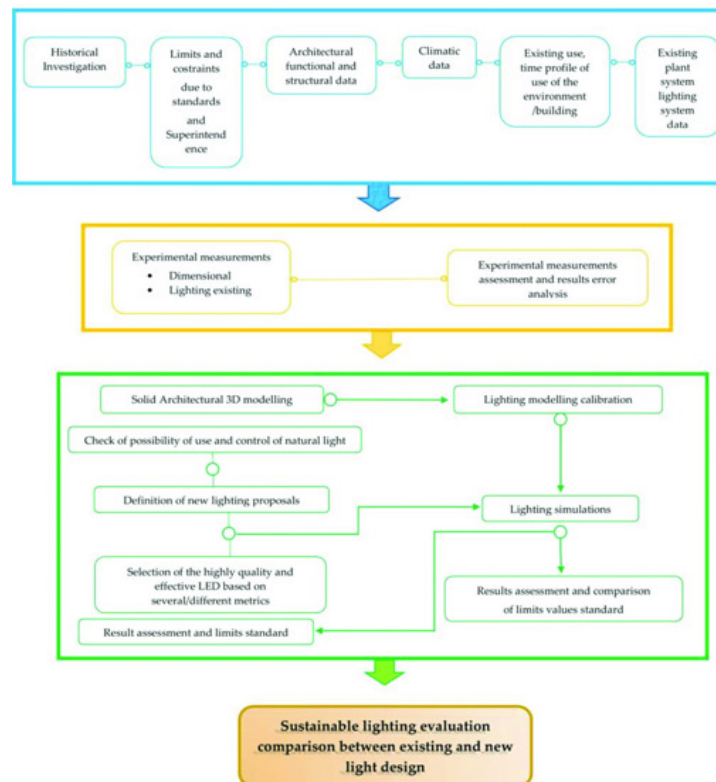

Figure 1: Illustrate the process of preserving historical facts through technology [10]**.**

ii. Digital Photogrammetry:

Digital photography has historically been important in the preservation and restoration of important artifacts, even though it is by no means a new technology. A 3D map of an object is often created from 2D tourist images, which can then be put on an Internet database [10]. A volunteer-led initiative called Project Mosul aims to collect, classify and support the digital restoration of lost or damaged artifacts. It is noteworthy that Project Mosul and other similar initiatives now aim to digitally record as many artifacts as possible, regardless of their level of security. This is important because it will reduce the risk of artifacts disappearing in the future, protecting the cultural history of humanity. Many smartphones in 2020 will have hardware that supports 3D scanning. This will facilitate the digital upload of these items for historians and neighborhood residents.

iii. Artificial Intelligence (AI):

One problem with photogrammetry is that it takes a long time to gather public photos of an item and digitally map each image in three dimensions. Microsoft is collaborating with archaeologists to source and map hundreds of thousands of photos in a single day using AI, a task that was previously unachievable. A greater quantity of mapped photos helps make artifacts and cultural heritage locations seem more realistic. This makes it possible for historians, scholars, and the general public to more thoroughly examine, comprehend, and learn from these important places despite their destruction.

iv. Augmented Reality and Virtual Reality:

Once digitally mapped, cultural heritage places and artifacts can be experienced through the use of AR and VR. On the Open Historic Project, Google and CyArk worked together to upload 26 heritage sites in 18 countries. These include Scotland's Skara Brae, Italy's Pompeii, and Mexico's Chichen Itza. Even places that are out of bounds to the public due to the dangers of damage caused by tourism are included on the website [11]. The website also has the advantage of drawing attention to the Neolithic rock art of lesser-known places, such as Native American towns and Somaliland. It enables all of us to travel virtually to places we would not be able to visit otherwise.

v. Smart Liquid Tracking:

Cultural heritage sites continue to face the danger of looting, but historians have developed a method for locating lost artifacts. These plundered locations have been equipped with traceable Smart Liquid, the same material utilized in financial institutions. This liquid withstands Middle Eastern weather conditions, endures for years, and is visible to UV light. Each liquid has its forensic code, which results in a unique signature that identifies the origin of the item for historians [12]. As a result, when tagged items are discovered at auction houses or on internet bidding platforms, archaeologists can locate their original museums where they belonged.

vi. Drones & Aerial Photography:

Historical researchers can now record, monitor and even locate cultural sites because of the cost and capabilities of drone technology. The above-mentioned applications including 3D printing, digital photogrammetry, AR, and VR have benefited from the images captured by these aerial devices. A huge structure hidden in plain sight was even found in historic Petra, a World Heritage Site, but it could only be seen using drone photography. This demonstrates the effectiveness of these tools in both the protection and detection of cultural spaces [13].

All things considered, it is clear that technology has an amazing ability to retrieve and preserve the cultural history of humanity. Technology will play an even bigger role in this regard as our digital society evolves in the years to come. Automation and robotics can monitor and protect historically significant places that are prone to theft, and the 5G Internet of Things can link distant sensors that will notify authorities of damage related to tourists. It will be interesting to see how this affects cultural heritage and how much it will be protected [14].

The use of information technology in general and the collection work for cultural heritage conservation, in particular, has been examined by the author from several angles. Our goal was to provide some guidance on how to use technology to expand the scope of the collection, involve more people in the process, and provide security to preserve data, while still enabling simple access. And the openness of the archives was to be maintained. We claimed that by using IT, archivists can put ideas into practice and provide services that would not be possible without IT [15].

The author also expressed confidence in the relevance of IT in the Palestinian environment, which is marked by severe limitations on travel, commerce, and communication, the fragmentation of the nation and its cultural legacy, and the absence of control over infrastructure and natural resources. We have also made it abundantly evident that computerized archival systems need careful planning and supervision by experts who comprehend the purposes of archiving and uphold these purposes without letting technological concerns take precedence. It should be handled with care and should not be viewed as a capable tool for archival work. Additionally, we suggested that it is important to address the problem of storing computer-generated data [16].

The emphasis of this paper was not on all of the problems at the junction of IT and archive activities. Examples include academic programs and ongoing education/training in the field of information sciences, which is already a significant academic field but is not given much attention in the area. Although we believe that libraries, museums/galleries, and the botanic garden play harmonizing roles and that IT may aid in the amalgamation of their efforts, we did not go into detail about the roles of other potential players, even those who are part of the same institution, cultural heritage, and archiving. People believe that by collaborating, it will be possible to implement an archiving system with the functionality and expansion potential in line with global best practices while also incorporating locally developed solutions to produce a unique product that can serve as a test bed for archival work on a local and regional level.

The suitability of the technological setup for the suggested tasks wasn't properly addressed. In terms of technical knowledge, resources, and infrastructure, as well as in terms of experience integrating locally created IT tools into global working cultural portals, we do think there is much to be built upon, but we also think there is much work to be done and much to be learned. One of the goals was to initiate a discussion about the role of IT in archiving and to attempt to involve archivists, subject matter experts, and IT professionals in the hope that their meeting may aid each party in understanding the perspectives of the other and facilitate their cooperation for the benefit of the archival effort. One side can find the presentation to be too technical, while another would find it to be lacking in precise technological solutions and requirements estimations. It is our aim that the debates will help establish the ideal conditions for an interdisciplinary partnership, bring the best aspects of all possible worlds into play, and enable the result to serve as an example of successful local and regional development.

In our opinion, goals for archiving should include parts of life that are threatened by internal or external sources. This could need that the archive activity goes beyond the normal and existing focus on content. In addition to typical documentation, such as written documents, pictures, and recordings, video, and audio, particularly those with historical importance, as well as content from people and media sources are also acceptable. Traditional items like needlework and traditional tools like olive presses, agricultural implements, amulets, and medical equipment of the same kind. People are not claiming that archives are the best location to keep physical artifacts safe; rather, we are advocating for adequate documentation of their characteristics, forms, and uses via images, videos, and text. There is a wide variety of dialects in Palestine, and in our opinion, many of them are in danger of extinction as more and more young Palestinians choose to speak the "standard" dialect. The spoken language should be captured on tape for linguistic research in the future. In light of the growth of social media, it is important to note that Arabic dialects and dialect-related information are becoming more important sources of information, particularly in the West. It seems to reason that those with knowledge in linguistics and related fields would serve as the project's leaders. Audio and video recordings of folk poems and songs that include music and supporting instruments are also acceptable. Intellectual property concerns must be taken into consideration throughout the procedure. Regional variations of national cuisine, particularly those that are no longer served in households or restaurants.

Once an agreement is formed, one may go on with documenting that recipe. One can start with a website to collect recipes for these foods. Many of the more recent Palestinian narratives and peoples' opinions, particularly those of the younger generation, are being shared on websites and social media. There are no assurances that the data will still exist or be the same on the web in the future, making it a volatile medium. To maintain the narrative and to be able to track/study trends, an effort must be made to archive the Palestinian web. In terms of the resources required, this is a significant effort and expenditure. It may be carried out as an additional project with separate funding, but it would still be accessible via the archive website.

Most people are aware of the importance of these documents for studying the era, but they are also aware that many Palestinian historical records have been lost or are in poor condition while still being useful research resources. The preservation and accessibility of the records for the next generations may not be ensured by existing documenting techniques. In this case, as well, it would be excessive to expect a single university's archive initiative to be in charge of keeping these documents. However, support for such upkeep is crucial for the nation's cultural memory. We feel that the University might set an excellent example by scientifically preserving its records while also making the necessary tools and knowledge accessible to others involved in the national endeavor.

When there is a significant volume of data, it may be necessary to forego full archiving in favor of selective archiving by sampling to maintain the key characteristics of the underlying activity. It is also conceivable to assign certain University departments the responsibility of preserving pertinent records on behalf of the nation, such as the Institute of Law for court documents or the Institute of Public Health for medical records. Collaboration with other knowledgeable and interested organizations might be beneficial. Preserving policies, regulations, statements, and news papers relative to Palestine, particularly those made by the occupying force and its agents.

It is important to properly record and archive issues including mobility limitations, racist and discriminatory legislation, rules, and statements, poor treatment at border crossings, and limits on family reunion and academic freedom. This effort has spawned a campaign to

educate those responsible for knowledge generation about how to adopt the "archive ready" method of knowledge creation, which entails correctly labeling documents with enough meta-data to enable access in the future without the need for the product's creator to be present. Publicity initiatives, educational opportunities, and contacts with regional and international organizations could be helpful in this area.

Additionally, we believe that librarians and others engaged in archiving need to be made aware of the possibilities and limitations of IT in archiving. This is not to argue that they should be able to oversee or even undertake IT work themselves; that should be left to the professionals. Instead, the objective is to enable them to incorporate IT-related factors into strategic planning. Beyond just storing photos digitally, archive material must be digitally transformed. It is important to emphasize that just scanning papers and storing multimedia files may not be sufficient. The content has to be heavily worked on to make it digitally searchable. The current state of technology makes it difficult to search for multimedia artifacts using keywords other than text. As a result, it is reasonable to assume that the majority of search inquiries will be text-based, and the information should be kept in a way that makes this possible.

Documents must be submitted in text form as well. Video, audio, and other media must all include in-depth text annotations. When a multilingual annotation is not feasible, one may fall back on calling line identification restriction (CLIR) techniques. Text input is labor and money-intensive for both full-text digitizations of written and audio materials as well as metadata in many languages. Therefore, it should be handled with care. To avoid impeding the archiving process, it is possible to make certain fields such as metadata mandatory while working on the other components as resources become available. To complete the work, both unpaid and paid labor might be utilized.

For such a goal, one may look to the experience of utilizing closely supervised volunteer student labor, which was heavily used for work on the Arabic Ontology at BZU. With all these potential expansions, care must be taken to avoid losing concentration and letting the additional labor overwhelm the existing effort. The archiving system should be designed to be expandable so that it may expand to include more components or be used by other organizations if they chose to take on responsibility for these components. For instance, as part of its initiative, the botanic garden could desire to catalog the flora and fauna of Palestine and make the information available via its archives. The museum may desire to maintain the accessibility of tangible culturally significant artifacts for the general audience while the archive preserves the supporting documentation. To spread the information acquired and promote archive work and cultural heritage preservation-conscious practices, an educational campaign must be launched. In every situation, one should attempt to enlist academic departments in the project and maybe allot money to pertinent research.

3. CONCLUSION

This paper makes an effort to modernize the discussion of cultural heritage research, preservation, and popularization. The author focuses on theoretical and practical concerns of state cultural historical facts, as well as the operations of public and cultural institutions whose goals are to spread cultural values throughout society. The promotion of cultural heritage is given special consideration while using both traditional and contemporary information and communication technologies. It is taken into account how successful museums have used new digital technology to display cultural material in novel ways and draw crowds. This paper describes the strong emphasis on the humanities through historical facts with different technological approaches. The public's access to cultural legacy is

growing as a result of communication techniques for maintaining and transmitting cultural accomplishments, allowing the greatest number of public organizations and people to participate in the preservation of historical and cultural heritage which also help in the future.

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CHAPTER 9
AN ANALYSIS OF MASS MEDIA AND ITS SOCIOLOGICAL APPROACH AND MAJOR IMPACT ON SOCIETY

Prachi Rastogi, Assistant Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker
Mahaveer University, Moradabad, Uttar Pradesh, India
Email Id- rastogi.prachi24@gmail.com

ABSTRACT:

The media techniques used to convey information to a large audience are called mass media. The basic purpose of mass media is to communicate myriad messages through radio, the internet, magazines, newspapers, television, films, and advertising. The ultimate aim of this paper is to examine the operation of media in society as well as its effects. The importance of media in distributing information on important matters and how the audience is made aware of issues related to current events will be researched in this paper. In other words, media can be compared to a double-edged blade, which has to be approached with caution precisely because it can be either constructive or harmful. This review will talk about the importance of media as a means of communication in the future. In the future, this study can also educate others so that it can reduce crime, deviance, and social vulnerabilities on which different researchers can acquire new skills and information and have a specific path for their other studies.

KEYWORDS:

Mass Media, Media Communication, Radio, Society, Television.

1. INTRODUCTION

Magazines, newspapers, television, radio, visual media, and multi-media websites are examples of organizations disseminating such statements. The phrase is also used to refer to some mass media organizations, including radio and television broadcasters, the film and music businesses, and the Internet [1]. The communication of complex communications to vast and diverse communities using state-of-the-art communication protocols defines global communication. Globally, the total number of people having access to different types of media is increasing at an accelerated pace. With the help of smart telephones and other modern technology, a large number of us are always connected and seem to have access to the media 24 hours a day, seven days a week [2]. Mass media has two important sociological aspects: first, a limited number of people can interact with a large audience; furthermore, the public has no effective means of responding.

By definition, mass communication is a one-way process. The essence of media organizations is corporate and bureaucratic. Everywhere in the world, governments oversee the production of media, although prohibitions range from very few advisory regulations to the most widespread censorship measures in repressive countries [3]. The media have the potential to be used for constant manipulation, as they are often controlled by small amounts of people. Unexpected information must be continuously analyzed before it can be communicated. Sociologists are interested in popular communication because it governs the mental life of society. An individual's position on a social problem in contemporary society is largely influenced by the media, as shown, for example, in the effective use of broadcasting by Adolf Hitler for propaganda or election campaigns before elections [4]. Many sites are brought

about by the media including crime, pornography, the development of stereotypes, etc. Large-scale, immediate, or direct consequences of the media play a role in shaping a wide range of behavior. For example, there is a chance that a person with a history of violence may be more inclined to act coercively after being exposed to media that covers violent topics. Figure 1 shows the Social Impact of Mass Media on Society.
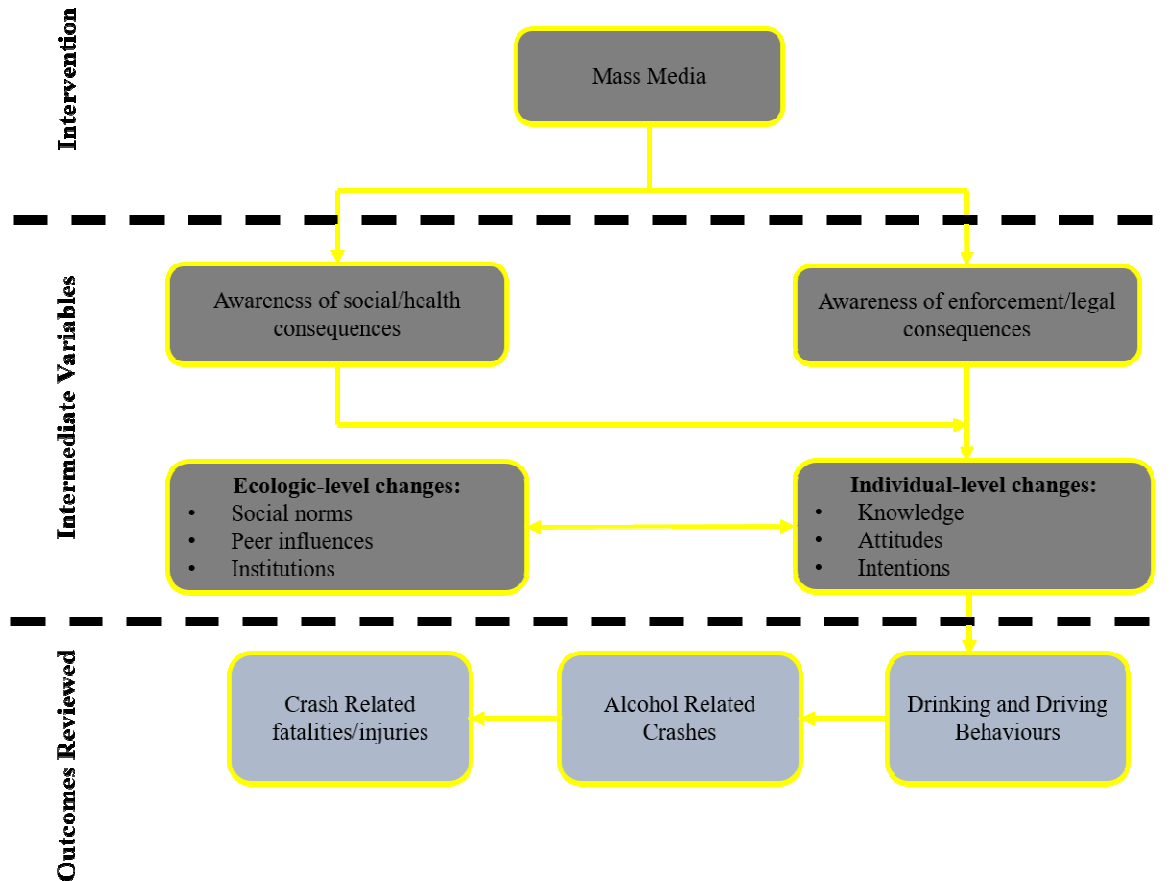
Figure 1: Illustrated the Social Impact of Mass Media on Society.

The term "mass-media" refers to organizations that promote such messages, including publications such as newspapers and magazines, as well as forms of communication such as radio, television, and cinema. The term is also used to refer to some mass media organizations, including Intertie, movie studios, publishing companies, radio and television companies, etc. Mass communication can be defined as the use of advanced communication networks to spread complex messages to a wide and diverse audience [5]. Individuals who can access various forms of media are becoming more and more numerous globally. Most of us are always connected and have access to media thanks to smart smartphones and other technological advancements, 24 hours a day, 7 days a week.

Thanks to mainstream media, a small number of individuals can effectively communicate with either a large audience and the public has no appropriate way to respond [6]. Communication technology is always one-sided in nature. Television networks tend to have a corporate, bureaucratic structure. Organizations around the world control narrative production, although regulations range from very little advisory management to the most widespread types of censorship in repressive countries. Since a select few sometimes run the media, there is always the possibility of manipulation [7]. It is always necessary to look at the

information that is received indiscriminately before distributing any information. Mass media is interesting to sociologists because it modifies the way society thinks. In modern civilization, the media is important for shaping an individual's position on a cultural problem, as seen by Adolf Hitler's effective use of broadcasting for pre-election propaganda or campaign contributions [8]. Crime, pornography, the spread of stereotypes, and other changes in society are all brought about through mass media. Many types of behavior are produced by the media on a large scale, immediately or directly. Conversely, if a person is vulnerable to violence, there is a chance that they may advocate violence more frequently after being presented in media that contains violent information [9].

1.1.Types of Mass Media:

There are many different types of mass media, including books, newspapers, radio, social media platforms, publications, and streaming services. Nevertheless, the author identifies four major categories of mass media: as mentioned in Figure 2.
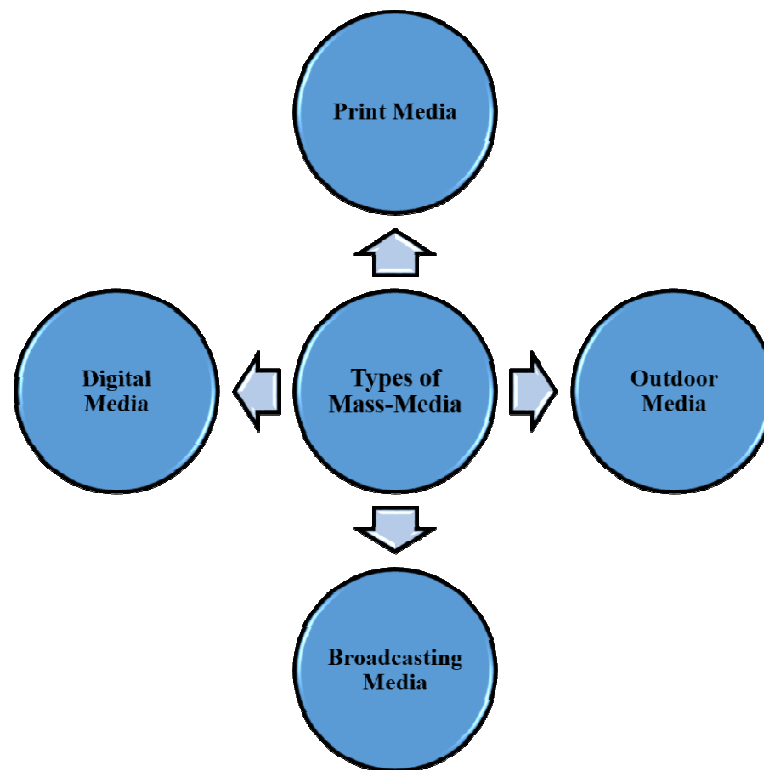
Figure 2: Illustrated the Different types of Mass Media.

i. Print-Media:

It is one of the cheapest and oldest approaches to reaching the general populace and might appear in the form of billboards or vouchers. Newspapers, which served as the main sources of information, were formerly designated as print media. Journals, books, and publications were included under this classification of media as well [10].

ii. Outdoor-Media:

A great example of contemporaneous outdoor media is environmental marketing. Brands publicize their goods in surprising places and use unusual things. Take Folgers as an example that is a business that came up with an imaginative and striking approach to advertising

coffee by using subway covers. Therefore, successful entrepreneurs may advertise in areas like public transport, trains and buses, and monuments [11].

iii. *Broadcasting-Media:*

Audio and video material is communicated to a dispersed community with the use of an electromagnetic broadcasting medium. Diverse audience members, including those with a wide range of ages, backgrounds, attitudes, objectives, and interests, are drawn to media including television, radio, video, and technologies [12].

iv. *Digital-Media:*

In 2021, there will be 4.66 billion people that used the internet actively, demonstrating increasingly pervasive digital media throughout the globe. Today, businesses offer their products and services across websites, YouTube, podcasts, and other outlets. Additionally, corporations often use Google AdWords and Facebook marketing to advertise their offerings [13].

1.2. *Effect of Mass Media:*

As community renewal has accelerated, so has the media's contribution to society. Nothing changes because that's when the intangible is renewed, and the bad effects of the process are creative as well. The media's ability to communicate, the information provided by the news media, and community sentiments are all factors that can influence the media's effectiveness. People are often inspired by the media, whether subconsciously or consciously. For example, the media may very well be persuaded to use one type of product or maybe indirectly persuaded to adhere to a particular socialist ideology or political organization [14]. Concerning this, there are various current perspectives on the impact of mainstream media, which are divided into four categories, most notably:

i. *Individual Differences:*

This theory envisages the recent development in which learning shapes an individual's character. Learning experiences have a serious impact on thinking and perseverance. Diverse perspectives on the world are the result of personality traits brought on by environmental inequalities. The environment will influence how individual personalities want to deal with new knowledge in terms of attitudes, values, and beliefs. Thus, the impact of the media on different groups of people will be different [15].

ii. *Social Categorization Theory:*

Income level, gender, education, residence status, and religion are all used to classify people socially. According to this idea, individuals who have remarkable similarities have similar temperaments in response to a particular stimulus. Their reactions to messages communicated through the media are modified by this combination [16].

iii. *Theory of Social Relations:*

This hypothesis argues that the majority of people who receive messages from advertisements do so through connections or relationships with others, rather than being accepted immediately by the media. In this situation, interpersonal relationships have a serious impact on how the media disseminate knowledge [17].

iv. *Theory of Cultural Norms:*

According to this view, a population may perceive a message or object of information differently depending on how it is portrayed in the mainstream media, based on the assumption of their culture. This shows that communication has an impact on people's opinions. The mass media can change cultural norms in a variety of ways. First, content dissemination serves to reinforce established dominant cultural patterns and reassure individuals that culture has always been relevant and should be followed. Second, mainstream media should strive to establish a new, non-contradictory environment that can enhance or complement the current one. Third, mass media has the potential to change cultural attitudes as well as long-standing behavioral conventions that already exist [18].

1.3. Characteristics of Mass Media:

Because of the breakthroughs achieved through time, mass communication now has a far significant influence [19]. Therefore, it's important to comprehend the characteristic features of mass media, which are summarized as follows:

i. It has a broad target audience appeal;

ii. It conveys a message to the people;

iii. There is a separation between the information's source and its users;

iv. It may be broadcast by a variety of media, including television, the World-Wide-Web, radio, and publications;

v. It attracts a diverse audience;

vi. Feedback cannot be given on information or information that is published by TV, radio, or print media.

1.4. Advantages of Mass Media:

There are few benefits in the modern world that mainstream media can provide. The different types of mass media offer a variety of benefits and advantages, from facilitating better communication to acting as a watchdog for the government, including:

i. *Giving Voice to the Voiceless:*

Since the public has the right to express their views and opinions, the mainstream media plays an important role in bringing the people into the mainstream. In this sense, it assumes the responsibilities of the voiceless, providing them a fair opportunity to exercise their right to freedom of expression.

ii. *Effective and Wider Communication:*

The world has turned into a global village, thanks to a variety of mass media including digital platforms and social media platforms. The communication process in this way has proven beneficial for maintaining communication with individuals, enterprises, governments, and all around the world.

iii. *Diffusion of Diverse Cultures:*

Mass media also contributes significantly to the global promotion of arts and civilizations. One can learn a new language, gain knowledge of a foreign culture, or even move around the world with the help of the ever-increasing internet from one place to another.

iv. *Encyclopedia of Information:*

The Internet is an extraordinarily vast, free storehouse of information, and many types of media, especially search engine platforms, social networking sites, and educational websites, have a strong influence on enabling anyone, everywhere to study anything.

1.5.Disadvantages of Media:

In addition, mass media has many drawbacks, including the risk of fraud and hacking, compromised privacy, health concerns, glamorizing prohibited information and topics, and can easily spread of false news.

i. It encourages individuality. People waste too much time on websites and watching television.

ii. As a result, social interactions with friends, family, and neighbors have an impact on it.

iii. Not all media content is suitable for children.

iv. Limiting children's access to certain items can be challenging.

v. Papers are only available in certain regions.

vi. More advertisements on TV and radio reduce their appeal.

vii. The Internet makes it possible to use piracy, fraud, and hacking for pleasure.

1.6. The function of Mass-media:

One of the biggest and most influential factors in contemporary culture has been the mass media. All forms of mass communication, whether written, televised, or spoken, reach a wide audience and make a significant impact. The following are the major roles played by the media:

i. The media greatly influences how the author sees the world.

ii. The globe seems smaller and closer as a result of the widespread use of mass media.

iii. It further encourages the exchange of goods and services.

iv. The main goal of popular communication is to inform, educate and entertain the general public.

v. It is well recognized for playing a vital role in the efficient running of the democratic republic and the country.

vi. The media acts as the watchdog of society.

vii. Media spreads cultural and historical values.

viii. The development of new mass communication opens a worldwide platform for social interaction.

2. LITERATURE REVIEW

M. Kiani et al. illustrated that the goal of this study was to look at how social media, and news, in particular, influenced how fans and sporting event librarians interact nationwide. A

manual evaluation of the studies performed over time was completed by the author of this study. Not all contacts between fans and mentors of athletes through new media are favorable. Active engagement between these political movements can have consequences. The results indicated how the harmful effects of new media had disrupted the lives of competitors and teachers in every sphere of life. Most athletes and their coaches are forced to turn off their communication tools as a result of their negative tweets, which can be so terrifying at times. Walls respectively athletes, coaches, and spectators are disintegrating with the establishment of innovative media and social networks, which have made it possible to conduct correspondence between the two groups. There are a lot of advantages and disadvantages to this futuristic relationship, although the professional organization of sporting events encourages a smooth ride for fans [20].

L. Dorji stated that life was transformed in the first ten years of the twenty-first century by the development of mass communication in diverse fields including communication technology, entertainment, and teaching-learning processes. Using a unique teaching-learning approach to English in the classroom is essential because students' ability to master the language as a whole is an important tool in their educational journey. Consequently, this analysis examined the effects of popular communication on English education and acquisition in high-level secondary schools. To select respondents who objectively represent the target demographic, the researcher applied simple random sampling. The descriptive model was done in the research to visually understand the collected data. This project exposes young minds to the consequences of mass media on English education and learning. The research also states that mass media should be used with awareness and transparency to improve the English teaching-learning process. Keywords: ease of access, impact, quota-sampling, strand learning, instruction help [21].

I. Hutagalung illustrated that public displays of bloodshed, cruelty, and selfishness have taken the form of a ritual. The social cognition hypothesis holds that individuals imitate and identify through learning, have observed the conduct of everyone around them, especially through the media, and that violence is discussed in public. has become the subject of Given the dual functionality and dysfunction of something like mass media, community projects aim to raise awareness of the impact of violent presentations on aggressive behaviors. The media's job of educating the general public about reality can inevitably have adverse consequences. Various approaches are used for implementation, and customer involvement is emphasized. This study has improved public understanding of the consequences of media on society. Because if society is taught to celebrate cruelty over and over again, it will eventually be seen as normal, which will reduce people's empathy for violence. As a result, there will be miscommunication in the social norms of the whole society, in which good and true values will be wrapped up [22].

3. DISCUSSION

It seems that both adults and children are more dependent on the media in their daily lives. Many news organizations provide us with a lot of information. It includes a wide range of information that can be found anywhere in the world. Thus, the issue of mass media and its impact on the modern world cannot be ignored. The author must carefully manage the media, regardless of how they are employed, they can serve as resources not only for personal enrichment but also for promoting the progress and solidarity of nations at both national and world levels. can work. People should try to get accurate information through the media. Thus they must develop problem-solving skills to filter the correct information. The ability to accept whatever knowledge is necessary for us can be strengthened through critical thinking. "Mental Processes of Distinguishing, Analyzing, and Evaluating." One type of appraisal,

especially a practical and thoughtful conviction, is critical thinking. One makes a decision or solution to a challenge that involves determining what to believe or what to do using critical thinking, but one does it in both. Individuals have the right to condemn and punish media that affects our principles and sensibilities.

People should strengthen their ability to make decisions. In this contextual data culture, those who have the power to manipulate information can be given preference over those without. Now there is no civilization anywhere in the world free from social instability. Global social risks began to emerge and propagate as a result of technological improvements, increasingly social, economic, and many indigenous, and its desired or unintended effects. Social vulnerabilities include unemployment, drug addiction, miscellaneous crime, child labor, street children, runaway women, and dozens of other management and leadership in industrialized and developing cultures. Similarly, our country is witnessing a substantial increase in vulnerabilities; as a byproduct of the distinctive characteristics of something like a relatively young population, authors are increasingly experiencing political upheaval, the explosion of a revolution, an unwanted conflict, and cultural infiltration. The use of mass media such as radio and television is one of the important strategies that social pathologists and researchers emphasize as a means of reducing crime and social distancing. Television and radio can help families prevent crimes and social deviance by modifying their views and increasing their knowledge. However, it must be emphasized that the media due to its diverse nature and diversity can act as both a regulatory and deterrent element and a source of social vulnerabilities in society.

4. CONCLUSION

Generally speaking, mass media is a way of transmitting signals from a source to a destination. The penetration of content by the media has an impact on overall social change. Thus, technology has the potential for both production and destruction. This indicates that the corporate media is deceptive. Assuming it depends on their interests and society's abilities to use the knowledge it receives proportionately, each member may interpret the information differently. The community is most affected by changes in lifestyle and behavior patterns, which society demands to be changeable in an instant, prompting changes in cultural values in community affairs. The younger generation, which is in a period of self-discovery, is more driven by the presence of the mainstream media. The information a society receives through the media has consequences on its social and cultural life, as well as how a certain society perceives the attitudes and behavior of its residents. A new culture that is being shaped by the mass media tries to assimilate it into the masses. Changes in public sentiment towards contemporary culture in all aspects, including public life, fueled public demands for a change from a traditional society to a contemporary environment.

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CHAPTER 10
AN IMPACT OF PHYSICAL ACTIVITY ON HUMAN LIFE

Deepti Raj Verma, Assistant Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker
Mahaveer University, Moradabad, Uttar Pradesh, India
Email Id- dptverma3@gmail.com

ABSTRACT:

Physical activity in human life can be defined in such a way that any kind of physical work generated by the human skeletal muscles, such as exercise, walking, running, playing, and some energy is spent by the body. Physical activity can occur at any time of the day, at night, or for immediate tasks. The main purpose of this paper is to make people aware of physical activity. Today in human life, elderly people as well as children are suffering from serious diseases like diabetes, cancer, and heart disease due to a lack of physical activity. In this paper, the researcher has highlighted the effectiveness of the physical activity. Regular physical activity has a beneficial effect on the onset and progression of many chronic diseases, and well-being, and has a positive impact on communities and societies. This paper presents the prevalence, health risks, and economic costs of physical inactivity. It also reports substantial physical and psychological health benefits of regular physical activity. In the future, this paper will elaborate on the proper advantage of physical activity for human beings and it also become a base for other authors and students who want to know about it.

KEYWORDS:

Body Muscles, Health Activity, Physical Activity, Physical Exercise, Regular Exercise.

1. INTRODUCTION

According to scientific investigation, fitness, exercise including regular physical activity are important public health indicators. Participation in sports helps with physical and mental well-being as well as interpersonal interactions for individuals of various ages, including those with disabilities, when it is combined with an adequate amount of regular physical exercise [1]. Regular exercise is a low-cost and effective way to fight diseases, enhance health and well-being, and promote community engagement. The amount of activity that is advised for public health, the incidence and cost of inactivity, and the pleasures of regular exercise are all covered in this paper [2]. Physical exercise, based on the World Health Organization (WHO), is "any physical movement produced by skeletal muscles that demand energy expenditure." Thus regular exercise refers not only to sporting events but also, for example, walking, running, swimming, dancing, dancing, ball games, and capoeira.

The dangers of daytime sleepiness and the therapeutic properties of regular physical exercise are both conclusively proven by research findings. Exercise reduces the risk of prostate cancer, colon cancer, diabetes, coronary heart disease, and ischemic stroke by a substantial margin in participants who received cumulative amounts several times higher than the contemporary suggested minimum levels [3]. Many benefits, including mortality, cognitive and muscle decline, glycemic homeostasis, pain and disability, muscle and bone strength, depressive symptoms, functional mobility, and well-being, have been shown to benefit from intense fitness. All biological systems in general can benefit from exercise, including the immune, musculoskeletal, respiratory, and hormonal systems [4]. Exercise specifically benefits the cardiovascular system by increasing the plasma lipid profile, abiogenesis, cardiac

output, blood vessel smooth muscle relaxation, endothelial nitric oxide synthase interpretation, availability, and reducing aortic valve plaque accumulation and vascular resistance. However, the magnitude of each of the characteristics described above varies greatly depending on the individual's level of fitness, the type of population, the age group, and the amount of exercise and intensity used in the various forms of exercise [5].
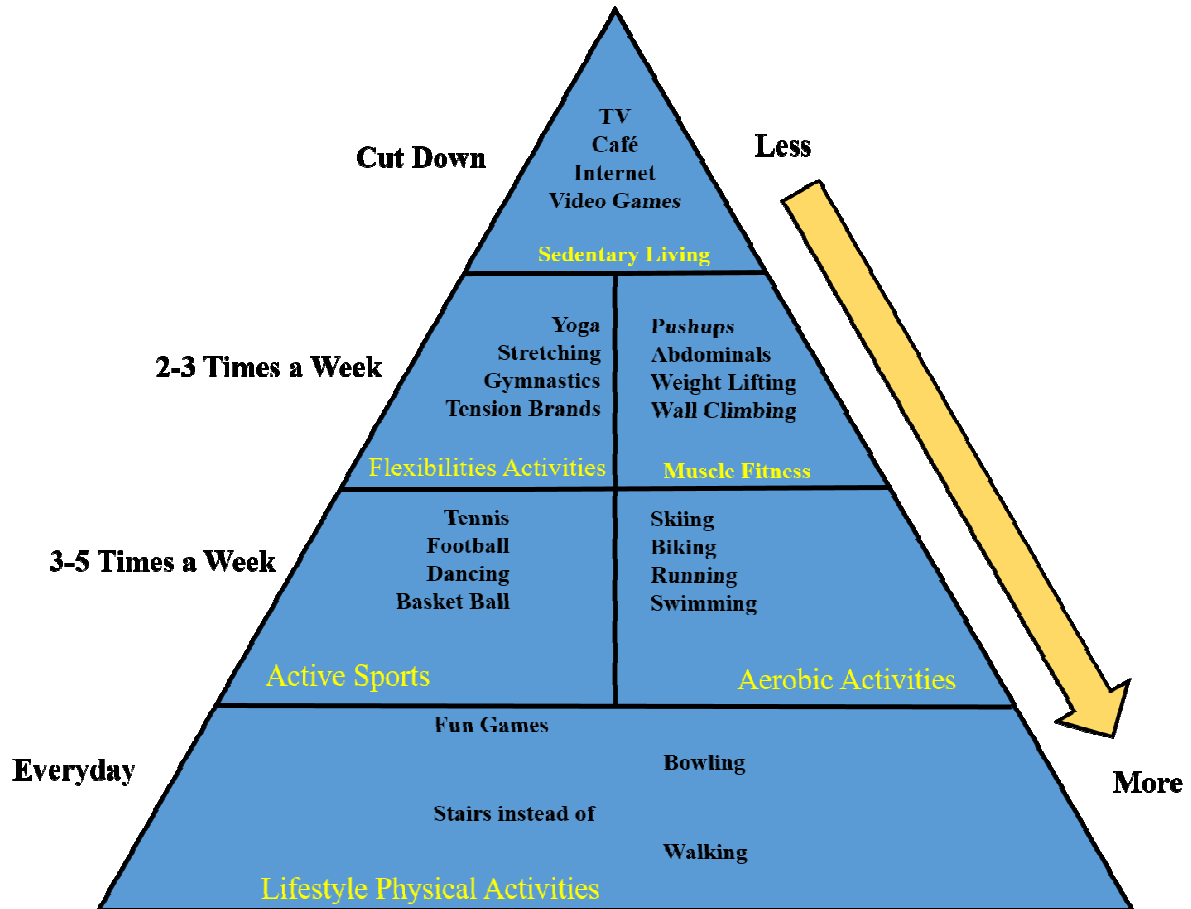
Figure 1: Illustrated the Size of Physical Activity in Pyramid Form.

Many organizations have revised or released their recommendations for traditional aerobic exercise. For example, physical recreation guidelines provide advice and information about the types and amounts of physical activity that have a significant positive effect on health, as shown in Figure 1. Most international recommendations call for 150 minutes of moderate-intensity cardiovascular exercise per week [6]. With variation in age groups or for the prevention of heart disease or obesity. Several systematic evaluations that evaluate the efficacy of exercise or physical activity for various health outcomes have been reported by the Cochrane Library. Cochrane-controlled studies are renowned for producing high-capacity data. Given the increasing disease burden from harmful lifestyle changes and physical inactivity, it is not only relevant but also important to assess the status of the current body of information, identify the strength of evidence, and estimate the scale of effects [7]. This summary will show how CSR evaluates research on the effects of exercise on health outcomes, which will help shape future recommendations and highlight any gaps in the literature.

1.1.*Different Dimensions of Physical Activities:*

Knowing the different components of physical exercise is fundamental to understanding the National Physical Activity Guidelines (NPAG) guidelines. These measurements include:

- Frequency
- Intensity
- Type
- Duration

i.   Frequency:

Describes the number of times a person does a certain activity during a certain amount of time (usually each week). According to the National Physical Activity Guidelines (NPAG), most of the day should be spent participating in physical activity. Most days in this context refer to a cadence of five or more [8].

ii.   Duration:

Refers to the length of time a particular person has worked in PA. Adults should engage in at least 30 minutes of moderately intense PA on most days of the week, as recommended by the NPAG (5 or more) [9].

iii.   Intensity:

How to determine whether an activity is considered "mild," "moderate," or "vigorous" depends on how much effort or amount of energy is expected to initiate an activity is used throughout the activity [10]. There are different methods for calculating intensity:

- The talk test
- Perceived exertion
- Heart rate
- Metabolic equivalent (MET) level

1.2. Benefits of Physical Activities:

One of the foremost considerations in human existence that need to be done for optimum health is constant physical exercise. Strength training can strengthen your muscle strength, help you maintain a healthy body weight, increase your ability to perform everyday tasks, and improve your emotional well-being. Adults who spend more time sitting and engaging in any level of moderate activity appear to have some health benefits. Physical exercise has a deeper impact on your health than some other personal decisions. Physical exercise has many healing properties that can be enjoyed by anyone anywhere, regardless of age, ability, ethnicity, size, or shape [11].

1.2.1.   Immediate Benefits:

After a session of resistance training, physical activity produces some positive results for brain health. Children 6 to 13 years of age will have better thinking or cognition and individuals will have less momentary anxiety. As you age, being physically active consistently can help keep your cognition, learning, and decision-making abilities sharp.

Additionally, it can improve the overall quality of sleep and reduce the likelihood of anxiety and worry [12].

    i.   *Weight-Management:*

A routine of resistance training and eating habits are both essential to controlling weight. When you burn more calories through food and drink than users burn, including calories burned through physical exercise, you gain weight.

- **To Maintain Body Weight:**

Navigate your way to 150 minutes per week of moderate activity, such as dancing or yard work. If you practice 30 minutes a day five days a week, visitors can meet the 150-minute commitment. The amount of physical effort each person puts into managing their weight varies greatly. To gain or maintain a normal weight, you may need to be more physically fit than others [13].

- *To Lose Weight and Keep it off:*

A person should engage in a lot of physical exercises, as long as they do not change their eating habits and consume fewer calories. Regular exercise and a proper diet are both essential to achieving and maintaining a balanced weight.

    ii.   *Reduce Health Risks:*

- Cardiovascular Disease:

In India, stroke and coronary artery disease are the two main killers. Engaging in at least 150 minutes of moderate aerobic exercise each week may also reduce your chances of developing certain diseases. By engaging in and meeting goals, you can further reduce your risk. Similarly, regular exercise helps lower blood pressure and reduce cardiovascular risk.

- *Type-2 Diabetes and Metabolic Syndrome:*

You can reduce your risk of energy metabolic syndrome and type 2 diabetes by exercising regularly. Obesity is a medical condition characterized by a combination of fat, high blood pressure, low cholesterol levels, high triglycerides, and/or high blood sugar chronic diseases. Even if they're not getting the recommended 150 minutes of moderate strength training each week, people begin to see some benefits through exercise. Increased strength training appears to further reduce the risk [14].

- *Prevent Cancer:*

By staying physically active, you can reduce your chances of developing many common diseases. Higher levels of physical connectedness in adults reduce the likelihood of developing malformations of the following:

➢ Bladder

➢ Breast

➢ Colon (proximal and distal)

➢ Endometrium

➢ Esophagus (adenocarcinoma)

➢ Kidney

> ➢ Lung

> ➢ Stomach (Cardia and Non-cardia adenocarcinoma)

A person who has defeated cancer and engages in regular physical activity not only improves his quality of life, but his physical ability also improves.

> *iii.   Increase the Strength of Bones and Muscles:*

It is important to maintain your bones, joints, and muscles as you age because they support your body and improve mobility. Maintaining strong bones, joints, and muscles can make life easier for you to perform everyday tasks and engage in physical activity. Lifting weights and other tendon exercises can help you build or maintain your muscle strength and muscle mass. This is important for seniors whose muscle mass and endurance decline with age. No matter your age, you'll get even more benefits if you gradually increase both the weight and the number of repetitions you perform during muscle-strengthening movements. There is a lot of benefit of physical activities some of elaborate on in this paper and other is mentioned in Figure 2 below:
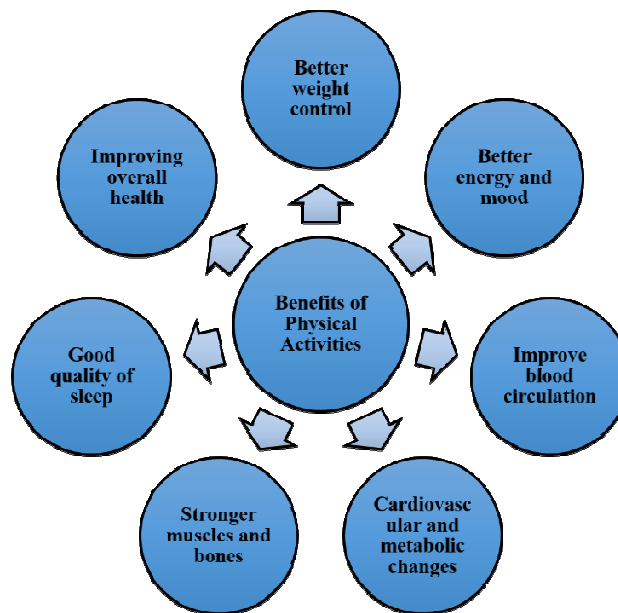
Figure 2: Illustrated the other benefits of Daily Physical Activity in Human Life.

Stair climbing, supermarket gathering, and playing with your grandchildren are examples of daily activities. A functional restriction is the inability to perform normal tasks. Middle-aged or older individuals who are physically healthy are less likely to have functional limitations than those who are sedentary [15]. A range of physical activities enhances physical function in older individuals and reduces their risk of falling or falling. Balance training, muscle building, and physical exercises such as aerobics are included. As part of an organized program, multi-component physical exercise can be done at home or in a public place. The fall can lead to a chronic condition, a significant health problem. Breaking a hip can have harmful effects that span your entire life, especially if you are an older adult. Physically healthy people are less likely to break a hip than those who are not.

Reconditions of Physical Activities and Exercise:

Recent guidelines from the "World-Organization of Health" (WHO) on the amount of physical exercise needed for optimal health are comparable. Table 1 lists the WHO guidelines in summary form. For different age groups, special tips exist.

i. *Adults:*

It has been shown that the amount of regular physical exercise recommended for adults—regardless of age, gender or ethnicity protects against heart disease and diabetes and enhances musculoskeletal and psychosocial health. Additionally, the level chosen is reasonable, accessible by most individuals, and unlikely to produce musculoskeletal issues [16]. This is similar to engaging in moderate activity for 30 minutes five days a week. Additionally, it is now understood that intervals of 10 to 15 minutes or more are more beneficial rather than 30 minutes of continuous exercise. In other words, three 10-minute sessions a day would be just as effective. To prepare the body and provide regular stimulation to processes in the body, it is better to be active and participate (at least three days a week), as opposed to being very less active (such as once per week), which can lead to injury. And the risk of exhaustion increases [17]. However, additional exercise is recommended for older individuals to promote the health of the vertebrae, joints, muscles, and balance. This is done to increase functional independence, reduce developed and built and prevent falls.

ii. *Children:*

Physical exercise is essential for school-age youth and adolescents as it paves the way for an enjoyable life and healthy adolescents. Active children have strong muscles as well as excellent heart health. For children and young adults, weight-bearing exercise is especially essential because it promotes bone mass [18]. Peak bone mass is established toward the end of puberty, shortly before and during puberty with the strongest increase in bone mass. By doing this, you can expect to reduce osteoporosis and bone loss throughout life. Although the relationship between positive dose response in physical exercise and health is similar, children should engage in more vigorous exercise than adults in terms of both length and intensity [19].

Table 1: Illustrated theSummary of WHO Recommendations on Minimum Level of Physical Activity for Health.

Age Range	65+ years	18 - 64 years	5 - 17 years
Recommendations	01 hours/day	02:30 hours of moderate or 01:15 hours minutes of vigorous activity throughout the week.	01 hours
	Vigorous intensity activities should be incorporated including those that strengthen muscle and bone at least 3 times per week	In bouts of 10 minutes or more, muscle strengthening activity included 2 or more days/week	Vigorous intensity activities should be incorporated including those that strengthen muscle and bone at least 3 times per week

In this paper, the author has highlighted the main working process of physical activities and the various benefits that come with it. In this paper, first, the author has to understand physical activities, then after that, he has told about their benefits.

2. LITERATURE REVIEW

H. Miko et al. illustrates that regular aerobic activity is vital to a person's development throughout life and helps maintain and improve health. In the categories of all-cause mortality, cancer, cardiorespiratory endurance, neuromuscular health, cardiorespiratory fitness, and neurocognitive health, there is substantial evidence that physical exercise has positive health benefits. Any type of movement that causes an increase in power consumption through the contraction of muscle contractions is generally considered physical activity. Frequency, volume, intensity, and periodic range are used to measure and regulate it. Physical exercise that promotes health and has minimal risk of harm is called mental health physical activity. As a result, it should be performed according to a set of guidelines and the performance appraisal should be adjusted for varying degrees of ability, activity patterns, and age. A healthy state of being is closely related to adjustments in physical characteristics, which cause exercise to change for the better. Consistent physical exercise focused on muscle-strengthening and endurance can have a significant positive impact on one's health. However, adverse events can occur during exercise, and the circulatory and neuromuscular systems can be seriously affected.

J. McPhee et al. stated that daily physical exercise protects elderly individuals' functional and mobile by enhancing their skills and abilities, as well as reversing the symptoms of chronic disease. The sedentary lifestyle, which is common in older people, causes the early development of illness, disease, and weakness. Although it is the responsibility of local governments to encourage regular physical exercise among seniors, it can be difficult to know how to do so. In educating public health programs for both the physically weak older person and generally healthy people, it is important to consider the physiological justification for physical exercise, the risk of adverse outcomes, and social and psychological elements. Research shows that regular physical activity has always been safe for both healthy and frail older adults and that it reduces the risk of major coronary and metabolic pathogens, obesity, falls, cognitive deficits, osteoporosis, and postural instability. These activities can range from low-intensity walking to more vigorous sports and resistance training. [20].

R. Suryadinata et al. embellish that people often get digestive problems and other chronic diseases as a result of strength training done incorrectly. Higher levels of physical exercise, nevertheless, improve quality of life. Despite much further research examining the link between weight, age, and physical activity, little is known about the variation in physical activity in adult and geriatric groups of obese and non-obese individuals. Therefore, this study aims to explore how age and weight affect physical activity in both adult and older age groups. Design and Treatment: Exercise and physical activity are essential to assist the public in mitigating the negative impact of the current pandemic on the health and well-being of people globally. It is advisable to be physically active in such a precarious situation. On the other hand, the age and level of physical activity of the obese and non-obese categories differed significantly in the adult group. Conclusion: In conclusion, age affects regular exercise in the adult and aging populations [21].

3. DISCUSSION

According to scientific research, fitness, exercise, and regular physical activity are important indicators of health. Sports participation helps with physical and mental health as well as social interaction for people of all ages, including people with disabilities, when it is

combined with an adequate amount of regular physical exercise. Exercise is a low-cost and effective way to prevent diseases, enhance health and well-being, and also promote social integration. The recommended levels of physical activity for public health, the prevalence and cost of inactivity, and the benefits of regular exercise are all covered in this paper. Any movement of the body due to skeletal muscles that causes energy expenditure greater than the state of rest is called physical activity. This definition covers all types of activities, including domestic and outdoor duties, activities performed outside the home (professional activity), walking, cycling, shopping, sports, targeted exercise, and other daily activities or leisure activities. In contrast, exercise is a strenuous activity that is organized, planned, and deliberately designed to enhance fitness and health. Examples are brisk walking, cycling, and aerobic sports. Physical fitness is a set of qualities, including strength, mobility, and stamina that are linked to the ability to engage in physical exercise. Although hereditary variables also play a role, the level of physical exercise has a major impact on fitness. The effect of hereditary variables is particularly evident in competitive sports such as weightlifting or long-distance running. Physical inactivity is the state of no significant increase in energy expenditure above the resting level.

4. CONCLUSION

Finally, physical inactivity is a modifiable risk factor for chronic diseases, being overweight or obese, and certain maladies. This analysis demonstrates the significant financial impacts of physical inactivity affecting people, companies, and entire countries. On the other hand, moderate physical exercise for at least 30 minutes a day can often be enough to improve mental health, prevent or delay the onset of many chronic diseases, and increase overall well-being in women, the elderly, and others. Who are less fit and motionless and prolonged and intense intensity may also be associated with additional positive benefits. Vigorous intensity exercise can be very beneficial to the health of middle-aged men. According to a statement made by the European Food Information Council (EFIC), physical exercise has the potential to increase life span, and mounting research supports this claim. This study will reveal how many individuals will benefit from physical activity in the future. Today's typical human age ranges from 60 to 65, and insufficient pancreatic function results in many different diseases. It has nothing to do with modern eating patterns and laziness. As a result, this essay will discuss all these topics as well as the pitfalls and how to avoid them.

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CHAPTER 11
IDENTIFY AND DISCUSS ONE OF THE MOST RELEVANT ISSUES IN ANTHROPOLOGY

Kirti Dubey, Assistant Professor,
Department of Teerthanker Mahaveer Institute of Managament & Technology, Teerthanker
Mahaveer University, Moradabad, Uttar Pradesh, India
Email Id- itskirtidubey@gmail.com

ABSTRACT:

Anthropology is the scientific study of humans and includes the study of historical and contemporary human species as well as human behavior, biology, cultures, civilizations, and languages. Anthropology is the entire study of human growth, culture, and change in all of its historical and contemporary manifestations. We may envisage and create futures that take into account the complexity of people and the environment with the aid of anthropology. This paper discusses the issues facing anthropology in various fields. A broad understanding of different cultures, ability in observation and analysis, critical thinking, clear communication, and practical problem-solving are all enhanced by studying anthropology. The study of anthropology challenges us to extend our vantage points beyond our familiar social situations and to consider other people's perspectives. The environment, cultural resource management (CRM), indigenous survival, and the emergence of global culture are among the major issues that anthropology is tackling now and in the future.

KEYWORDS:

Anthropology, Communication, Human, Organization, Social.

1. INTRODUCTION

Anthropology is the scientific study of humans and includes the study of historical and contemporary human species as well as human behavior, biology, cultures, civilizations, and languages. While cultural anthropology examines the cultural meaning, including norms and values, social anthropology explores patterns of behavior [1]. Today, the phrase socio-cultural anthropology is often employed as a portmanteau. The effect of language on social life is a subject of linguistic anthropology. The biological development of people is studied in biological or physical anthropology. Anthropology is the study of both the past and the present, with an emphasis on understanding the cultural and biological aspects of the human experience. Anthropology includes many unique ways of thinking about the world, human cultures, civilizations, and individuals in addition to the idea of culture. The study of the full range of human diversity and its application to help individuals of different origins are central to the anthropological perspective [2]. There are many aspects of the anthropological perspective, including culture, cultural relativism, regional work, human diversity, inclusiveness, and biocultural focus. Cross-cultural or comparative focus, evolutionary/historical emphasis, ecological emphasis, and holistic emphasis are the four primary ideas of anthropology (Dudgeon). These ideas are related and are considered to be integrated from an anthropological point of view.

People must be able to take anthropological perspectives into their social and educational lives to understand the origin and history of humans, as well as to recognize worldwide

cultures and communities. The anthropological approach is important because it explores common threads in mankind by examining shared characteristics such as language, cultural similarities, economy, and curiosity [3]. Because anthropologists, unlike other social scientists, look beyond the boundaries of our civilization and compare it with the beliefs and practices of other communities, both past and present, this perspective is distinctive (Dujian). We can think more thoroughly about other people and cultures and live more deliberately in our global environment using holistic, cross-cultural, and comparative perspectives. Additionally, it changes your outlook on the world and gives you a deeper understanding of what it is like to be human. It enables us to understand how the evolutionary system that evolved from our ancestors functions in the present environment [4].

Anthropology is the study of people around the world, including their evolutionary history, behavior, adaptation to different settings, communication, and interpersonal relationships. Anthropology is the study of human biology, which includes our physiology, genetics, nutritional history and development as well as social features such as language, culture, politics, family, and religion. Anthropologists are interested in many aspects of people's lives, including routine activities, as well as the more dramatic rituals, ceremonies, and processes that define us as human beings, whether in a religious community in London or human evolutionary fossils. United Arab Emirates. Anthropologists investigate what makes us uniquely human by spending time studying people's lives in depth. Anthropologists do this to better understand themselves and each other [5].

While some anthropologists work as lecturers or researchers in postgraduate academia, a large number are finding work in academia, charity, and international development as well as professions related to medicine and health, cinema, and many more. Business. Too often, anthropologists do not have direct professional paths; instead, they work on different projects in areas that often overlap. A specialized set of interpersonal skills is imparted by studying anthropology at both the undergraduate and graduate levels [6]. In today's globalized world, it is essential to have a thorough awareness of cultural and ethnic differences as well as how people's opinions, beliefs, and behaviors fit within a larger social, political, and economic framework.

The general public in Britain is not familiar with anthropology as a subject. Exposure of the British public to anthropology is often confined to museums, sporadic newspapers, or TV programs, with the major goal being entertainment as it is not yet taught at the secondary school level besides being an option at the international level [7]. As a result, there are still many myths about anthropology. There is a prevailing view that "bones and fossils" are a major focus of anthropology. These issues are of particular interest to biological and evolutionary anthropologists, who use evidence from human remains and living places to reconstruct the bodies, food, and habitats of our pre-human ancestors [8]. However, social and cultural anthropology focuses on the "now and now" of social interactions. Another myth is that social anthropologists only research "aboriginal" populations in "remote" areas whose cultural practices are seen as "weird". While it is true that some anthropologists conduct their studies in places away from major cities, many others do it in their hometowns, in urban areas, or at industrial sites [9]. The idea that anthropology and archeology are interchangeable is a third common misconception. While archeology is regarded as a subfield of anthropology in North America, it is viewed as a separate sister study in Britain. In general, archeology studies people and civilizations from the recent or distant past, while social anthropology studies people and cultures from the present [10].

The major objective of this paper is to address important areas of application in anthropology where information, perspectives, and principles related to a specific context for applied work

are used to link study, policy, and action. Development, agriculture, environment, health and medicine, nutrition, business and industry, rehabilitation, education, and old age are among the application areas covered in this book. In addition to their research, applied anthropologists working in these fields have gathered knowledge from relevant work in anthropology and related fields, organizations for professionals, peer networks, legal and regulatory frameworks, and projects and programs that support best practices. There are many different contexts in which anthropologists are improving their abilities while significantly advancing in the field they are working in. In this chapter, we provide a historical overview of anthropology as well as information about its methodology, roles, and ethical principles.

2. DISCUSSION

Perhaps the most prevalent component of human existence in all societies in the modern world is change. People around the world face social, cultural, and economic changes in their daily lives, yet may vary in context, pattern, speed, magnitude, or scope of changes. Globalization has linked the world economically, culturally, and politically through the spread of the free market economy, revolutions in information and communication technologies (such as the spread of the Internet, media, and entertainment technologies), rapid urbanization, and consumerism culture, and international migration. The impact of global change has reached even isolated villages. Such change affects the lives of people in both good and bad ways. Economic and technological reforms have benefited many individuals, yet there are still significant economic inequalities within and among countries. Global poverty, human rights violations, discrimination and violence against women, and the stigma and marginalization and even expansion of ethnic minorities have limited access to such technology for large numbers of people [11].

The idea behind applied anthropology is to use anthropological principles, methods, and expertise to solve the problems and difficulties of society. This book focuses on how anthropologists use their knowledge to educate policy and address some of the most important social, economic, health, or technological issues that communities and organizations are now grappling with. Applied anthropologists are dedicated to preserving the diversity and vibrancy of human life around the world, and they are an important component in creating initiatives and programs that have a long-term impact on the lives of people and communities. His study refutes common misconceptions about anthropologists that exist in popular culture and film, such as the heroic Indiana Jones or the lone digger with the pith helmet. Today, an increasing number of anthropologists with postgraduate training prefer to work in government, non-profit organizations, or industry as opposed to academia [12].

Interdisciplinary and including a wide range of stakeholders, the work of applied anthropologists includes leaders and members of communities and organizations as well as decision-makers in government and business, non-governmental organizations (NGOs), and other interest groups. Due to the teamwork inherent in the field, applied anthropologists must be able to collaborate well with others and must be fluent in specialized technical languages used by professionals in related professions [13]. To properly impart the necessary knowledge, the anthropologist must have a thorough understanding of research methodology and communication practices specific to a certain subject. While mastery of a widely diverse set of research and communication capabilities is the basis of good practice in the field of application, advocacy is a critical component to achieving the desired results [14]. Anthropologists develop long-term cooperative partnerships with communities through advocacy. Being a consistent supporter of a certain set of objectives in the public domain of domain is essential to effective advocacy. Through their activism, many applied

anthropologists have made substantial distinctions on important topics, supporting the needs of the general public rather than the field.

2.1 Domains Discussed In This Anthology:

As stated earlier, there is an increasing number of sub-disciplines within applied anthropology due to the wide range of application areas. Development, agriculture, ecology, health and medicine, nutrition, trade and industry, forced relocation, education, and aging are some of the major sub-disciplines that this work examines.

i.   *Development:*

Development anthropology, according to Peter Little, is the application of anthropological knowledge to address issues prevalent in developing countries such as environmental degradation, hunger, and poverty. Development anthropology began in the 1970s with changes in government policy, career prospects for anthropologists on a global and local level, and a growing body of literature. Throughout its argument, it supports historical background and illustration from anthropological research. Development establishes important functional and financial links between anthropologists and various state and privately funded organizations, from large, wealthy development bureaucracies and NGOs to small university institutions and grassroots and indigenous groups [15]. Little also crosses over into discussions on recent training, careers, theory, and methods. He also states that multidisciplinary partnerships with other social scientists, economics, ecologists, and agronomists are a key component of the development of anthropological techniques.

There is little emphasis that development anthropologists should build on the unique skills that set them apart from other anthropologists and social scientists and the need for an integration of theory, method, and practice to elevate the field into a well-known sub-discipline. Works in the direction, while also keeping its benefits in mind. Collaborative efforts on proven methods such as participatory action research (PAR). Little specifically argues that those theories such as those influenced by populism, dependency theory, or Marxist thought that serve as the basis for empirical research should draw attention to the constructive contributions made by development anthropologists to the discipline [16]. To be highlighted. Discussing Global Policy He gives some examples of how the most important theoretical advances made by development anthropologists have affected program changes. Little Kenya offers a case study of his work with Wildlife Services to further highlight the importance of combining theory, technique and practice to set up a project to oversee their effort to protect pastoral tradition in East Africa Can go He believes that environmental groups will continue to seek development anthropologists' advice on potential consequences at the local level as they are informed about how indigenous peoples manage natural resources in important wildlife habitats.

ii.   *Agriculture:*

Robert Rhodes discusses how agriculture has a profound impact on society, culture, technology, economics, and even religion. The "human element in the overall agricultural system", from production to consumption and the symbolic system of culture, from the beginning of agriculture to future changes, is what he refers to as the field of agricultural anthropology [17]. Agricultural anthropologists, some of whom work in academia and many others who are hired by international institutions, NGOs, and government organizations, have, according to Rhodes, taking their understanding of agriculture as a social tool for "technological and policy reform" and try to implement it as a cultural activity. Agriculture is a relatively new subfield of anthropology, and Rhodes argues that early anthropologists kept

it out of their intellectual pursuits, even though it often appeared in ethnography and was a source of employment, including physicians, governing bodies, colonies, and farmers acting as a mediator [18].

Although anthropological field research was used in applied and theoretical studies of agricultural practices published in other fields such as sociology and economics, agriculture and anthropology did not come together until the 1970s, when newly graduated Ph.D. started looking for employment as a professional anthropologists in the private and non-profit sectors. Rhodes discusses the misconceptions that have hindered the profession and offer advice on how to overcome them to get a job. These include developing effective communication skills, becoming familiar with basic scientific terminology, clearly demonstrating how anthropological methods can affect food production, income, or nutrition, and demonstrating that farmers are "expert ethnographers" with indigenous knowledge which are very helpful to the goals of the project, and the position of negotiating importance. The author then goes through three case studies where agricultural anthropologists from the International Potato Center in Lima, Peru were the driving force behind important policy and technological reforms. As a means of "declaring its relevance through action", Rhodes urges agricultural anthropologists to establish a professional relationship with a public constituency, similar to those seen in other fields such as economics, law, or education [19]. It would be necessary to amend university training to include courses on public policy, as well as to enhance agricultural anthropology skills and the communication of ideas to a limited community of 19 practitioners.

iii. Environment:

Thomas McGuire discusses several contexts for conducting applied anthropological research on people and the environment. For example, experts in this field may study how to manage renewable resources and the people who rely on them, how to take advantage of local knowledge to create environmentally viable communities, or even how to study environmentalism as a social movement. The author covers the fundamental conceptual "building blocks" of environmental anthropological research cultural ecology, political economy, and political ecology, and emphasizes the importance of a theoretical basis in all such work [20]. He maps these ideas according to a timeline of theoretical development in the subject from the period after World War II to the present. According to McGuire, environmental anthropologists mostly focused on human ecosystems in the 1950s. The main inquiries focused on how people might have a greater ability to acquire and manage resources in their region than under market pressure. The author points out that environmental anthropologists used political ecology more frequently in the 1980s and 1990s to link these two levels, demonstrating how political and ecological forces interact to generate social and environmental change.

In order to provide policymakers with a more practical answer, some environmental anthropologists have found this study too political by replacing event ecology, which focuses on the history of a major environmental change. Others, who believe the region has not been politicized enough, are devoted to emancipation ecology and work to advance alternative development approaches based on local expertise. McGuire urged practitioners to focus "on both environmental anthropology theoretical underpinnings", addressing the precise, localized ways in which human activity affects the environment as well as the larger political economy, and perhaps how that activity affects the environment limits [21]. It looks at how municipal and state policies affect fisheries communities to explain how ideas and applications work in the field of environmental anthropology. The author points out that regardless of the methodology and subfield used in environmental anthropology, practitioners

should make a consistent effort to link regional political economies with local cultural knowledge. Some are using their capabilities and methodologies, including mapping systems, to address future modification of ecosystems and the people who rely on them.

Indigenous groups have been collaborating with others to create counter maps, which express their understanding of important topological features [22]. Local people use ethnography as a political weapon for the state to recognize indigenous rights and protect biodiversity. McGuire acknowledged that backyard anthropology has grown in popularity since the late 1990s as a venue "for engagement in anthropological methods and community-based environmental protection efforts", making it a focus and commitment to environmental justice that has become a prime place for hiring individuals. They claim that a healthy and productive existence in harmony with nature is indeed a human right and that anthropologists with deep experience in the ethnographic method and full awareness of the geopolitical elements of environmental change are increasing to secure it is being trusted.

iv. Health and Medicine:

Medical anthropology, according to Linda Whiteford and Linda Bennett, is the study of how cultural beliefs influence how people view health and disease. Where anthropology departs from the traditional medical social sciences is in the application of a biocultural synthesis, which positions a person's physical and/or mental state within a network of practices that conserve both biology and culture. Co-priority and power of Health. Although there is room for a theory about this relationship, almost all medical anthropological research includes an applied component, according to Whiteford and Bennett. Modern physicians work not only in academia but also in the fields of medicine, social work, and public health, where their research directly influences policies and programs. Modern medical anthropologists use their knowledge in cultural anthropology to analyze many medical and/or health care systems. They explore how gender, social background, class, and ethnicity affect health status and public health by looking at differences in birth habits. In their discussion of possible techniques, Whiteford and Bennett discuss using the ecological/evolutionary approach, the political economics of health care, and the interpretive approach, which maintains that human perceptions of disease and well-being are fundamentally cultural constructs.

The link between the cognitive illness model and the health status of affected individuals is investigated in consensus and cultural modeling. Since medical anthropological research often involves significant medical problems or biological material, Whiteford and Bennett emphasize that ethical issues are a recurring theme in the field. Whatever the method, applied medical anthropologists conduct life-changing research to help both the sponsoring organization and the community they are working with. In addition to more modern techniques such as rapid assessments, anthropologists working in medical contexts also use more traditional means of data collection (participatory observation, in-depth interviews, surveys, and epidemiological approaches). In a thorough case study, Whiteford and Bennett show how the biocultural approach of medical anthropology, which uses ethnographic methods to understand medical systems, "creates major advantages over the less comprehensive examination of health." In their conclusions, the authors once again emphasize the value of using the humanistic and social scientific traditions of applied medical anthropology to address important issues such as the HIV/AIDS epidemic. Effective public health campaigns, in the opinion of Whiteford and Bennett, depend on an awareness of cultural factors, biological causes of disease, and especially how uneven resource distribution can influence epidemiological trends.

Although practitioners in nutritional anthropology come from different theoretical backgrounds, anthropological subdisciplines, and other fields, David Himmelgreen and Deborah Crookes believe that they are all motivated by the same goal of understanding and improving population nutrition. The authors emphasize that because biological and socio-cultural factors influence food choice and consumption in human society, anthropologists' knowledge in both fields makes them particularly valuable to public health officials, who need to learn about specific nutritional culturally specific, reliable research data is needed to guide related policy. Although there was significant research on food practices by British social anthropologists before World War II, Himmelgreen and Crooks describe nutritional anthropology as a relatively new sub-discipline, whose official history began in the 1970s. According to the authors, Margaret Mead was the first to use anthropological methods for applied nutritional research conducted by the Committee on Food Habits of the National Academy of Sciences in the 1940s. According to Himmelgreen and Crooks, who cite Levi-Strauss, Ferro-Luzzi, Harper, and Douglas, nutritional anthropological research for cultural studies shifted to symbolic/semiotic studies after World War II. Additionally, the authors discuss nutrition research that has been influenced by the social awareness movement of the 1960s and the work of biological anthropologists from the 1980s. The authors provide an overview of the three best-known theoretical models (ecological, adaptation, and political economy) used in the field and discuss how nutritional anthropology is maintained while maintaining the common thread of using a holistic approach. How is it currently expanding in new directions? "Focus on the cultural ideologies that underlie the social aspects of food organization and distribution, which shape food consumption behavior and nutritional status." As practitioners' interests in culture, social economics, development, program policy, and evaluation intersect, Himmelgreen and Crook point out that many nutritional anthropologists are now engaged in trans-disciplinary research. The authors go into detail on issues that are now of concern, such as global obesity, food insecurity, and malnutrition/child survival in poor countries.

> v.   *Business and Industry:*

In a very competitive market, Marietta Baba shows that the ability of anthropologists to understand and evaluate cultures, particularly those subcultures that are reflected in consumer behavior and corporate work structures, can be tremendously helpful. These competencies are particularly helpful in a globalized market where cross-cultural competencies are needed for modern business executives. Baba began by providing a brief history of applied anthropological work in business, focusing on the famous Hawthorne experiments conducted in the late 1920s and early 1930s, for which anthropologist W. To understand work groups as a social system as a whole, Lloyd Warner was hired. According to Baba, the 1940s and 1950s saw the development of industrial anthropology as many anthropological and critical research gained notoriety. The author then describes a period of rapid decline and, finally, a change in anthropological theory when it was not used between 1960 and 1980, brought about by the increasing demand for anthropology teachers, and moral and political conflicts. Documentation of "informal work knowledge" in the 1970s, which was later used in the 1990s to argue that workforce knowledge is a valuable economic asset, is an example of how Baba claims that Fertile developments in anthropological theory set in motion the frameworks that are used by practitioners today.

She also discusses the use of ethnographic methods and descriptive methods to study the work of different types of professional and occupational groups, establish a high degree of worker control over labor and product, and develop organizational theory in later decades to provide the necessary basis. Baba claims that in the early 1980s, consumer markets were

divided into sub-specialties associated with population segments with distinct specific consumption patterns. This happened when the United States' subsequent dominance of global markets began to be challenged by businesses from other countries. According to the author, this resulted in the need for new knowledge types that were not accessible through traditional channels, an increase in the demand for evaluators with training in ethnography, and a way for corporations to change their corporate cultures from being less productive-driven. Was the instrument? More market- and consumer-oriented. Baba provides two case examples that show how anthropologists' understanding of culture development and the use of ethnographic techniques can be harnessed in the business sector. She summarizes anthropologists' areas of expertise that are valuable to contemporary business, highlighting their ability to integrate a wide range of social and behavioral phenomena to explain the origins of culture, cultural changes, and cultural patterns inserted, even if the researcher is not familiar. with that specific setting. According to Baba, the greatest strength of anthropologists is their ability to learn about different civilizations. She states that anthropologists are specialized in accelerating productive activities and bringing human perspectives to corporate work environments because of their understanding of best practices in ethnographic research, the ability to depict the human experience in subtle and inventive ways and a dedication to protecting individuals are appropriate and suitable for being studied.

vi. Involuntary Resettlement:

Millions of people are forcibly uprooted and resettled from their homes all over the world due to development, which results in their disempowerment and poverty (DIDR). Anthony Oliver-part Smith examines how applied anthropologists have been crucial in reducing the harsh effects of the DIDR on communities who have been robbed of both a means of subsistence and human rights. According to Oliver-Smith, development projects are carried out to improve the well-being of local populations and state economies by increasing the flow of productive power and, consequently, the consumption by residents in the area. He predicts that in the future, the field will continue to "address the challenges presented by DIDR at the local community and project level, in national and international political discourse, and the policy frameworks of multilateral institutions." Additionally, he claims that anthropologists have contested theories of national development that put whole communities at risk for the political and financial benefits of those in authority. The author draws attention to two divisive DIDR cases: one with questionable outcomes and one where anthropologists and other social scientists actively participated in a resettlement program that was practical and democratic.

Although the origins of DIDR research can be traced to the politically coerced relocations of World War II, Oliver-Smith notes that empirical and theoretical work in the field only really took off in the 1980s, in part due to the disastrous effects of numerous large infrastructure projects around the globe and Scudder and Colson's (1982) influential work, which explored predictive models of DIDR process and impact. The author also discusses other significant studies and associated DIDR methodologies, such as Cernea's Impoverishment Risks and Reconstruction (IRR) model, which aims to lessen the dangers of environmental deterioration and economic decline by incorporating "political commitment, appropriate legal protections, and adequate resource allocations" into DIDR. Oliver-Smith highlights three major viewpoints of current practitioners, drawing on a recent examination of approaches in DIDR research: advocacy anthropology, stakeholder analysis, and political ecology ethnography. In his conclusion, he emphasizes the continued need for criticisms of development models that presuppose the need for relocation without raising any concerns about the extent of activities creating a such disturbance in people's lives and their environments. According to Oliver-

Smith, such interventions will need the specialized knowledge and analytical abilities of applied anthropologists.

vii.   Education:

In her section, Nancy Greenman discusses education as a field of application where anthropological theories and viewpoints are used to comprehend how people learn things that are significant to their cultures. She points out that educational anthropologists also look at the extracurricular ways that kids and teenagers pick up knowledge. Greenman provides a brief historical overview, noting the origin of educational anthropology at the turn of the nineteenth century in a push to link anthropology and education by sociologists. As a result, the subject for an educational anthropologist includes "the lifelong acquisition of knowledge, skills, insights, attitudes and experiences accumulated through a person's interaction with personal, social, cultural, and physical environments." She mentions the eugenicist views of educational sociologists and others who perpetuated racial bias by solely supporting "industrial and vocational training" for people of color, both at home and abroad, as well as the promotion of the influence of culture on learning styles made by anthropologist Maria Montessori, the impact of 24 educational psychology, and more. During the post-World War II period, the need for a more culturally sensitive approach came to light.

The 1954 Stanford-Carmel Valley Conference, which defined the domain professionally, served as an example of this. According to Greenman, the Council on Anthropology and Education (CAE), which was founded in 1968, and the development of its newsletter into an academic publication provided educational anthropology legitimacy. According to the author, educational anthropology became more political throughout the 1960s and 1970s as scholars took positions of advocacy and promoted one viewpoint above others to accomplish a desired result. The case studies that Greenman discusses focus on changing educational procedures to promote more social justice, empowerment, and equality for both children and their families. By identifying the CAE standing committees, which represent the many interests of members, Greenman elaborates on the subfields of educational anthropology. She also includes in-depth testimonies from researchers who have or are working to change education, outlining their objectives, difficulties, and successes in various contexts, including working with parents from different cultural backgrounds, school systems and communities, and multicultural programs. According to Greenman, educational anthropologists are "best known for their work with culturally diverse and indigenous groups," and how "ethnographic information" may be used to "create culturally relevant educational structure and pedagogy" The most traditional methodologies used in educational anthropology, ethnographic and qualitative research designs, are currently being supplemented with participant engagement, discourse analysis, rapid assessment, and other methods. In his conclusion, Greenman points out that educational anthropology offers a variety of tools and strategies for comprehending changes in a complex heterogeneous society.

viii.   Aging:

According to Robert C. Herman, the twentieth century saw a substantial increase in human life due to accelerated advances in health care and standard of living. Herman argues that anthropologists bring a broad perspective and a wealth of skills that make them best suited to meet the needs of the elderly and that anthropologists play the role of physicians, in creating a better quality of life for older individuals. social workers, psychologists, and others who currently dominate the "aging enterprise". Elders have long been a reliable source of cultural information for anthropologists because historically they have been vast collections of local knowledge. However, according to 25 Hermann, significant research on the elderly did not

begin until the middle of the 20th century. The research used both quantitative and qualitative methods, the latter combining both context- and culturally-specific strategies to create programs that benefited senior citizens. According to the author, anthropologists use empirical studies to evaluate biological aspects and/or socio-cultural problems related to age. Herman cites as examples Christine Fry's publication on cross-cultural comparisons of aging in the early 1980s and Margaret Clark's study on the elderly in San Francisco in the late 1960s. They investigate topics around aging and older people where applied anthropologists have made substantial contributions to understanding through their studies.

Promoting legislation requiring changes in institutional living in these settings, encouraging alternative perspectives on home care, attending to caregivers' needs, tensions between older immigrants/refugees and their younger American-American family members Facilitating relationships, and providing legal aid/guardianship for elderly people. Going through inter-family conflict. Herman cites Patricia Slora, an anthropologist who was instrumental in the grandparenting rights advocacy movement and was instrumental in getting Florida legislation to ensure the rights of grandparents concerned about the threat of grandparents. Anthropologists who study the elderly often combine quantitative and qualitative techniques. Hermann observed that since elder informers may have physical or mental disorders that may hinder the process, they require more than the usual confidentiality, respect, and care. Research may need to work with media sources as public policy is often involved, but practitioners should be mindful of whether public disclosure benefits or harms subjects. Hermann recommends selecting a topic that identifies a culture's specific perspective on the aging process, which is of importance to subjects as the life experiences they convey, as researchers are arranging inconsistent data. start doing.

Hermann's conclusions include three illustrative examples showing how anthropologists have influenced the laws affecting the elderly. Then he goes back to his main argument, which is that anthropologists are best suited to help an aging population. They claim that anthropologists are the best candidates for advocacy roles because of their experience with ethnographic processes and qualitative approaches, which call for extended periods of dedication and close relationships with informants. They further argue that the recent association with federally supported institutions involving family members in local and home care settings, along with the expertise of anthropologists in matters relating to the community and family, has been able to address specific subpopulations of the elderly. Given their knowledge of diverse cultures and kinship patterns, such as immigrants and refugees, it is important to provide culturally appropriate services for the elderly.

3. CONCLUSION

This paper makes the case that, despite anthropology's many associations with the study of small-scale civilizations, traditional cultures, or obscure habits, anthropology is, at its core, a mode of thinking that can be applied to every area of human existence. In this way, it complements and serves as a beneficial addition to other human sciences like psychology and economics. By attempting to explain human variability through extensive fieldwork and comparative method analysis, anthropology sets itself apart. By using an ethnographic approach, anthropology can shed new light on the informal aspects of social and cultural life while highlighting the differences between what people say and do and what is formally expected of them. Anthropology is one of many crucial instruments in the quest to comprehend human nature.

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CHAPTER 12
STUDYING SOCIAL BEHAVIOR FOR
MORE EFFECTIVE ADVERTISING

Dr. Ajith K, Assistant Professor,
Department of English , Presidency University, Bangalore, India,
Email Id-ajithk@presidencyuniversity.in

ABSTRACT:

The impact of current social connections on the click-through rate may be used to measure social influence. The click-through rate should rise with the number of social connections if users can persuade their social network members to assess and support the advertiser. It's reasonable to assume that Facebook, the biggest social media site in the world, is a trustworthy option when choosing where to promote. Social networks leverage user data to provide highly targeted ads based on activities on a particular platform. This paper explains how social advertising may often result in significant improvements in conversions and sales at a cheaper cost of acquisition when the target market fits the user demographics of a social network. Personalization is key to the success of social media marketing in the future. Social media platforms were mostly utilized in the past to spread messages to a wider audience. Future social media networks, however, will put more of an emphasis on giving each user a unique experience.

KEYWORDS:

Advertising, Influence, Marketing, Social Behavior, Social Media.

1. INTRODUCTION

The era of new media has arrived, and messaging is beginning to play a huge role in our daily lives. It is now much more than a useful addition to a phone; for some people, it has grown into an extension. Since students use their parents' money to make purchases, shopping behavior is one of the most fundamental problems in the situation. Online life is playing a vital role in many aspects of our existence. The appeal of online life is that it supports users in a variety of fields, including business, marketing, public relations, and education [1]. From a business perspective, companies and customers can interact directly through social media and therefore find whatever goods and services they are looking for. With the help of information and modern communication advances, customers can shop online using certain social media platforms and recognizable locations. The way of buying and purchasing goods or organizations via the Internet using certain social media and various destinations is implied by the terms online shopping, electronic purchasing behavior, and Internet shopping [2].

Online services known as social networking sites or social media refer to networks of connections and interactions between diverse client groups or individuals. By accomplishing multiple tasks, promoting methodology for communication, and encouraging the sharing of various data observations, music, recordings, and pictures, social media platforms such as Facebook, Instagram, and Twitter allow users to build incredible relationships among themselves and with others able to maintain. Customers now consistently use innovation, especially social media, as a powerful tool in their online shopping process [3]. The process can be compared to an electronic method that allows customers to interact with agents and resolve problems with their purchases. Social media was instrumental in the rapid

transmission of this wonder. Connecting with consumers on social media can increase the number of potential customers and increase the chances that these potential customers will become real customers. Social media encourages those customers to pursue and share their shopping experiences with their friends by expressing their favorable or negative views regarding the item purchased, in addition to converting current potential customers into buyers. One study found that 25% of consumers can share links to products and services at their retail locations on social media to inform other customers about the buying process [4].

Customers are now more likely to make online purchases thanks to social marketing. He discovered that 49% of consumers had already made up their minds to buy a certain item, 60% of consumers wanted to share information about the products with others online, and 70% of consumers use social media to get useful information [5]. Nevertheless, just 7% of customers exchange purchase orders. When people interact with one another online, social networking may be seen. The sites that understudies use the most often include Facebook, Twitter, and Instagram. Everybody must create a profile for themselves to contribute images or comments. When two people connect online via social media or a chat room, one of them may visit the other's page and transmit messages, recordings, data, or other content. In light of this, students may easily complete all tasks [6]. The application of innovation is growing as new eras emerge. The most extensively used form of communication is social media.

Nowadays, understudies don't give a damn about the time or location as long as they can continue using social media since it has become so simple. To enable students to pick the kind of information to be provided or shared with any of the destination's customers, the security of the majority of social media sites is carefully considered. As a result, the sites/organizing have emerged as the most important ways for students to forge relationships via those locations. Through their interactions, students are developing another sensibility. Social media has recently seen a global uptick in both adoption and use from both individual users and businesses [7].

Social networking services like Facebook, Twitter, and Instagram are utilized for user contact, data sharing, and the dissemination of news about current events as well as information regarding market difficulties. Indeed, social media has fundamentally changed how information is shared, boosting knowledge absorption on the Internet. Customers often consider social media platforms as a service channel where they can interact with companies in real-time [8]. Social networking sites are a potent marketing tool that is often utilized to link consumers and users of different businesses. As a result, it can be claimed that social media encourages networking, communication, and community development among businesses. Because social media marketing differs from conventional forms of marketing, it needs particular consideration and plan development to establish a strong brand and foster customer loyalty [9].

Relationship marketing, which requires businesses to switch from "trying to sell" to "building relationships" with customers, is connected to social media marketing. The customer is given the chance to discover new items or learn about the services offered by any business in this manner. It is commonly accepted that customers are more likely to remain loyal to a brand if the company prioritizes superior customer service to improve the customer experience. Creating and retaining a competitive edge requires a strong brand that offers customers more than simply visuals. This quickly growing trend develops into a fantastic potential for businesses, enabling direct consumer interaction. The term connection between brands and customers refers to social media marketing, which also provides an individual channel geared for social interaction. Environmental influences (social class, family, culture, situation, and personal influence) have an impact on the decision-making process because they form the

consumer's influence from the early stages of information search and also serve as a source of information that will have an impact on the overall decision-making process; despite the environmental influences, the consumer's decision-making process is still influenced by the environment [10].

Knowledge, consumer resource value, motivation, knowledge, personality, and values are only a few examples of individual variances and impacts. In the course of information processing, which may result in a purchase decision that opens up the learning stage and determines whether the person will engage in repurchasing as they enter the post-purchase stage, psychological processes enable the consumer to conduct both information search and an alternative evaluation [11]. This external element includes information processing, learning, behavior modification, and attitude adjustment. Aspects of the online environment that affect the decision-making process of consumers include website quality, website experience, and website satisfaction [12]. The online environment now has a significant influence on this process because it can start with the problem recognition stage through a consumer's online interactions and continues to have an impact on it to the post-purchase stage by enabling information search, alternative evaluation, and purchase options. Even social connections that might affect a consumer's choice to make a purchase are available to them in the internet world. Figure 1 depicts this approach to social behavior for more effective advertising.
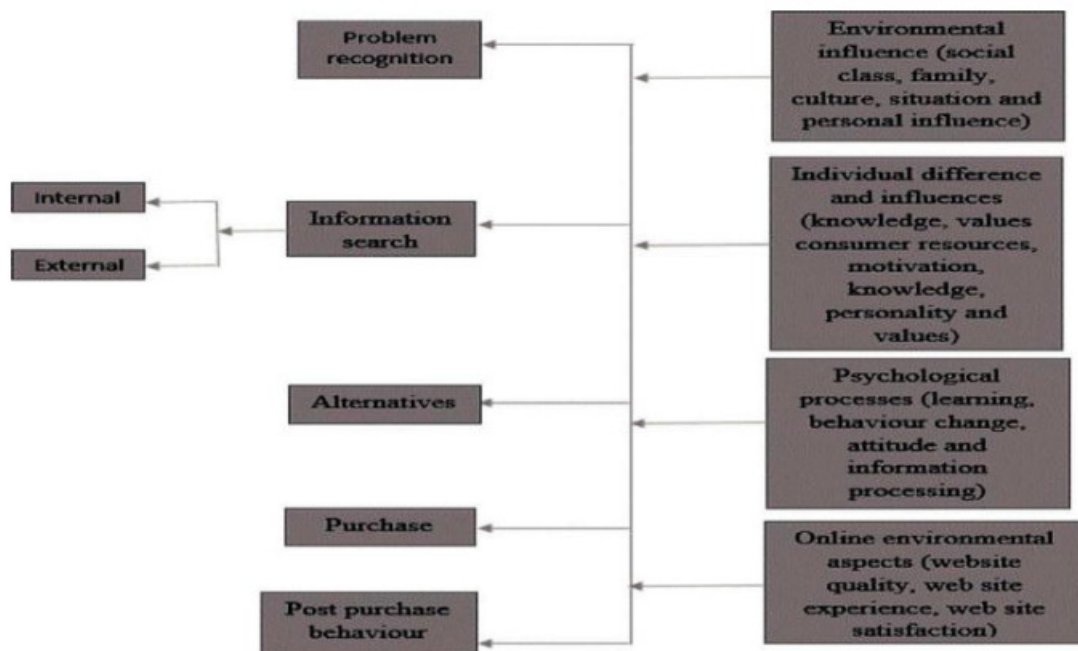
Figure 1: Illustrate the process of Social Behavior for More Effective Advertising.

Advertising is a tactic used by businesses to market their goods and services. Consumers' perceptions of products are shaped by advertisements. Due to the rise of industrialization and the availability of processed and manufactured goods, the use of ads has significantly expanded in the 20th century. Businesses may pick the ideal advertising plan for their marketing campaigns by using their knowledge, science, and experience of appropriate and right techniques concerning client purchasing propensities marketing used in business. This report will provide useful insights for executives and advertising researchers to comprehend

the specifics and facts of advertising to assist marketers in proposing appropriate changes to advertising.

2.   DISCUSSION

A series of Internet-based apps that build on the theoretical and technical underpinnings of Web 2.0, enabling the production and sharing of user-generated content," social media is described as follows. Since its inception, social media has incorporated itself into the daily lives of millions of users, attracting the interest of media, celebrities, and advertisers. In terms of allowing businesses to communicate with customers in both traditional and non-traditional ways, as well as allowing customers to communicate with other customers with just a few keystrokes, social media is considered a hybrid of integrated marketing communications. Increasingly used as a component. Social media marketing is defined as "a process that enables individuals to present their web sites, products or services through online social channels to communicate to a wider community and listen to that community in such a way that which is not possible with traditional advertising channels," a method that marketers are using to promote their goods and services [13]. However, even though social media marketing is becoming more and more popular, studies on its efficacy have shown conflicting findings, with some experts opposing social media and others advocating for its use. Marketers around the world, both in rich and developing countries, are still unable to understand the potential of social media [14]. Researchers acknowledge that businesses are still unable to fully understand the wants, objectives, and goals of customers, often referred to as the motives that attract people to social media marketing. Although some efforts are being made to understand customer objectives, the literature suggests that the Technology Acceptance Model (TAM), introduced by Davis in 1986, has previously taken on social media marketing, disregarding many alternative ideas that had a significant impact on research. The steps in the consumer's buying process are shown in Figure 2.

Figure 2: Illustrate the different Stages in the Consumer's Purchasing Process.

2.1.Role of social media in marketing:

Marketing is considered a technique that is used to educate customers about our goods and services while disclosing the brand and identity of the company. It uses social media as a tool. Social media helps customers see us as "real" people and online life gives our identities a personality [15]. The goods or services we provide connect people using online lives who don't usually think of the goods or benefits of organizations or to whom organizations talk. "If you want customers to follow you, share your identity with them instead of just talking about the latest product news. Social media can also be used as a platform to connect with peers who are serving the same target market and can help facilitate the kind of interaction and communication that customers want. Social media has a lot of value, but how do you use it properly? Marketers must combine social media with other marketing channels rather than only relying on them. Although social media raises awareness, marketers must be persuaded that it will first result in the sale of a million dollars' worth of goods and services [16]. That is not to say it won't happen tomorrow, but it is unlikely to do so until the athletes have established their "stardom" on social media. Additionally, there are no official "proper" or "wrong" social media guidelines; only marketers can decide what will work for them.

When it comes to using web-based social networking, there are many examples of people overcoming adversity. These range from talent scouts who secure a position for candidates to new organizations that need to present another item as well as officially established Fortune 500 organizations that need to strengthen their reputation [17]. The purpose of online life in advertising is to utilize it as a specialized tool that facilitates access to those motivated by-products and advantages and achieves mark awareness and perceptibility to those customers who are unaware of the advertiser's brands. Online life may make use of it as a tool to establish relationships that otherwise would not have been made by putting a face behind the advertiser's brand. It creates repeat customers and client loyalty [18]. The reality is that since online life is so diverse, it often tends to be used in ways that best fit the purpose and needs of the company. Figure 3 depicts the component that influences a customer to purchase a product after seeing an advertising.
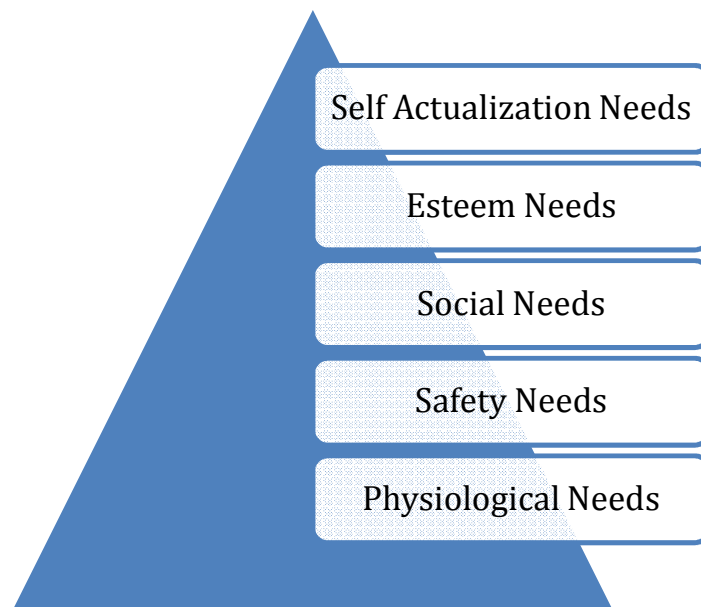
Self Actualization Needs

Esteem Needs

Social Needs

Safety Needs

Physiological Needs

Figure 3: Illustrate the Factor that influences the consumer by taking a product through advertisement.

Although most businesses are presently allocating 11% of their marketing budget to social media, 44% of those corporate leaders believe that social media has a negligible influence on the development of a company and its brand. Social media is proven to be a successful instrument for marketing strategies. Numerous scientists have done studies: Study on the Factors Determining Social Media on Cosmetic Products, "Social Media and Negative Word of Mouth: Strategies for Handling Unexpected Comment." Young people and Ethical Consumption: An Exploratory Study in the Cosmetics Market, Analyzing the Use of Social Influencers in the Beauty Industry, The twenty-first century's trends in the global beauty business, research on how social media affects customers, Effectiveness of Advertising on Social Network Sites and a Review of the Literature on Social Media as a Marketing Tool A Facebook Case Study. However, little study has been conducted on an examination of how social media may affect customer purchasing behavior [19].

Online shopping is expanding and rising quickly in the near term, although certain nations and areas only have a relatively small number of transactions, as is the case in the Arab world. The last year has seen considerable technological advancement in the Arab world, which has resulted in several changes to the accepted ways of doing business, exercising governance, and achieving better prosperity. The number of active social media users is very low, even though there are more than 125 million users of the Internet, which prevents the majority of marketers from seeing social media as a powerful marketing medium [20]. Many companies have taken note of the increase in social media users, but the majority of them have not yet joined social media. Of those firms that have not joined social media, a sizable portion intends to do so within the next year. The survey continues by pointing out that many companies are concerned about falling behind; yet, there is still a difference in how often consumers use and interact with social media compared to companies. According to Ostrow, the social media platform is here to stay and is the revolution that has altered our world and time. He also hinted that there is one key social media invention that almost certainly will not only survive but flourish in the next ten years. Since 2000, one innovation YouTube has encompassed the majority of what we now consider social media, and it isn't showing any signs of slowing down. Considering the aforementioned, it can be concluded that social media is an important instrument that has some bearing on the expansion of a company's brand on a global scale.

2.2. Advertising Affects Consumer Behavior:

Most individuals don't search specifically for adverts. To design advertisements that pique the interest of a certain audience, the marketing and creative departments collaborate. Sales and brand recognition will go up with a strong advertisement. Advertising is not what customers need, but it is a terrific method for them to learn about the goods or services that they do need. You can produce commercials that are stronger and more memorable if you understand how advertising influences customer behavior.

2.2.1. Brand Awareness:

Only close friends and relatives would be aware of it. There may be someone passing by on foot or in a car who needs what you have to give create a link between a customer and a salesperson. A commercial informs a customer of your company's existence and increases awareness of your brand. Without any advertising print, television, internet, etc. word-of-mouth would be your sole source of income. Small companies cannot survive in the expanding internet market without advertising of some kind [21]. Advertising is essential for a company to not only remain afloat but to expand over time, whether small companies advertise themselves utilizing organic local SEO strategies for higher website exposure or

employing LED trucks for billboard advertising throughout town. The market permits any rival to open a location close to you. Additionally, it's more crucial than ever to distinguish oneself from the competition and be one of a kind as big businesses expand their franchises throughout the country. Consumers may immediately compare one firm to another with a fast Google search.

2.2.2. Branded Advertising:

A long-lasting relationship with your customers may be developed over time via brand promotion. Establishing brand identification, trustworthiness, and loyalty are the objectives of brand advertising. Clydesdales from Budweiser are one example. The goal of their 1933 debut was to revive the optimism of a jaded population. They served as a celebration present for the end of prohibition. However, they now represent more than just the Budweiser beer brand; they also stand for power and beauty when united. People immediately associate Budweiser Beer with the Clydesdales.

2.2.3. Brand Awareness Behavioral Effect:

The primary purpose of advertising is to inform potential customers that your product or service is available. People who watch advertising learn about your items in a similar way to how they learn about breaking news events. At this point, customers go from being unaware of your company's existence to being familiar with it in the event of a future purchase [22].

2.2.4. Consumers Get the Information They Need:

Consumers may often get a broad understanding of a product's characteristics via marketing. An advertising has to display just enough to pique interest to be effective. A straightforward phone number will provide them with a way to reach you should they have any more questions or need more specific product information, but advertising should at the very least provide potential customers with a clear concept of what your item, service, or business is all about.

2.2.5. Behavioral Effects of Features:

Customers consider your product's characteristics. A logical list of characteristics engages the observer intellectually and offers buyers an understanding of functioning. A sensible feature of a vacuum that is being advertised would be that it removes dirt off the carpet. This feature analysis may prompt a customer whose vacuum broke to visit a shop to compare vacuum cleaners. When a customer sees an advertisement for your product, they are more likely to remember it.

2.2.6. Weighing the Benefits:

The majority of sectors are very competitive. How you go about doing the same thing differently and how you promote that distinction are what make you stand out from your rival. Benefit assessment elicits an emotional reaction. Customers will see your advertisement and determine how your product will enhance their happiness or quality of life [23]. This unreasonable customer reaction is a sign of the kind of marketing that might influence people to make impulsive purchases. A buyer with a soiled carpet will consider that advantage when comparing a steam cleaner to a conventional vacuum if you are promoting a vacuum that, in addition to doing what other vacuums do, also offers that benefit [24].

2.2.7. Reminders and Ad Repetition:

Memory isn't always accurate. Impulsive consumers could make a fast choice if you create an advertising and just display it to an audience once, but most won't. An advertisement often has to be seen a few times before it takes. Online marketers may target the correct audience via tracking. Change your Facebook status and announce your engagement on social media. Advertisements for wedding planners, photographers, and other vendors will start to appear. If an advertisement is played often enough, it will eventually come to mind whenever you need what it provides.

In this sector where there is so much rivalry, advertising is essential. You may create a better commercial that addresses each issue if you are aware of how ads impact customer behavior. Whether you want to make radio advertisements, internet ads, television ads, and more. When it comes to your advertising, you should never take it easy. A strong advertisement boosts sales and brand recognition. Advertisements are not something that customers desire, but they are a terrific method for them to learn about the goods or services they do need. You can produce commercials that are stronger and more memorable if you understand how advertising influences customer behavior.

3. CONCLUSION

One of the most well-liked online activities that individuals love to do in their leisure time is online social networking. Recently, the need for time-saving solutions has increased due to the fast rate of data transmission and the busy lifestyle that modern society imposes. As a consequence, people look for simple and fast solutions to satisfy their demands while making purchases. The most significant impact of social media has been on how consumers and advertisers interact with one another. People may interact with others and engage with businesses via social media, which is a fantastic communication tool. Social networking sites are virtual spaces where users exchange information, opinions, cautions, and experiences with one another. The regular usage of social media has improved customers' online social and commercial experiences. Conversely, businesses take advantage of this situation and attempt to reach customers less directly by using "friendly" channels like social networks in order to improve the customer experience. The goal of the current research is to determine how much internet advertising use affects consumer behavior. This study examines how social media affects customer behavior, hence it is based on quantitative research. Utilizing surveys sent to social media users that are active, the research was carried out. The data have also been studied in order to highlight the efficiency of social media advertising as a way of generating sales.

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CHAPTER 13
AN EVALUATION OF THE DEVELOPING FOOD SYSTEM, AGRICULTURE WITH MEETING ITS CHALLENGE

Dr. Aswini P, Assistant Professor,
Department of English , Presidency University, Bangalore, India,

ABSTRACT:

The players and interactions throughout the food value chain from input supply to crop, animal, and seafood production to transporting, preparation, retailing, wholesaling, and food preparation to consumption and disposal make up food systems. The activities and ideas of the local food systems organization provide increasingly obvious patterns of opposition and counter-pressure to traditional globalization process food systems. The discourses that are developing with these movements seem to be quietly oriented on the place of food. And the author concluded that the different stages of the food system faces different challenges. In the literature on local food systems, concerns of place are variably referenced as local and community issues. This study aims to identify these issues while also including a geopolitical discussion that focuses on the considerations and meanings associated with these spatial categories. In the future, this paper will update the compelling case for the food system's vital standard tone and start to build more attentive and substantial surrounding residents and its foundation.

KEYWORDS:

Agriculture, Food System, Food Waste, Sustainable Waste, Waste Consumption.

1. INTRODUCTION

Our landscape is moving fast. And the increased food consumption and fluctuating dietary preferences of a growing population provide a formidable problem for the world food system. How or when to meet the growing demand for food and provide good nutrition for all in the coming decades, such as how to avoid depleting the earth's resources and exceeding the planetary limits, which will help the human race's development success may be in jeopardy [1]. This same world population has increased by three billion during the past 25 years and is projected to reach 8.5 billion people by 2030 and 9.8 million by 2050. More than 800 million people in the world are still severely underweight, and the absolute number is increasing. The Millennium Development Goals helped reduce the proportion of people suffering from hunger from 23.3% in 1990–1992 to 12.9% in 2014–2016 [2]. The Sustainable Development Goals (SDGs) are designed to ensure that all people, at all times, have physical, social, and economic access to adequate, safe, and nutritious food for an active and healthy lifestyle. Meets their dietary needs and preferences. Life in addition to their stated goal of ending hunger and extreme poverty by 2030. It stresses the importance of all aspects of the food system and then malnutrition. At present about a third of the planet's population is malnourished in some form or the other [3]. This malnutrition can take many different forms, from stunting and micronutrient deficiencies to overeating and obesity, which increases the likelihood of developing non-communicable disorders such as diabetes, heart disease, and cancer. About 13% of adults in the United States are obese, and the incidence of the condition is increasing. In places with a rapid demographic transition, this phenomenon is also known as the "double burden of malnutrition", which refers to the coexistence of heaviness and under-nutrition as a result of high-calorie food with insufficient nutritional value [4].

Depending on how the white working class is defined in different countries, the global middle class doubled between 2011 and 2020 to account for at least 13% of the world's population, with the predominance of expansion in Asia. Along, where half of the world's middle class currently lives [5]. There was also a dietary shift toward unhealthy food choices, including red meat, lean meats, and diets rich in saturated fat, trans fat, free sugar, and salt, as evidenced by Asia's higher levels between 2011 and 2020, as indicated by an according to worldwide dietary research different nations. This suggests that changing eating patterns are often linked to demographic changes from low-income, mostly middle-income people in rural areas, to mostly urban populations, especially in developing countries. The risk of diet-related NCDs will increase once people switch from traditional diets to more unhealthy foods [6]. Food systems can have a significant impact on the environment and, for example, the production of food can have an impact on environmental degradation, deforestation, habitat loss, biodiversity loss, depletion of natural resources, and air, soil, and industrial wastes.

For example, 70% of the world's freshwater comes from agricultural production, so about a quarter of greenhouse gas (GHG) emissions caused by human activity are attributable to food systems [7]. Synthetic chemical fertilizers are used in agriculture, and hormones are used in animal husbandry. These practices contaminate the food supply and ecosystem, which can have serious negative effects on human health. Antibiotic resistance is the result of preventive antibiotic use in animal agriculture. The above actions, along with increased competition for land, water, and energy, will have an impact on its ability to produce healthy, sustainable food in the future [8]. Despite the significant implications that promoting healthy eating can improve sustainability, health often serves as a side issue and has not received sufficient attention in sustainability research.
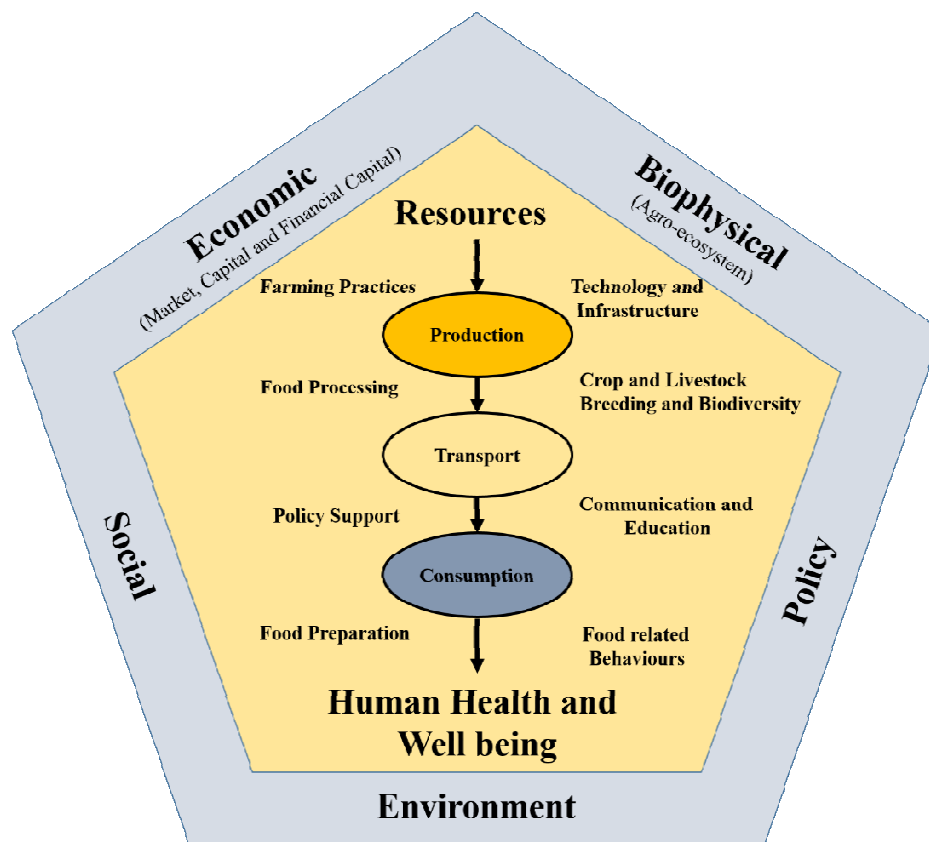

Figure 1: Illustrated the Major Parts of the Food System.

The food system is informally described as a collection of activities related to food and the political, financial, and environmental environment in which these activities take place. It is also beneficial to envision the food system as encompassing agricultural production, transit, and distribution, not to mention food preparation and consumption, as seen in the food tracing exercise you have done and shown in Figure 1. Every person on Earth is a component of one or more food systems, which is another aspect of the food system that has been highlighted food supply chain exercise [9]. This paper touches deeply on issues associated with sustainable solutions, such as food waste reduction, interactions between industrial and food-related cropping systems, and advances in diets and knowledge in an interconnected health-promoting and environmentally friendly diet producers of the author discuss some of the key interrelationships between proper nutrition and environmentally conscious systems and covers both the time and opportunities and challenges for the shift towards better nutritional diets [10].

1.1. The situation of the Current Food System:

Key observations point to the important role of food systems in the degradation or exhaustion of natural resources and highlight how unproductive and irresponsible some methods of resource consumption are. This information is unfortunately suggestive. The alarming non-availability of accurate data on the state of land and resources today is a cause for concern altogether [11]. Additionally, today there are considerable regional differences in the management of land and resources.

 i. Due to erosion, nutrient-depletion, acidosis, salinization, compaction, and industrial pollution, 33% of soils are moderate to gravely deteriorated;

 ii. 61% of commercial fish populations are threatened with extinction, and 29% have been managed to the point of being environmentally unsustainable;

 iii. At least 20% of the world's reservoirs are overexploited, even in crucial agro-ecological zones like California (US) and the Upper Ganges (India);

 iv. Food production provides for 60% of the cumulative loss of terrestrial biodiversity5, and the ecological services that maintain it are often compromised;

 v. Only 15-20% of the entire output of nitrogen- and phosphorus-containing fertilizers is a company based on the food that makes it to customers' plates, indicating significant nutrient losses to that same environment6. North America and East Asia are two points with lesser efficiency and larger losses, although Sub-Saharan Africa often encounters soil nutrient depletion when extraction exceeds input;

 vi. Around 24% (21-28%) of the worldwide emissions of greenhouse gases are created by food systems.

Management of food systems varies significantly by location, as does how they affect natural resources. While environmental degradation due to excessive nutrient loss and water quality is a major concern in some places, environmental degradation and environmental degradation are the main problems in some places [12]. In recent decades much progress has been made on a variety of resource use issues in their farming systems, resulting in, for example, higher crop yields which means more effective use of agricultural land, in nutrient- and water-use efficiency. Enhancement, surface and groundwater quality, and reduction of greenhouse gas emissions. In other examples, such progress has been slow or generally involves trade-offs, with an emphasis on increasing food yields as manifested in soil erosion or poor water quality from fertilizers and pesticides.

1.2.Conceptual Emergence of Food System:

The idea of a food system is not new; rural sociologists, influenced by socioeconomic and political problems, have advocated this strategy for some time. Since then, several authors have proposed frameworks for the study of food systems, although it has been observed that few of these models adequately portray the system as a whole, with an individual consideration approach or system component has been focused. The author devised a more coherent strategy that took nutrition into account and identified four main types of models: food establishment, food cycle, food web, and eating context. Meanwhile, a framework for evaluating the susceptibility of agricultural systems to future shocks based on landscape ecology was provided, along with a model of the cultural economy based on certain characteristics in commodity ecosystems [13]. Since then, many definitions of food production systems have been given.
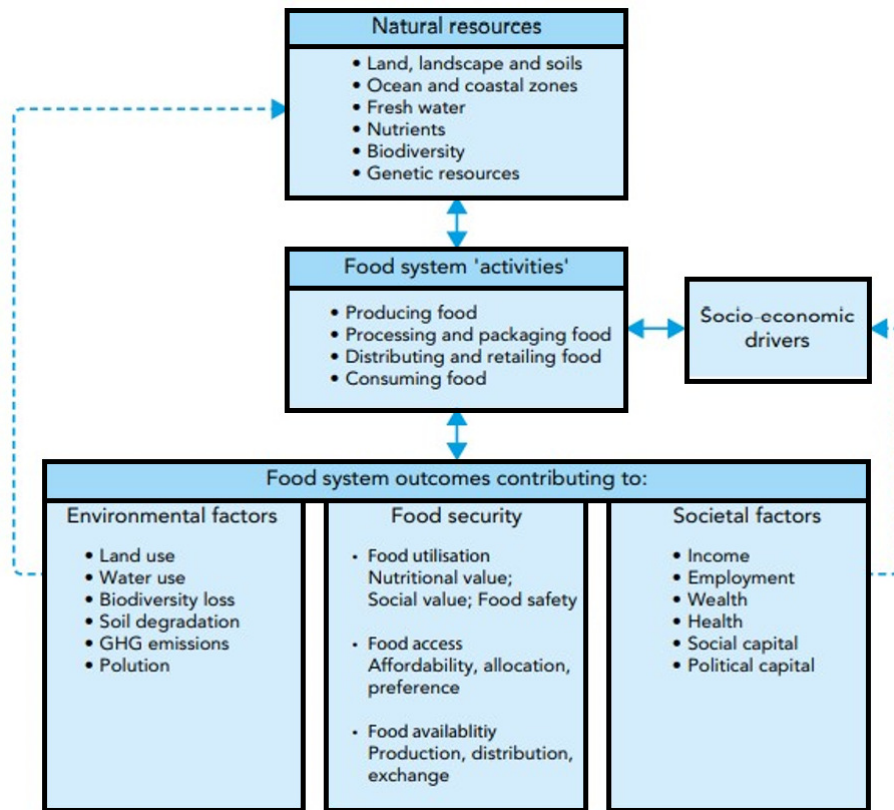
Figure 2: Illustrated the Different Food System Activities and their Outcomes.

Much of the concentration is directed at primary producers, covering a wide range of processes from the introduction of mitochondrial DNA and agricultural chemicals through harvesting, storage, cleaning, packing, distribution, and retailing of food to the consumer. The four main groups of agricultural system activities that are all dependent on natural resources and their results are shown in Figure 2:

- The three main aspects of food and nutrition security and their screens, as determined by the FAO's definition of food security; All of which must be met to achieve agricultural production;
- Additional socio-cultural elements;
- Environmental elements.

While environmental variables associated with consequences flow into natural resources, those related to social factors feedback to socio-economic forces. This example of a nutrition network is universal and therefore does not depend on scale. However, it is quite context-dependent as to how it would appear in a certain situation [14]. Because all food systems share some fundamental characteristics, they vary dramatically in different regions of the world, and as a result, they interact with natural materials in different ways. Both the network of activities supporting natural resources and the potential for these activities to affect those investments vary greatly in both situations.

1.3.Different Stages Problems in the Food System:

Concerning resource efficiency, the author concentrates on the three phases of the food system: production, consumption, and management of excess as well as waste food which is mentioned in Figure 3. When it concerns the food system, the circular economy promotes reuse and recycling, food reuse, the use of byproducts from food waste, and resource conservation. The actions needed to be taken by the producer, consumer, and subsequently in the management of food excess and wastage levels [15].
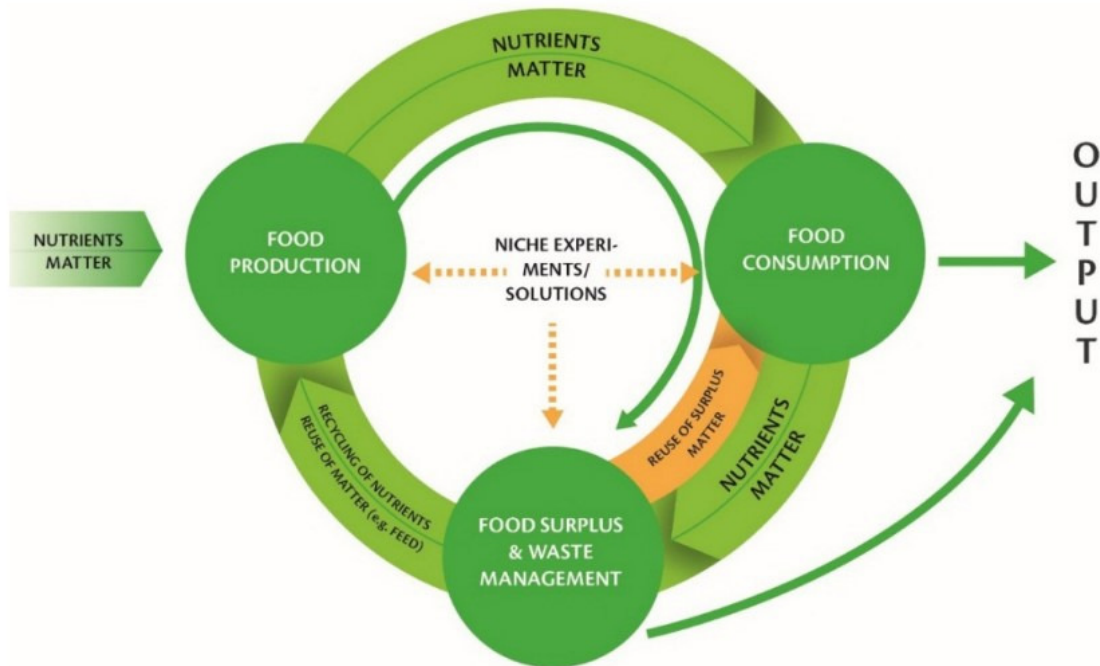
Figure 3: Illustrated the Three Stages of the Food System in a Circular Economy [16]**.**

i.   Food Production:

The demand for the components needed for food manufacturing increases as a result of the increasing population, especially the proportion of the growing middle class. Due to the move towards meat-based dishes, which require more nutrients than plant-based diets, the consumption of nutrients, especially potassium, is increasing dramatically faster than the human population. Concern about waterborne diseases has been the only motivation for sustainable use. Although phosphate rock is a non-renewable resource, its depletion is creating greater pressure on the development of methods, including methods for reusing materials from various sources in the human system such as human and animal feces and food, as well as retrieval rules. Is. and agricultural waste. Increasing the efficiency of use in agriculture will be essential to ensure food security, in addition to recovery and reuse in the

form of recycled fertilizers. According to estimates, 21% of chemical fertilizer for arable soil is ultimately consumed by people, while 57% is lost in inland and coastal seas. This suggests that industrialized livestock production and exports create a vast virtual trade in nutrients, land, and water, which are used at the production site but not embedded in the product again. The institutional development of commercial agriculture, in which plant and animal production is centralized in separate locations, further worsens this nitrogen imbalance. Agricultural infrastructure development promotes surplus manure in places where soils are now nutrient-rich in Europe and other regions with high livestock concentrations [17].

ii.   *Food Consumption:*

One of the significant difficulties with the consumption of food is the unreasonably large portion of the Western diet traditionally made up of meat. Such runtime environments represent significant greenhouse emissions due to their high nutrient and energy demands, emissions of greenhouse gases and other pollutants, in addition to health problems related to consumption. In particular, it is believed that meat and dairy products contain three times more nitrogen than vegetables. Creating a longer average cost as a consumer in the modern world is complicated, however. On one aspect, the tendency for spontaneity and rationality has resulted in consumers making ethical choices without giving them enough thought. Because of this, many individuals are unaware of the wider food chain, the different players, and indeed the ethical implications of their purchases. More sustainable production and consumption habits are not encouraged by the environment in which individuals currently choose their regular meals. Additionally, people's dietary habits are related to their motivations, emotions, sense of self, history, and culinary culture. For example, processed meat is correlated with the breed and even certain frames of masculinity. Many also believe that eating habits are a matter of personal judgment and that enforcing dietary advice from the administration will limit their ability to exercise that choice in a multicultural community. Because of this, it seems quite difficult to introduce such necessary changes in computational modeling [18].

iii.   *Food Waste and Surplus Management:*

Food surplus is microwavable food that is purposefully considered waste, even removed from the market at a grocery store, or somehow fails to be used for a variety of reasons. When food is overproduced but unusable, it constitutes food waste. Food waste is unwanted waste that could have been eliminated if the food had been prepared, and preserved, or if alternative ways of using the inedible waste had been found. The entire food industry, from the initial agricultural process to manufacturing or processing, to retail and consumption, is subject to anaerobic digestion. Most of the losses occur during the first stage of production in low-income countries, although high-income nations often give up more than 40% of their resources in the integration stage.

Food wastage and loss in developing countries usually occur at the production stage due to mechanical reasons, such as inadequate harvesting techniques and technologies, inadequate transportation conditions, and ineffective logistics and transportation. In contrast, up to 40% of spending in affluent countries is at the consumption level. Consumption level losses that result from consumer behavior, unstable diets, as well as food standards, are the main focus of this study. The issue of food waste has consequences for the ecosystem as well. The issue of releasing additional methane during land-laden food waste degradation is an example of a consequence of food waste disposal [19].

In this paper, the author discusses the various arguments used in the food system and the tests conducted on them. A food system is an important topic of discussion for every country and

needs to be kept right in any condition. In this paper, the author has first shown the initial phase of the food system, then showed its major parts as well as highlighted the current situation of the food system finally the author has also shown the conceptual model of the food system, in which the problems encountered at different stages of the food system are also shown.

2. LITERATURE REVIEW

L. Stefanovic et al. illustrated that although the discussion of food systems has increased in popularity over time, the different study focuses also have different perspectives on what constitutes a food system. While four perspectives tended to value chain-centric, recent months have seen a shift in emphasis toward a more holistic perspective which thus embraces the complexity of functional foods. The food system results, which indicate the results or implications of the food system activities, are essentially important to the food systems approach. This mini-review, which again is based on a thorough literature analysis of food work in accordance, intends to give a general overview of the various ideologies that support those results while distinguishing those that may have the ability to influence the transition to sustainable food systems. The diversity of narratives ranges from resource and environmental change on a global scale to endurance and the sustainability of the agricultural system, prospective performance measures, and, eventually, the reformation of the food systems. Important indicators from each dialogue are addressed, and some gaps that already exist are acknowledged [20].

J. Fanzo et al. stated that the distribution of healthful, secure, and fruits and veggies in sustainable and equitable ways necessitates a reform of the local and international food systems. Diets, human and animal health, and a variety of other impacts, such as economic development, environmental and resource resilience, and sociocultural aspects, are all impacted by the complex structures of food. However, the longevity of food systems is threatened by ongoing climatic and environmental changes, to which they both contribute and seem to be sensitive. Although this subject had also received more attention recently, there are still many knowledge gaps regarding how epigenetic changes, food systems, and health and nutrition outcomes are related. The author of this paper discusses this developing discipline and explores the novel nutrition research that is required to transform current food policy in the face of environmental deterioration and climate change [21].

A. Hebinck et al. embellish that an in-depth sustainability assessment that can aid in decision-making and sustainable governance is required considering the increasing recognition that food systems need to be transformed. To achieve this, findings linking must be capable of highlighting trade-offs and synergies and enabling inclusive negotiation on food system achievements relevant to a variety of food system operators. A Sustainability Compass comprised of a complete set of indicators for food system assessments is presented in this study after reviewing relevant literature and frameworks and building existing stakeholder feedback. The Compass assigns scores for social goals based on concerns that are raised. By operationalizing the strategy and associated measurements, the author provides proof of concept. The Sustainable development Compass is capable of producing thorough food system insight that allows for multi-actor negotiation and reflective appraisal for policy decisions [22].

3. DISCUSSION

Shortly, increasing food to the general population will face significant issues, with population expansion and changing dietary patterns, as well as helping us better from irresponsible food systems that are threatening to cross planetary boundaries. Global and local efforts to achieve

the Sustainable Development Agenda can accelerate the development of healthy food security and nutrition for all. To avoid unhealthy foods with negative environmental impacts, it is important to switch to a plant-based diet with small amounts of products from responsibly produced animal sources. Both modern and classical sustainable food production techniques can be used according to the local environment. However, it is important to note how industrial farming systems and food systems interact when providing a sustainable diet as this can lead to many complex trade-offs. When building sustainable agricultural systems, it is important to take into account the needs of vulnerable populations, such as ranchers in low-income countries who depend on their livestock. Less negative environmental impact, governance, and control processes can be used to move the production, transportation, storage, and handling of something like the food supply chain toward healthier products and processes. Along the production process, food loss and wastage should be reduced, and consumer awareness of healthy sustainable diets and kitchen waste should increase. Advances in new sustainable food products and agricultural techniques can help free up space for uses other than industrial agriculture and preserve biodiversity in terrestrial and aquatic environments.

4. CONCLUSION

Malnutrition destroys the development of billions of people, killing hundreds of people. So far, poor diet and malnutrition are the main causes of the world's diseases. Agriculture, the most prominent source of income for the world's most nutritionally deprived people, is not doing enough to rectify this situation. With particular reference to research and discussion from the past five years in the public nutrition and health literature, the author clarifies the evidence for this agri-nutrition breakdown in communication and sheds light on policy and computational options to address this global challenge in the inserted paper. Given that obesity is spreading rapidly in many countries, it seems that the focus is on under-nutrition rather than just under-nutrition. This means that there needs to be a focus to encompass a broader range of food systems than just agriculture. Leveraging agri-food mechanisms for nutrition involves some things, including developing and strengthening the institutional and policy environment, including accountability systems, to support the healthy food goals of agriculture and food systems empowers. In the future, this paper will include making agricultural programs and food systems treatments more nutrition-sensitive and, consequently, more effective in helping to improve nutrition and health.

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CHAPTER 14
WOMEN'S INVOLVEMENT AND
EMPOWERMENT IN THE INDIAN COMMUNITY

Dr. Sayani Banerji, Assistant Professor,
Department of English , Presidency University, Bangalore, India,
Email Id-sayani.banerjee@presidencyuniversity.in

ABSTRACT:

As women are now actively working as leaders and outperforming others in many sectors of life, women's empowerment throughout India represents the most effective strategy for growth. The success of sustainable development depends on the empowerment of women. The problem which affects women's empowerment in India such as educational factor, capital, gender discrimination, financial resource and technology, economic factor, and social-cultural. Hence the author focuses on the importance of women's empowerment which provides with women may prosper economically and escape poverty because of rising literacy levels and fair pay for equal effort. In this paper, the author discusses the many factors of women's empowerment and the role of government in women's empowerment. It concludes that government should put in place measures to hasten women's equal involvement and representation in all spheres of public life, including politics, in every neighborhood and society. In the future, the general public and various organizations must increase awareness of women's rights and take all necessary steps to improve women's livelihoods, literacy levels, and skill sets, which will result in the necessary empowerment of women.

KEYWORDS:

Economic, Education, Gender, Society, Women empowerment.

1. INTRODUCTION

As per the constitution and legislative provisions, women now have a unique position in India where they are treated equally with males [1],[2]. However, Indian women had to make a lot of progress to get where they are now. First, Draupadi was treated like a commodity by her husband during the historical events of the Mahabharata, which is when gender discrimination in India first became a problem [3],[4]. Historically attests to the fact that women were forced to dance for males in both public and private settings. Second, until recently, women throughout Indian society were entirely reliant on the male members of their families [5],[6]. Thirdly, a lady was barred from speaking in front of the elder members of her in-laws' family. She was responsible for every error in the household. Fourth, after being a widow, she has become much more dependent on her family's male members. At social gatherings, they typically face restrictions on speaking with other family members.

A civilization's value may be assessed by the place it accords to women [7],[8]. One of the most important justifications for the brilliance of ancient Indian civilization is the respected position accorded to women [9],[10]. The ancient law-giver Manu once stated, where women are valued, the gods dwell. No religious ceremony can be perfectly accomplished by a man without the assistance of his wife, according to ancient Hindu texts. Any religious ceremony must involve the wife. On the occasion of certain significant festivals, married males are permitted to undertake religious ceremonies alongside their spouses [11],[12]. Wives are

appropriately referred to as such (better half). They are given a role that is both significant and comparable to that of males. It is a known truth that women are clever, diligent, and productive workers. They give everything they do their all, heart, and soul [13]. They are currently competing effectively with males as clerks and typists. Women make up a large portion of the Central Secretariat workforce. They are working hard to complete the administrative task with the greatest level of efficiency and precision. They probably have more moral integrity than males do. Women are often believed to be less vulnerable to corruption, including favoritism and bribery. When performing their duties as receptionists, air hosts, and booking clerks at train reservation counters, they are not only polite but also honest, effective, and prompt. In reality, they are progressively taking over positions as air hostesses and office staff.

On the other extreme, she has little impact on political, social, and economic life as a whole. Early in the twenty-first century, the Nationalist Movement, which was led by Mahatma Gandhi, rose to prominence and fought for the abolition of all sorts of discriminating against women. The need for female rights, avoiding child marriage, ending the evil practice of sati, outlawing polygamy, and some other concerns were also emphasized by Raja Ram Mohan Rai, Iswar Chandra Vidyanagar, and other social reformers. The National Movement and some other reform groups made it feasible for them to be free from social problems and religious stigmas. Nearly half of the world's population is comprised of women, yet India has a lopsided sex ratio, with a smaller number of women than men. There are certain regions where they are not regarded equally to males in terms of their social position. Women in Western nations enjoy the same rights and status as males in all spheres of life. However, discrimination and limitations based on gender continue to exist in India. She was sometimes worried as a Goddess as well as other times just as a slave due to the contradictory circumstance.

The present paper is a study about the term women empowerment implies power given to women who have equal rights. The term refers to women's liberation from socioeconomic reliance. This study is divided into several sections, the first of which is an introduction, followed by a review of the literature and suggestions based on previous research. The next section is the discussion and the last section is the conclusion of this paper which is declared and gives the result as well as the future scope.

2.   LITERATURE REVIEW

Shruti Yadav and Dr. R.K. Patni [14] have explained that the fundamental tenet of human equality is the basis for the concept of human rights. They frequently face discrimination and exclusion from their families and communities despite advancements in national legislation and policy, such as the repeal of the prohibition on same-sex unions and the acknowledgment of a third gender. The study's main goal has the social and professional exclusions and prejudice faced by same-sex partners. It indicates that there is comprehensive legislation or rule that prohibits discrimination based on gender identification and sexual orientation in the workplace and public places. Design induction procedures that give trans-employees more time to adjust to the organizational culture and scale it up, as many individuals may be experiencing a corporate environment for the first time.

Payal Shah & Ayesha Khurshid [15] has explained how one might approach and interact with Muslim communities using the situation of Muslim women as a lens. Its major objective is to analyze whatever empowerment means for educated Muslim women across Pakistan and India by focusing on their personal experiences. Analyzing how these individuals, who are

among the first and only educated women within their impoverished and rural areas, use their unique educational position to define what it means to be an independent Muslim woman in their surroundings has piqued their attention. It was found that Rashida and Noreen's accounts offer subtle insights into how gender identity is expressed in two different national, religious, as well as social situations. In conclusion, Rashida's education allowed her to take advantage of possibilities and positions that other Muslim women in their community were unable to.

Ram Komal Prasad and Neelima Deepak [16] have explained how a nation's social communication system may be used to gauge its socioeconomic progress. Six indicators— social, political, and economic empowerment, gender equality, involvement in decision-making, and social status have been identified by the author from the literature that is currently accessible. Using SPSS-20, these indicators studied analyzed using information from female respondents who listened to community radio in their neighborhood, and logical conclusions were generated. It indicated that the Economic Empowerment (EE) category has eventually dropped from the analysis of women's empowerment. To comprehend the degree of variability in women's empowerment that may be described in terms of the degree of variability in its indications of community radio, it has concurrently constructed a condensed connection between the dependent indication and the independent candidate's indicator.

Mudit Kumar Singh [3] has examined strategies for women's and gender empowerment in a few communities in the northern Indian states of Uttar Pradesh, Bihar, and Himachal Pradesh. The major objective is to determine the best strategy for gender equality or women's empowerment within rural Indian culture. The author makes use of societal norms that are seen to control interactions between elected male and female members of Panchayati Raj Institutions. It is the result of practical experience and theories of women's and gender empowerment that have the support of international donor organizations. It concluded that women's empowerment in patriarchal Indian communities is mostly unaffected by civil society participation and by just giving women positions of authority and influence in local government.

Joseph P. Gone [17] et al. have explained how a university research group collaborated and participated in cooperation with Detroit's urban American Indian treatment center. The partnership's goal was to include Indigenous traditional healer techniques in this institute's health and wellness offerings. Local decision-makers authorized the author to develop a program expressly for members of an urban American Indian community that would expose and redirect these individuals to meaningful involvement with Indigenous traditional spirituality. The Urban American Indian Traditional Spirituality Scheme, which has been shown, is a systematic program for American Indian members of the public that introduces and organizes participants to significant involvement with sacred rituals connected to the sweat lodge ceremony. In conclusion, alcoholism, trauma, and suicide are among the health inequalities that frequently define Indigenous populations across the world.

The above study shows how one might approach and interact with Muslim communities using the situation of Muslim women as a lens. And also examines strategies for women's and gender empowerment in a few communities in the northern Indian states of Uttar and Himachal Pradesh. In this study, the author discusses the life expectancy at birth for women and the importance of women's empowerment.

3. DISCUSSION

The expansion of women's autonomy when making important decisions regarding themselves and society, in addition to their freedom to affect societal change, is known as women's empowerment. A large global movement that focuses on empowering women and increasing

women's rights has emerged in recent years. Women have helped other women become more powerful by advocating for equality and encouraging others to do the same. Take part in community service and women's empowerment programs in India to learn about the issues that women face and to start making changes. India's rural and underprivileged areas are where women are more likely to be mistreated. In Hindu tradition, bearing female offspring is considered undesirable since male heirs are valued more highly for the afterlife. Although it is difficult to change this situation, women may expand their perspectives both inside and outside of their community through programs promoting women's empowerment, providing them with access to brighter futures. In India, the life expectancy of women at birth stayed at 71.2 years in 2020 after showing no discernible changes in 2019. Nevertheless, as seen in Figure 1, life expectancy peaked throughout the studied period in 2020. The term life expectancy at birth describes the average number of years a baby may expect to live, assuming that subsequent mortality trends remain the same as those there at the time of their birth.
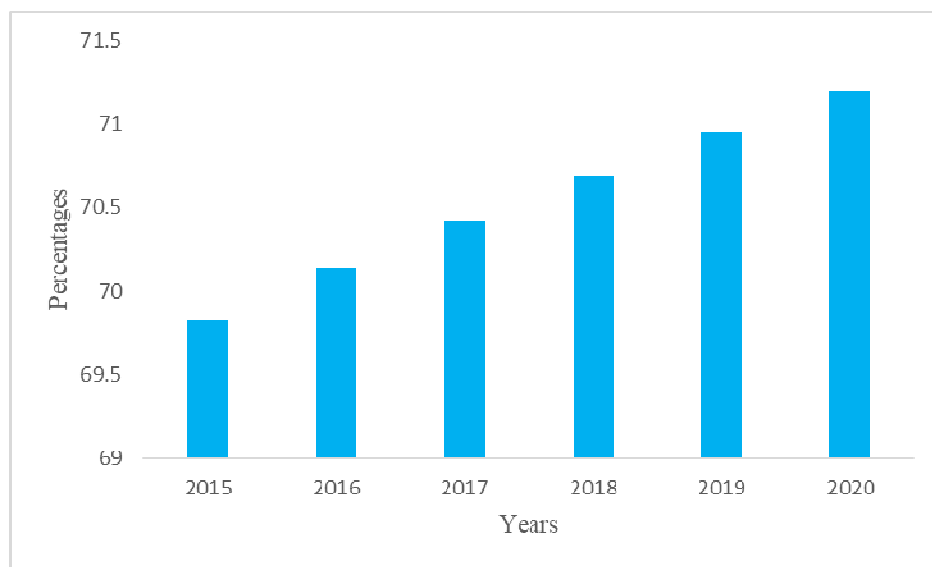
Figure 1: Illustrates the life expectancy at birth for women which showed the highest in 2020 [18]**.**

3.1. Importance of Women's Empowerment:

The current focus has been on the advancement of women. It's true to say that this is the period when empowering women is crucial. Women must have independence, faith, and self-worth to decide what they want and anticipate. Discrimination against women as useless and useless given the increase in the female population over the previous few decades. Because they are paid less and treated like slaves and servants in families, women's genuine abilities are rarely appreciated. Women's empowerment in that nation is required to address these problems and provide women in that culture a voice. The right for empowerment for women must exist. They should have appropriate rights to participate in society, the economy, skills training, and politics. They are treated equally to men and are allowed to seek higher education. The following are some of the many characteristics of women's empowerment:

3.1.1. Social Empowerment:

It relates to women's and girls' capacity to influence institutions and social structures both collectively and individually. It implies that gender norms are not a barrier to the

development of healthy relationships, social engagement, or decision-making skills in women and girls. Women's accessibility is improved via social empowerment by giving them equitable access to all necessary services so they may achieve their full potential.

3.1.2. Economic Empowerment:

By increasing their access to financial resources and authority to make decisions that are best for themselves, their families, including their communities, women may become more economically empowered. Women who are empowered economically are more likely to establish better means of living, make more money, and start enterprises that employ women. With the ultimate goal of enabling all women to become economically self-sufficient, this makes sure that training, job, and income-producing activities are provided with both forward and backward connections. Therefore, it is crucial to make sure that women have economic empowerment. According to its definition, the process through which women get more access to financial resources and authority to make decisions that are within their best interests, those of their families, and those of their communities.

3.1.3. Political empowerment:

Political empowerment is necessary to accomplish extensive, unbiased, and sustainable growth and development. Women must proactively participate in politics and decision-making to maintain the strength of democracies. Statistics from throughout the world demonstrate that women remain underrepresented in leadership positions, elected positions, and voter registration owing to cultural and societal conventions that restrict their involvement in the political process.

3.2. Factors Affecting Women's Empowerment in India:

Given their ability to perform a variety of tasks effortlessly every day, women are considered the cornerstone of any society. In societies where men predominate, women fulfill a range of roles, such as loyal daughters, dedicated mothers, and skilled coworkers. They are exceptional in every way, which is one of their fantastic qualities. They have, therefore, also acted as a social class that has been disregarded in other parts of the world. It has thus caused women to experience the worst forms of oppression, financial dependence, inequality, and other societal problems. Women have been held captive for millennia, preventing them from reaching the pinnacles of both their personal and professional lives. The factor that effecting women's empowerment is categorized in Figure 2:
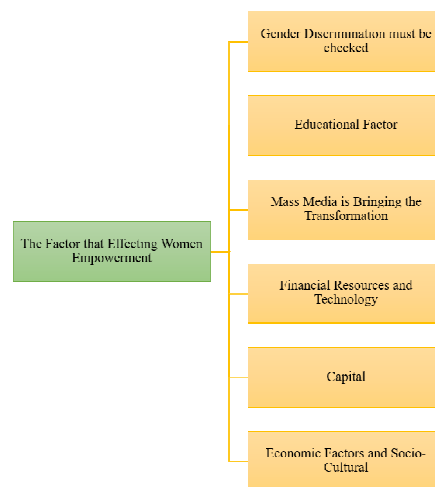

Figure 2: Illustrates the factor that effecting women's empowerment in society.

3.2.1. Gender Discrimination must be checked:

India's progress toward empowering women has been impeded by the problem of gender-discriminating behaviors. There cannot be any gender inequality in any field of endeavor. Women must constantly be given a platform to actively engage in decision-making throughout all levels and direction procedures to realize the aim of empowering women. To fulfill their destiny, individuals must get the respect and importance that they are due in society and have earned through merit.

3.2.2. Educational Factor:

Education is the most crucial element for growth and advancement. It is the only reliable tool for predicting the advancement of women's rights and human resources throughout India. It clarifies the choices for obtaining employment and providing for oneself, reviving women's economic empowerment in the process. If India aspires to join the industrialized nations, people must recognize the value and relevance of women's education, and they must cooperate to move India in this direction. A person gains a feeling of responsibility via education, which equips them to observe, analyze, and eventually shape their surroundings. It results in the learning of a variety of skills that raise one's enthusiasm and ability for life improvement.

Women's first line of defense against the life-threatening situations that conventional lifestyles foster is education. It fosters a sense of mastery over one's destiny. It also makes room for instincts that aren't limited by tradition. Women can go beyond the constraints of motherhood with a relevant education. The increase in women's and girls' education results in a postponement of marriage and a corresponding decrease in the size of their homes. Through the implementation of incentives the same as free textbooks, mid - day meal possibilities, classroom supplies, scientific evidence kits, uniforms, scholarship programs, residential in addition to hostel facilities, and the abolition of discrimination against women within the educational system, priority needs to be given to taking courses and keeping girls throughout basic formal as well as non-formal academic achievement. To safeguard the rights guaranteed in the Constitution, education will go a long way toward enabling women to fight for their freedoms while becoming conscious of their rights.

3.2.3. Mass Media is Bringing the Transformation:

Projecting and spreading linked issues, particularly those about women's empowerment in India, is the responsibility of the mainstream media. Numerous programs on women's reputationshave shown how the media assisted her husband in treating her wife with a great deal of respect and honor. He may assist her in feeling less pressured and nervous by altering his attitude and helping her at home. The media significantly affects how husbands and some other friends and family speak and act toward women.

3.2.4. Women Development Programme along with Numerous Acts:

To make women self-reliant upon becoming self-employed by boosting their effectiveness and capabilities in making rapid judgments, training programs focused on the activity in the community or rural areas of India, together with vocational courses, must be conducted. This same Regulation & Prevention of Misuse Act of 1994 and also the Pre-natal Diagnostic Techniques Act (PNT Act) both explicitly forbid the sex determination of unborn children, and other laws about marriage, testamentary, divorce, adoption, sexual slavery, moral security, and protection against sexual misconduct must be put into effect to further the cause of women's empowerment throughout India.

3.2.5. *Changes in Women's Attitude:*

By becoming conscious of their oppression, taking initiative, and seizing opportunities to bring about a change in their situation, women should empower themselves. Authentic empowerment must originate from the soul. Women need to take charge of their empowerment by drastically altering their mindset. Women need to understand that opportunities won't fall into their laps. They would need to figure out how to make them. They must fight back to reclaim their significant position among Indian cultures and societies. To fulfill their responsibilities but also promote equality and justice in society, they must put forth a lot of effort. They must work nonstop to implement all laws and initiatives about women and to entirely eradicate poverty, dowry-related issues, and illiteracy. The advancement of women benefits the development of the family, community, and nation as a whole. To put women at the heart of the nation's development strategy, the Indian government needs to make it a top priority to empower females through a range of development-focused programs.

3.3. *Role of government in women's empowerment:*

By passing several laws and initiatives that not only improve the position of women in society but also deal with issues like maternal deaths, female infanticide, and particularly female feticide, the Indian government had made a significant endeavor to promote women's empowerment. Several laws and actions, in addition to government programs, work to establish a society that is revolutionary, prejudice-free, and forward-thinking. The government, which was in power both before and after independence, has indeed taken the required actions to enact new laws that lessen societal prejudice against women. From the time of immediate post-independence to the present, a few of the laws that guaranteed a specific provision and protected the interests of women from different castes are depicted in Figure 3.
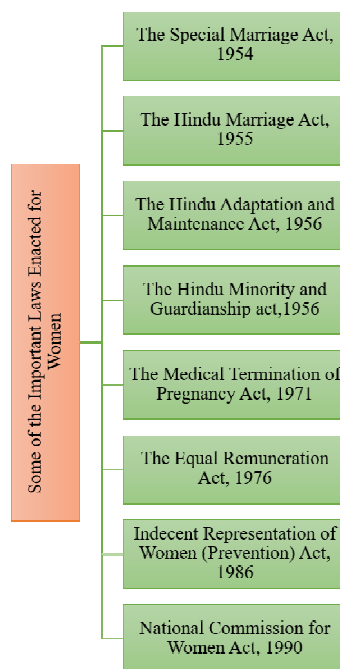

Figure 3: Illustrates some of the important laws for women in Indian society.

3.4.Gender Budgeting in India:

The Ministry of Women and Child Development (MWCD), the nodal ministry for women, has been working on several projects to promote women's empowerment. In this regard, the Government has implemented gender budgeting (GB) as a strategy to make sure that sufficient financial commitments were made for women. A Gender Budget Program was incorporated into the XI Plan to increase the capacity of stakeholders and officials at all levels. The Ministry prepared training materials, conducted direct interaction sessions with designated Ministries, and sponsored education programs and workshops there at the Center and in the States as part of the Schemes. It also offered technical assistance on GB for training courses run by other organizations.

The individual Ministries have established checklists for adopting gender budgeting, and our Ministry is regularly working together with the other Departments and the state and local governments to move this exercise ahead. In addition, the Scheme included a provision for the creation of a Gender Budgeting Cell (GBC) there in MWCD. The requirement for capacity building and technical assistance has indeed been increasing because of the increased awareness of GB both within the Central Ministries and state legislatures. Additionally, although thorough training manuals have indeed been created for state governments to utilize, they have been created for the educators for Central Ministries. Another rising issue that requires attention is gender audit. The first step is to establish the right training materials and manuals and to build the necessary capacities for gender audits. The Ministry's GBC must be properly established to support the expanding GB operations.

3.5.The National Mission for Empowerment of Women (NMEW):

The Mission attempts to offer a single point of contact for all government programs for women that are overseen by multiple Central Ministries. Given its purpose, the Mission's name, Mission Poorna Shakti, connotes a commitment to the total empowerment of women. A national convergent hub for all women's initiatives and programs has been established, called the National Resource Centers for Women. It acts as a key storehouse of information, communication, investigation, and data on all gender-related issues and is the main supporter of the State and National Operation Authorities.

4. CONCLUSION

There is no denying that women in India have made significant progress over the past 50 years, yet due to the male-dominated society, they still have to contend with several challenges and social injustices. According to the Hindu Code Bill, the child and the daughter each received an equal portion of the property. A woman is no longer recognized as a man's property according to the understanding of marriage. Because divorce is now considered a private affair, it is a possibility for a partner who is dissatisfied in marriage. But passing legislation is one thing, and integrating it into society's common consciousness is quite another. They must throw off the chains of slavery and superstition to demonstrate that they are worthy of the position and dignity outlined in the Indian Constitution. Society and the government would enlist their assistance in removing the ills of dowry, illiteracy, and ignorance among some of the eves. In this nation, the dowry issue has taken on a hazardous shape. So, there is a roadmap for empowering women, although there is still work to be done. In the coming year, they expect women's empowerment will prove to be beneficial. The position of women in society is vital. They significantly influence how a nation will develop. The best indicator of a nation's development is how it treats its women. As a result, they must be treated with the appropriate respect throughout society and take an active part in both

political and socioeconomic issues. All parties involved should work to ensure that women enjoy equal rights throughout all spheres of life.

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CHAPTER 15
EFFECTS OF BECOMING A COUNSELING PSYCHOLOGIST

Dr. Vinodhini C., Associate Professor,
Department of English , Presidency University, Bangalore, India,
Email Id-vinodhini.c@presidencyuniversity.in

ABSTRACT:

The field of psychology known as counseling psychology involves both theoretical and practical study in many major areas, including counseling process and result, supervision and training, career development and counseling, and preventive and health. Psychologists who provide counseling assist patients in managing stress, anxiety, and other mental health issues. They may work in a range of settings, such as mental health offices, hospitals, nursing homes, or educational institutions. This paper discusses counseling psychology and how it may improve people's lives. In this paper, the writers also provide suggestions by talking about the benefits and drawbacks of hiring a counseling psychologist. A branch of professional psychology called counseling psychology aims to develop and enhance a person's interpersonal and personal functions. In India, psychology has a wide range of applications and is becoming more and more significant. There are several options for professionals to work in various fields after earning a degree in psychology.

KEYWORDS:

Counseling Psychology, Health, Mental Health, Psychologist, Stress.

1. INTRODUCTION

They are at a turning point for psychology, counseling psychology, and professional counseling. The expanding international push to separate professional counseling from counseling psychology and psychology as a separate profession is at odds with the common roots, shared principles, and historical foundations of all three distinct fields. The big worries of a person can hinder his sense of accomplishment, happiness, and fulfillment in life [1]. When we consider students, their mental health can have a significant impact on their academic achievement. Many situations require their mental stability. Issues with family, including home sickness, identity, loneliness, loss of motivation, pain, and issues with eating or body image [2]. Being unable to handle the problems, the student loses mental health. In emerging countries, the damage to mental health has become worse, ignoring social impacts, family relationships, and lasting repercussions. According to reports, person-centered counseling is useful for patients who suffer from common mental health problems including anxiety and depression [3].

The scientific study of mind and behavior is called psychology. Psychology involves the study of conscious and unconscious phenomena, such as feelings and thoughts. It is a field of study that combines scientific and social sciences and has a wide reach [4]. Psychologists are interested in learning about the emerging characteristics of the brain, which links psychology to neuroscience. Psychologists try to understand both individual and community behavior in their roles as social scientists. Figure 1 shows the role of a counseling psychologist in different contexts.

Self-Actualization	• Morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts.
Esteem	• Self-esteem,confidence, achievement, respect of others,respect by others
Love/Belonging	• Friendship, family, sexual intimacy
Safety	• Security of body, employment, resources, morality, family, health, property
Physiological	• Breathing, food, water, sex, sleep, homeostasis, excretion

Figure 1: Illustrate the factor of the Counseling Psychologist in different areas.

1.1. Counseling:

Through counseling, individuals can assist themselves in resolving their own emotional, social, personal, or interpersonal issues. Giving advice or resolving your problems on your behalf are not part of counseling. In counseling, the counselor helps you approach issues objectively. To better grasp the scenario, he provides many perspectives [5]. Knowing your skills and limitations without passing judgment on them is beneficial. Counseling includes the investigation of issues in a setting that is impartial and helpful. Finding alternate courses of action that might resolve an issue is another aspect of it. The counselor offers techniques for controlling and changing negative thinking, feeling, and behavior patterns.

1.2. Qualities Needed to be a Counseling Psychologist:

All effective psychologists must possess several traits that counseling psychologists require. But there is a handful that is a great addition to the resume of a psychologist practicing in this field:

1.2.1 *Excellent critical thinking*: These psychologists will focus on the specific issues a patient is facing, but they will also take a very thorough medical history and attempt to help the patient pinpoint the underlying roots of their issues. They and their patient both benefit greatly from their ability to see beyond the immediate problem or worry [6].

1.2.2 *Curiosity:* Counseling psychologists need to be genuinely interested, in addition to critical thinking skill that is somewhat more scientific. They must aspire to comprehend each patient as a person and be able to employ methodical questioning and history-taking to pinpoint the underlying causes of issues. Along with this curiosity, having a strong interest in puzzles or problem-solving is a fantastic asset.

1.2.3 *Insightful communication*: All psychologists need to be excellent communicators, but counseling psychologists particularly need to be able to

detect connections in a patient's past and ask questions that effectively explore those connections while still making the patient feel at ease.

1.2.4   *Active listening*: A counseling psychologist must have great listening skills in addition to asking probing questions. They must be able to pick up on both the overarching themes of a client's response and the minute details [7]. Finding fundamental issues that the patients themselves may not be aware of is the whole point of the function. Because of this, being able to listen for even the tiniest cues is quite useful.

1.2.5   *Creativity*: One of the widest subfields in psychology, the approaches needed are many and evolving all the time. A counseling psychologist must be creative in developing plans and tactics that are appropriate for the individual, reflect the scientific concept of the therapy, and appeal to the personality and motivation of the individual. What works well for one patient may not work well for another [8].

1.2.6   *Adaptability:* Psychologists that specialize in counseling deal with a variety of individuals and problems. They must be able to approach every customer objectively and from scratch to identify the crucial details of their background.

1.3.Mental health:

Our general well-being and ability to live successful lives depend heavily on our mental health. According to the World Health Organization (WHO), physical and mental health are interdependent. Our ability depends on how well we are mentally. It is the foundation of both our society's and each person's capacity to realize their full potential. To successfully navigate life's challenges, we need to be conscious of our capabilities, which is referred to as having good mental health [9]. When a person is emotionally stable, they are better equipped to work well and give back to their community. Our mental health may be impacted by many different things. Genetics, protracted stress, physical sickness, and frightening incidents are a few of them. Environmental factors including the current state of the economy, politics, and society may also have an effect [10].

1.3.1.   Types of mental health issues:

The way we think, feel, and act may all be significantly impacted by mental health difficulties. They might be anything from little issues we sometimes experience on a daily basis to major issues. There are two primary categories of mental health issues, according to the Mental Health Foundation (MHF).

1.   Neurotic symptoms:

It is quite probable that those with "common mental health concerns" would exhibit neurotic symptoms [11]. These are severe variations of "normal" feelings like stress, melancholy, and worry. We all experience occasional sadness or anxiety, but if those feelings begin to interfere with everyday living, it may indicate a mental health issue. Ignoring mental health difficulties might result in worse troubles down the road [12]. Depression, anxiety, obsessive-compulsive disorder (OCD), phobias, post-traumatic stress disorder (PTSD), and panic disorders are among the mental health conditions having neurotic symptoms.

2.   Psychotic symptoms:

Less often, mental health problems present with psychotic symptoms. A person's ability to perceive reality is hampered by psychotic symptoms. Hallucinations of the objects might be a part of it [13]. Things that no one else is capable of seeing, smelling, hearing, or

experiencing. People who are psychotic may develop irrational beliefs about themselves, other people, and the outside world. The goal of counseling psychology is shown in Figure 2.

The purpose of the Counseling psychology

- Personal and interpersonal functioning across the life span.
- A holistic view of emotional, social, vocational, educational, health-related, development and organizational concerns.
- The delivery of evidence based psychological therapy
- The potential for development and growth of all clients.
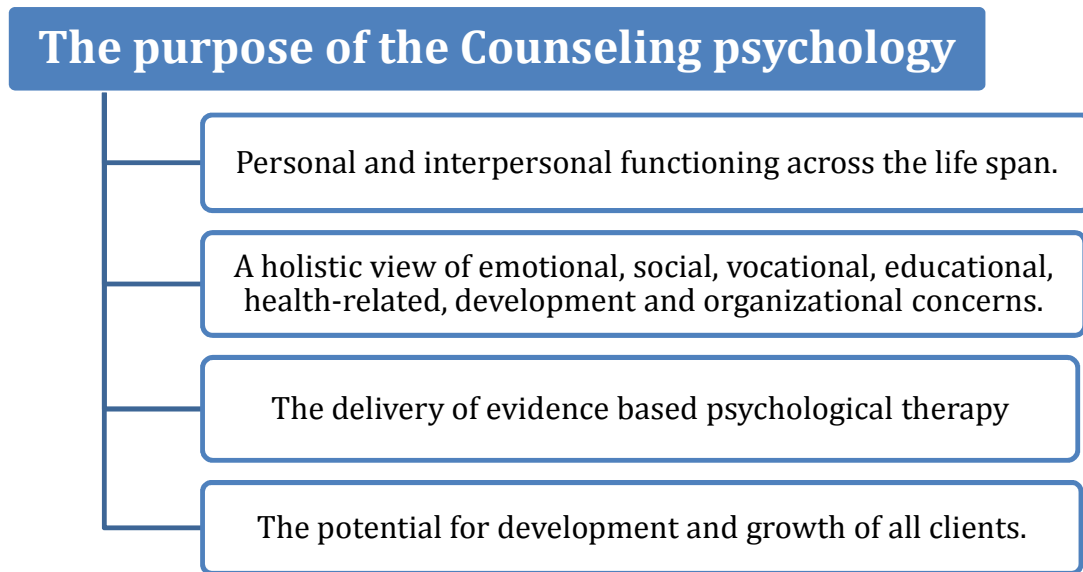
Figure 2: Illustrate the purpose of Counseling psychology.

Schizophrenia, eating disorders, drug addiction, bipolar illness, and personality disorders are among the mental health conditions with psychotic symptoms. When it comes to the warning signs and symptoms of mental health issues, there is no definitive list [14]. These typical warning signals are just a few to watch out for. Removing oneself from society, being Teary, decreased output, Gaining or losing weight, being dirty or messy Tired, having difficulty communicating, and excessive spending. Figure 3 shows the Role of Counseling psychology.

01 Counseling psychology concerns wellness, personal growth, career, education, and development.

02 Counselors are concerned with social justice and advocate.

03 Counselor deals with clients in various settings, e.g., individual, in groups, or a family setup.

04 Counselors focus on their client's goals, and they help clients to accomplish their goals.

05 Counseling psychologists help people with physical, emotional, and mental issues.

Figure 3: Illustrate the Role of Counseling psychology [sketchbubble].

A common practice and healthcare service provider specialty in professional psychology is counseling. It focuses on how individuals of all ages behave individually and in their interpersonal connections. Counseling psychology focuses on common life stresses and more serious issues with which people may struggle both as individuals and as members of families, groups, and organizations [15]. Counseling psychology also represents the role of counseling psychology shown in Figure 3 and addresses the emotional, social, work, school, and physical health concerns people may have at different stages in their lives. Psychologists that specialize in counseling assist clients with physical, emotional, and mental health problems in enhancing their sense of wellbeing, reducing discomfort, and resolving crises. Additionally, they provide evaluation, diagnosis, and treatment for more serious psychological disorders.

The field of psychology known as counseling psychology involves both theoretical and practical study in several major areas, including counseling process and result, supervision and training, career development and counseling, and preventive and health. Focusing on assets and strengths, person-environment connections, educational and vocational development, short encounters, and an emphasis on intact personalities are some common threads among counseling psychologists.

2. DISCUSSION

The area of mental health work known as counseling psychology is quite diverse and encompasses, among other things, psychiatry, social work, marriage and family counseling, group counseling, and individual therapy. The emphasis on assisting individuals in enhancing their lives via personal development unites these diverse professions. The social, emotional, occupational, educational, and developmental components of people's life are especially important to counseling psychology. Counseling psychology also aims to solve concerns with organizational challenges and physical health. The field of counseling psychology is highly diverse. Psychologists who specialize in counseling deal with people of different ages and backgrounds [16]. Long-term or short-term interventions may be employed. Counseling psychologists often use a broad approach to assisting clients in resolving problems in their life as opposed to concentrating on one specific area of concern.

While a large portion of counseling psychology is concerned with distress-causing dysfunctional conduct, it also considers the typical developmental problems that lead to mental health problems in people. All counseling psychologists have the basic responsibility of getting to know their clients [17]. The intake process may entail a variety of activities, such as examining a client's prior mental health records or giving out questionnaires or tests to better understand the client and the severity of their mental health condition. It is a crucial part of a counseling psychologist's duty to pay attention to their clients' worries. Individual, group, or family counseling sessions in a therapeutic environment include active listening. Counseling psychologists provide their clients with insights based on a variety of information, including what clients say during sessions, the client's nonverbal cues, and the client's relationships with loved ones.

Although a counselor may provide advice on a broad variety of subjects, marital troubles, mental health problems including depression, drug addiction problems, and career concerns are the most frequent reasons why people seek therapy. The most complex and well-known component of this employment is providing therapeutic services. Counseling psychologists provide education on strategies that might help their patients perform more effectively on the mental health front. Different scenarios may lead to this [18]. Counselors may instruct their clients on how to control their anger or stress. To assist married couples communicate better

with one another, they could work with them. Additionally, behavior modification techniques may be used to assist a youngster become more socially adept with his classmates.

Emergency services are also offered by certain counseling psychologists. In this situation, they could deal with people who are hospitalized in the ER following a psychotic breakdown or other issues involving mental health. Counseling psychologists also often provide treatments to those who have experienced trauma, such as violence at school or home, or in the wake of a man-made or natural catastrophe [19]. Counseling psychologists work to stabilize a person in these situations while also determining their long-term requirements and how to address those needs.

2.1.Advantages of Counseling psychology:

2.1.1. The reward of helping people overcome their challenges:

The ability to assist others lead better lives is one of the main reasons psychologists list for why they appreciate their work. Around the globe, a large number of individuals battle with incapacitating mental illnesses and impairments. Psychologists assist these people in overcoming their mental and emotional difficulties and learning to live with their diseases and limitations. Although there are moments when being a psychologist may be difficult, it's also a tremendously rewarding and meaningful profession.

2.1.2. Flexible work schedules:

While many psychologists work long hours, if you have your practice, you may be fairly flexible with your schedule. You may choose your hours, can arrive and go whenever you choose, and you get a lot of vacation time. The chance to spend time with friends and family is often cited by psychologists as one of their favorite benefits of work. Psychologists who work in hospitals and clinics report having a lot of control over their schedules and lots of time to devote to their family and personal activities even though their work hours aren't very flexible.

2.1.3. High earning potential:

The Bureau of Labor Statistics reports that full-time psychologists typically make between $50,000 and $100,000 annually. Part-time employees certainly make less money, but they do so in a decent quantity. The typical salary for psychiatrists, a profession closely connected to psychology, is between $150,000 and $200,000 per year, whereas psychologists who can manage a successful private practice may make up to $200,000 annually. Earning a respectable livelihood is an appealing perk of becoming a psychologist, yet money alone shouldn't be your incentive.

2.1.4. Ability to work for yourself:

A wonderful job for folks with an entrepreneurial drive is becoming a psychologist. Once they get some experience and have shown their professionalism, many psychologists go on to start their own private treatment clinics. Nearly 35% of psychologists, many of whom own and manage their practices, are self-employed, according to the U.S. Bureau of Labor Statistics. Although it's not for everyone, working for yourself gives you total control over your schedule and your earning possibilities.

2.1.5. Opportunity to work with new people every day:

Work with people from different walks of life, ethnicities, and backgrounds as a psychologist. You'll assist a wide range of individuals in overcoming mental and emotional challenges.

And even though you'll encounter obstacles, the satisfaction of seeing kids, adults, and couples reach their full potential will transcend any difficulties you encounter.

2.2.Disadvantagesof Counseling psychology:

True, a job in psychology may be very fulfilling and gratifying, but no profession is faultless, and psychology is no different. Consider the following possible drawbacks carefully if you're considering pursuing a profession in psychology.

2.2.1.   Dealing with clients can be stressful and draining:

Helping individuals overcome and cope with their mental and emotional issues is typically the largest challenge and greatest satisfaction of becoming a psychologist. Dealing with other people's difficulties on a daily basis is challenging, and that much is certain. Most people find it difficult to comprehend their difficulties alone, much less those of others [20]. Psychologists must understand how to assist their patients in developing useful coping strategies without taking on their problems themselves. Effective stress management skills and the ability to distinguish between personal and professional life are prerequisites for successful psychologists.

2.2.2.   Not on is your schedule flexible, but it can also be quite erratic:

One benefit of being a psychologist is having a very flexible schedule, particularly if you own and operate your own office. Psychologists must also respond to client difficulties that arise at the most inconvenient times while often being on call. Psychologists often assist clients in crises or are summoned out of bed to meet with clients who work all day and can't meet during typical office hours.

2.2.3.   Having to set up your practice:

More than one-third of psychologists work for themselves. Many of them have their businesses that they run. Starting a psychology practice is a difficult endeavor, and maintaining one is as difficult [21]. Psychologists also need to get malpractice insurance, deal with company taxes, set up a dependable document management system, deal with never-ending billing concerns, locate an office, buy the appropriate equipment, and recruit customers.

2.2.4.   Dealing with billing issues:

All psychologists must deal with billing concerns, whether they are employed by an organization or have their practice. These include dealing with mountains of paperwork, sending customers who don't pay their invoices to collections, processing and collecting insurance company payments, and numerous other billing problems. Dealing with insurance providers may be a very difficult procedure in and of itself, particularly if you run your own business.

2.2.5.   Constantly drumming up a new business:

Many psychologists enter the field to practice psychology rather than to work in sales. Nevertheless, if you want to work for yourself and run your own business, you'll need to get accustomed to the concept of always prospecting for new customers. It takes time, money, and resources to find new customers, yet doing so is essential to running a successful firm. Networking is one of the best strategies to discover new customers [22]. Establish connections with other business experts such as mental health specialists and medical professionals who may recommend patients to your practice. Organizing free seminars and

support group meetings is another efficient way to increase your customer base. Last but not least, make use of some traditional advertising in trade periodicals. The business development part of running a private practice is something that some psychologists truly like, while others would prefer to devote all of their time to counseling.

To help people improve their well-being, prevent and alleviate distress and maladjustment, resolve crises, and increase their capacity to function better in their lives, counseling psychology is a generalist health service specialty in professional psychology. It uses a wide range of culturally informed and culturally sensitive practices [23]. With a special emphasis on prevention, education, and amelioration, it particularly but not only focuses on normative life-span development and addresses both persons and the systems or environments in which they work. It specializes in matters related to employment and careers.

i.   *Specialized knowledge:* Psychologists are capable of engaging in intervention, evaluation, preventive, training, and research techniques that are both evidence-based and guided by cultural context. They emphasize the positive traits and assets of their clients, whether they are people alone, in a partnership, a family, a group, an organization, or a community; environmental and contextual influences, such as cultural, sociopolitical, gender, racial, ethnic, and sexual preferences that affect people's experiences and concerns; the significance of work and careers in people's lives; and advocacy for social justice and equity.

ii. *Problems addressed:* Counseling psychologists concentrate on the typical developmental and mental health problems that people encounter throughout their lives as well as systemic problems (including prejudice and discrimination) that people encounter in groups, workplaces, institutions, and communities. To prevent and treat emotional, relational, physical/health-related, social, cultural, occupational, educational, and identity-related issues, they use strengths-based attitudes and strategies.

iii. *Population served:* Counseling psychologists provide services to people of various ages and ethnic backgrounds in a variety of situations, such as the workplace, organizations, institutions, couples, and families. They work with communities and organizations to help them resolve or avoid issues as well as to enhance the personal and social interactions of individual members. Additionally, counseling psychologists provide interventions in groups, institutions, companies, and communities to improve their efficacy, atmosphere, and members' success and wellbeing.

3. CONCLUSION

Within the larger realm of psychology, counseling psychology is a subfield. The originality of the specialty is made clear in terms of its five overarching themes, which include the emphasis on intact personalities, human strengths, relatively short therapies, person-environment interactions, environments, education, and career development. Counseling psychology is a doctoral-level discipline that firmly supports the scientist-practitioner paradigm and places a high value on human variability. Counseling psychologists typically perform the following responsibilities and duties. This research concerns and themes are covered about scientific inquiry: major theories and research findings in counseling and psychotherapy; multicultural aspects of counseling interventions; career development and intervention; research and theory on training in both practice and science; and the underlying scientific emphasis on healthy functioning and human effectiveness.

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CHAPTER 16
AN ANALYSIS OF JUNK FOOD AND ITS
CONSEQUENCES ON HUMAN LIFE

Dr.Mahantama, Assistant Professor,
Department of English , Presidency University, Bangalore, India,

ABSTRACT:

Junk food is used to describe food and drinks that are low in nutrients such as vitamins, minerals, and fiber and high in kilojoules, saturated fat, added sugar, and added salt. They are also known as discretionary options. The main objectives of this paper are to evaluate the impact of junk food marketing policies implemented worldwide from 2015 to 2021 on nationwide junk food sales and to identify the most effective policy features in reducing junk food sales. This study uses a new approach to evaluate the effectiveness of junk food marketing policies by measuring changes in country-level junk food sales. Countries with legal junk food marketing policies have demonstrated a significant reduction in junk food sales that is not seen only in countries with self-regulatory policies. This is in line with previous studies, which have found that while statutory policies have been successful in reducing children's exposure to junk food advertisements, self-regulatory efforts have little or no effect. To effectively reduce the impact and impact of junk food marketing targeted at children, governments must establish strong and comprehensive statutory regulations. In the future, this paper will be separated more information about junk-food.

KEYWORDS:

Food Marketing, Human Health, Junk Food, Obesity, Overweight.

1. INTRODUCTION

Everyone has now reached the point where the problem of starvation has increased worldwide due to diseases caused by nutrient-rich food. Even more harmful to health than "sex, drugs, alcohol, and cigarettes combined" are diet-related chronic diseases including heart disease, obesity, and diabetes. Being overweight has changed society in many countries including the United States. Although medical advances in industrialized countries have been able to significantly reduce the number of deaths caused by eating disorders every year, their prevalence is increasing and beginning to transform the lives of our youth. Overweight or obesity now affects 42 million youth and infants under five years of age worldwide, an increase of more than 10 million [1]. It is well known that eating too many unhealthy foods is a significant contributor to diabetes, obesity, and heart disease. It is also believed that dietary changes can prevent and often reverse many diseases.

Despite this information, food businesses continue to aggressively sell their junk food to children, despite the outbreak of a major epidemic of dietary diseases in both adults and children. Research shows that, despite the belief that parents make most of the decisions about breakfast and meal preparation, children's tastes have a far greater impact. Additionally, research repeatedly shows that both childhood obesity and increased eating habits are related to exposure to food advertisements. Measures have been taken all over the world against the promotion of junk food, in the form of laws and self-regulatory guidelines.

Government legislation has been successful in reducing the risk of marketing to children, akin to a drop in advertising costs, although self-regulation has been largely ineffective in reducing the number of harmful food advertisements. Figure 1 shows the flow diagram of a fast food system [2]. The purpose of this research is to assess the effectiveness of junk food broadcast marketing regulations by tracking changes in junk food sales at the country-level. In contrast to nations without such regulations, the author proposed that upon adoption, countries with junk food broadcast marketing laws would see an average decline in junk food sales. Second, we predicted that after implementation, junk food sales would drop in countries with statutory regulations and stricter laws, but not in countries with self-regulation or less stringent policies [3]
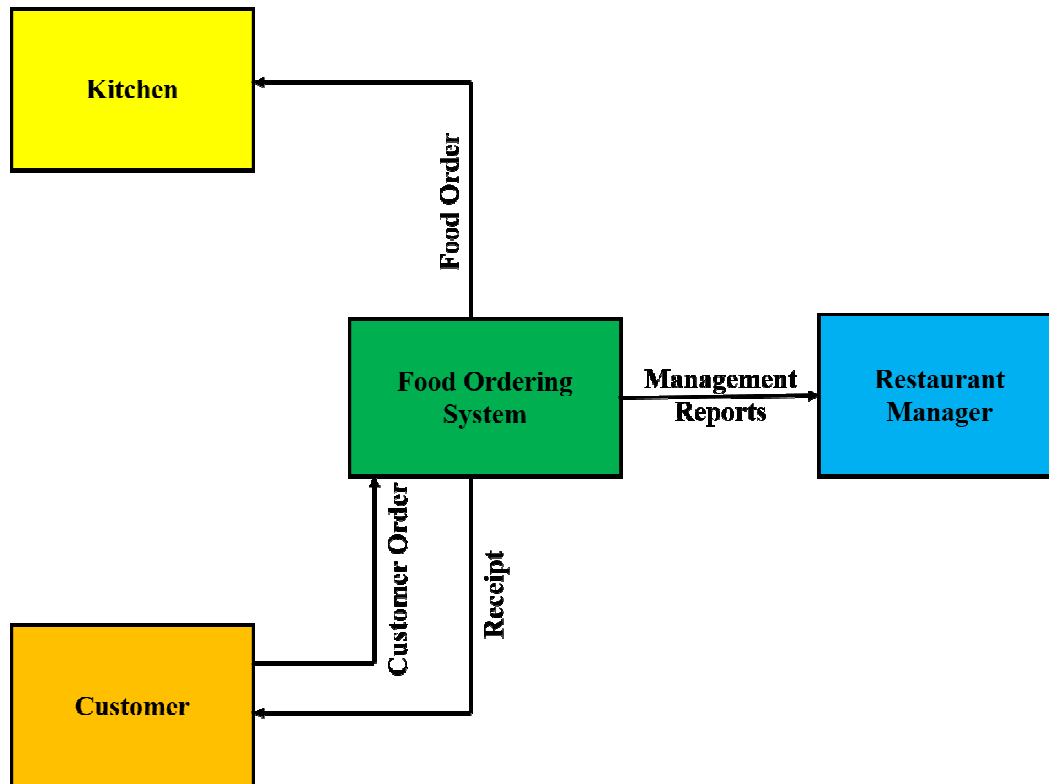

Figure 1: Illustrated the Data Flow Diagram Fast Food System.

1.1.Prevalence of Overweight and Obesity Worldwide:

Over the past forty years, the incidence of obesity has nearly doubled globally. In 2005 less than 5% of the world's population was obese and 21.3% were overweight; By 2014, this figure increased to 12.7% and 40.2%, respectively. Obesity and overweight are important risk factors for eating disorders including cancer, diabetes, and cancer [4]. Obese children typically display metabolic risk markers at a young age and are more likely to become obese as adults. In a study of Brazilian students, 39.8% of obese children and only 9% of healthy-weight children had high blood pressure. Over the past forty years, there has been a rapid increase in the frequency of overweight and obesity among children. The proportion of children who are overweight and obese in the US has more than doubled. Today one in three children in America is overweight [5]. It has increased in incidence in places like Mexico. While the West has historically suffered from obesity, overweight and obese children are found in developing countries where the prevalence of the condition exceeds 30%. Sadly, although the prevalence of overweight and obesity in children under five years of age has

been studied, little is known about the status of overweight and obesity in children and adolescents over five years of age. According to the author, the height of children is decreasing at the same time as adolescent overweight and obesity are increasing. Children who are overweight and those who are dwarfed seem to coexist. In another country, 5% of overweight children had stunted growth, while in Brazil, it was shown that childhood obesity was often not associated with stunting. This suggests that even though young people are generally consuming more calories, their nutritional status is deteriorating. The frequency of stunting can affect body mass index assessments of obesity and overweight, which are often used to measure these conditions. Therefore, measures of overweight and obesity that may increase the risk of malnutrition should be avoided by policymakers.

Table 1: Illustrated theAdults with Overweight, Obesity, and Severe Obesity by Gender.

Sr. No.		Women	Men	All (Women and Men)
1.	Overweight	27.5	34.1	31.2
2.	Obesity (including severe obesity)	41.9	43.1	41.8
3.	Severe Obesity	11.5	6.8	10.3

As shown in the above Table 1, represented the data as below:

- Nearly 1 in 3 adults (31.2%) are overweight.

- More than 1 in 3 men (34.1%) and more than 1 in 4 women (27.5%) are overweight.

- More than 2 in 5 adults (41.8%) have obesity (including severe obesity).

- About 1 in 11 adults (10.3%) have severe obesity.

- The percentage of men who are overweight (34.1%) is higher than the percentage of women who are overweight (27.5%).

- The percentage of women who have severe obesity (11.5%) is higher than the percentage of men who have severe obesity (6.9%).

1.2. Major Harmful Effects of Junk Food:

The current morning craze is of grabbing a quick lunch on the way to work. Likewise, convenient items from your favorite fast-food restaurants are substituted for nutritious homemade meals. These days, kids choose these foods, which also meet their nutrient requirements [6]. Although these junk products may just be delicious, they have little nutritional benefit. Due to our busy schedules, we often fall prey to fast food, but frequent consumption can cause serious disability to the body. Although they are commonly referred to as "fattening food", junk food has some major side effects as well as adding a few inches to your waistline [7]. Let us examine some of the harmful effects of junk food which spoil both the body and the brain and also in Figure 3 shows the Harmful Effects of Junk Food.
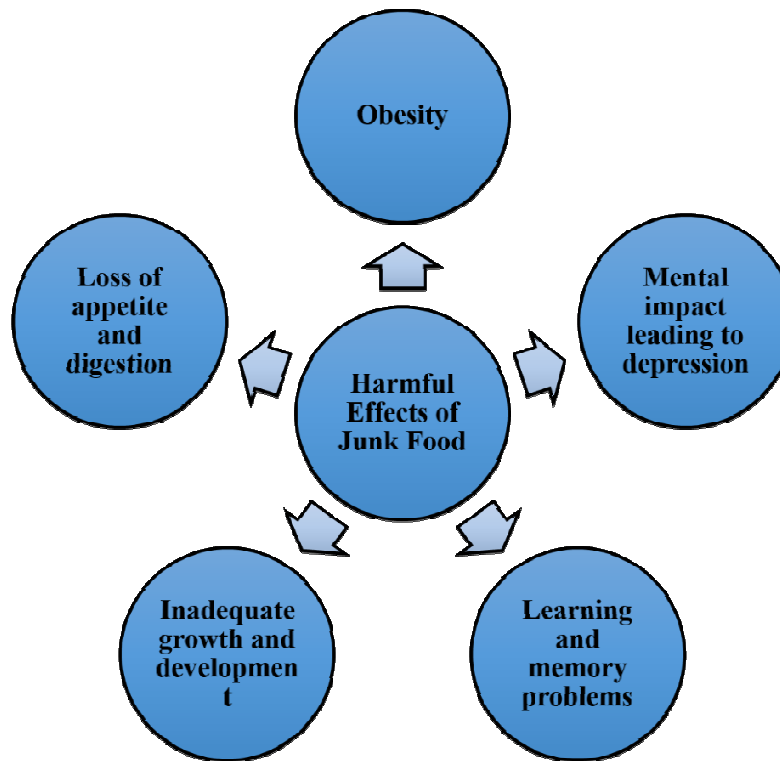
Figure 2: Illustrated the Harmful Effects of Junk Food.

    i.   Obesity:

The increase in obesity among people was one of the most prevalent and noticeable effects of junk food. Junk food is a major contributor to weight gain as it is rich in calories, carbohydrates, and fats. In addition, obesity is where problems, such as diabetes, apply enough, and other congenital anomalies begin to develop [8].

    ii.   Learning and Memory Problems:

High sugar and macronutrient intake impair the brain's ability to learn and cognitive processing. This condition is very common when young people are developing as well as learning at their peak level. Research demonstrating that eating junk food negatively affected cognitive test scores and was published in the American Journal of Clinical Nutrition provided further support for the idea. The hippocampus, an area of the brain that controls memory and recognition, began to show signs of unexpected activation [9].

    iii.   Loss of Appetite and Digestion:

Overeating is one of the negative consequences of junk food. Due to fluctuating blood sugar levels, one may consume more than one needs. As a result, the brain becomes more anxious than usual. Additionally, these items are extremely difficult to digest, which adds to the adverse consequences of commercial food consumption [10].

    iv.   Mental Impact Leading to Depression:

Excessive consumption of junk food changes the chemical makeup of your brain. As a result, your body becomes more dependent on these unhealthy foods, which increases your craving for them. People have withdrawal symptoms similar to those of addiction, and this can lead to

sadness. This further disrupts the hormonal balance of the body, making people crave more junk food.

v.   *Inadequate Growth and Development:*

A healthy body must consume essential nutrients for growth and development. Even though the negative consequences of junk food are obvious, it also lacks basic nutrition. The brain and many other components of your body are disrupted by these problematic functions and inadequate nutrients. Overindulgence in processed products is not recommended by members of the health care team because it can have long-term effects on your body.

Before eating those chips consider all the negative consequences of junk food on your body and thoughts as well as satisfy your need for a fizzy drink. Even if you don't have enough time to cook and cook food at home, put extra effort into your well-being and get medical coverage to protect yourself in any unforeseen situation. The greatest wealth, after all, is part of a healthy lifestyle.

1.3.Diseases Caused by Junk Food:

The latest morning fad is to grab a snack on the commute to work. This could be speedy, but it's completely useless. Most individuals are drawn toward junk food because of its highly addictive fragrance. People, however, disregard the damaging consequences of junk food. The use of processed meals may lead to several ailments. As shown in Figure 3, some of these problems include obesity and several chronic conditions, such as type 2 diabetes, vascular diseases, and certain malignancies, among others.
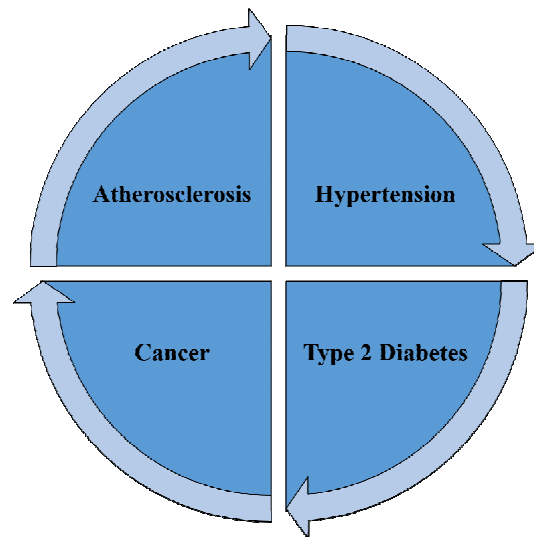
Figure 3: Illustrated the Some Disease Caused by Junk Food.

i.   *Atherosclerosis:*

Junk food is high in saturated fat and cholesterol. These compounds build up in the coronary arteries and pose a threat to the integrity of the arteries. As a result, cells receive less oxygen as the surface area of the bloodstream is reduced. Damage to the artery walls causes bleeding and blood clots. Atherosclerosis is a syndrome that can lead to stroke and cardiovascular events.

ii. *Hypertension:*

The salt used in the seasoning of junk foods has sodium. And excessive intake of sodium can lead to hypertension or high blood pressure. With high blood pressure comes the risk of atherosclerosis and heart disease. Some junk foods with high sodium content are:

- Burgers

- Tacos

- French fries

- Hot fruit pies

- Fried shrimp

iii. *Type 2 Diabetes:*

Excess consumption of junk food can lead to obesity or overweight people. These diseases can also lead to type 2 diabetes, decreased glucose resistance, hearing loss, sleep apnea, eye irritation, skin problems, sluggish blood clotting, and dementia.

iv. *Cancer:*

Once again, while junk food consumption itself may not cause cancer, consuming too much junk food can lead to diseases. Individuals who are obese or overweight have a higher risk of developing kidney, colon, biliary and other cancers.

1.4. Preventive Measures to Control Disease Caused by Junk Food:

You may take some precautions to protect yourself against the ailments brought on by consuming junk food. Several examples include:

i. *Planning:*

Making a meal prepare ahead of time is the greatest method to remain away from bad food. Make an effort that included wholesome snack foods and meals in your everyday diet.

ii. *Shop from the Perimeters:*

When supermarket purchasing, choose goods from the numerous aisles labeled dairy, meat, fish, vegetables, fruits, eggs, etc. Typically, these areas include more whole foods than prepared foods. The likelihood of developing problems brought on by junk food will drop if you started to include them in your diet, as well as reduce your desires for them.

iii. *Consume-Healthy-Fats:*

Your stomach will feel content and you won't have temptations for unhealthy meals if you include healthy fats like mono and polyunsaturated fats.

iv. *Eat-More-Protein:*

You feel satisfied and notice fewer cravings for unhealthy foods when you consume protein-rich meals like fish, legumes, green leafy vegetables, almonds, and many more.

v. *Stress-Management:*

Consider using anxiety techniques like yoga, meditation, running, or walking, as well as engaging in creative projects like writing, painting, or handicrafts if you are inclined to stress-eat.

In this paper, the author has written about junk food, which is very tasty in food, but it is affecting adults as well as children in human life. In this paper, the author first told about junk food, then showed the effects of junk food happening around the world and recorded the diseases caused by it, and finally also showed the diseases caused by junk food.

2. LITERATURE REVIEW

S. Subedi et al. illustrated that a food that is high in fat, sugar, salt, and carbohydrates, yet contains very few nutrients, is called a sweet snack. Junk food can be harmful to one's energy level and mental health. Consuming a lot of junk food is associated with a sharp drop in your intake of nutrient-rich foods, including milk, fruits, and vegetables. The consumption of junk food is on the rise due to factors including high profits, increasing urbanization, free home delivery, enticing promotions, and international cuisine. The main goal of this study was to evaluate the extent to which students and adults were aware of the prevalence, practice, and factors influencing eating fast food. The author used descriptive cross-sectional research in this investigation. A total of 367 individuals were selected from educational establishments in Kathmandu, using a direct random sampling approach. Semi-structured questionnaires were used to collect data using a self-administered approach. Only 19.1% of the interviewees had appropriate information about both negative effects of junk food consumption, while almost half (45.2%) of the respondents had a low level of understanding [11].

A. Singh et al. illustrated that Obesity has now been labeled an epidemic that affects people of all ages, genders, and ethnicities and requires immediate control and treatment. Since the fourth wave of COVID-19 is projected to have the greatest impact on adolescents, these young people should be more careful when regularly consuming junk food as doing so can weaken immunity, leading to organ damage go. According to a study conducted among 13,274 youth aged 9 to 14 years in India, 93% of youths consumed packaged sweetened drinks thrice a week, and 68% of them consumed prepared meals at least once a day. About 25% of school-age children regularly eat ultra-processed foods from fast food restaurants, such as pizza and hamburgers, which are high in sugar, salt, and fat. The third wave, which will significantly impact the younger demographic, could make young people and adolescents who eat junk food more or who are addicted to it even more defenseless. Conclusion: It is important to make people aware of the negative consequences of junk food in youth and children. There has never been a better time than today to create a loving environment that inspires youth to participate in civilization and ensure good health [12].

S. Sapkota et al. stated that the phrase "junk food" is used to denounce cheap foods that are heavy in calories through sugar or fat but low in nutritional value, protein, vitamins, or minerals. The goal of the study was to evaluate the patterns of consumption of junk food among students in secondary education. In this research, the author used a survey, and by applying the cluster sampling approach, 102 respondents were selected. After research found that women (53.5%) ate junk food at a higher rate than boys (79.6%), and respondents knew what junk food was, the authors came to this conclusion. A proportion of participants (90.1%) rated junk food because of its deliciousness, speed of preparation (44.4%), preferences influenced by TV commercials (15.5%), preference because of peer pressure (31.7%), and some respondents (29.6) Liked. %) favored junk food because of the lack of other possibilities. All respondents (100%) reported "chat-pats" and used noodles, panipuri (97.2%), donuts (93%), chocolate (92.3%), crackers (95.8%), ice cream (65.5%), and cold

beverages. consumed (65.5%), according to studies on junk food consumption trends. Of those surveyed, only 54.2% were aware of the dangers posed by poor eating habits [13].

3. DISCUSSION

By tracking changes in processed food sales using the study's ecological design, this study uses a unique technique to evaluate the efficacy of junk food marketing regulations. After completion, sales of junk food decreased in countries with regulations against its commercialization, while those without such regulations expanded. Sales of sugary snacks decreased in countries with legislative regulations, while only those with self-regulation increased. The lack of a broad audience, uniform nutrition standards, and mandatory messaging were policy elements strongly linked to the decline in junk food sales; however, after correcting for regulation type, no effect was shown. Although this research has shown that junk food marketing policies, especially statutory regulations, are associated with reduced sales of junk food, public administration may not be the primary factor affecting the documented reduction in sales. The success of statutory policies in limiting children's exposure to junk food brand management as well as historically cited studies reveal how monetization strategies influence youth to consume and prefer unhealthy foods. , provides enough evidence for governments to ban child-directed market research junk food.

4. CONCLUSION

Thus, it is clear that communities in different states are getting accustomed to using internet technology to buy food. Customers use this technology to save on the time and effort of traveling to establishments to pick up their food. They like how user access this system. Likewise, they are really happy to be able to access their portal at any time. The customers of these multi-restaurant gateways can order any dish from any of the restaurants displayed on the given website. Customers are now given a wider range of restaurant options. Even a certain section of illiterate customers are facing language barriers, often using internet portals to place simple food orders to their advantage. It is thus clear that these portals will expand to the point where the number of restaurant customers may decrease dramatically in the future.

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CHAPTER 17
AN ANALYSIS OF THE FACTORS AFFECTING ADOLESCENCE AND THE DEPLOYMENT OF ITS DEVELOPMENT

Dr. Shabeena, Assistant Professor,
Department of English , Presidency University, Bangalore, India,
Email Id-shabeena@presidencyuniversity.in

ABSTRACT:

In this paper, the importance of creativity as a learning tool for adolescents is examined. The study of adolescence emphasizes how the brain is particularly receptive to social contact during this period of life and how it reacts best to settings that combine neuroeducational concepts, as stated by Campos and investigated via pedagogical practices. The ability to come up with novel, valuable ideas are analyzed as creativity, which may be seen not just in the arts and music but also in areas like arithmetic, history, and science. It is also investigated as a means of getting teenagers involved in society and making contributions to their neighborhoods. Maslow's Hierarchy of Needs, an attitude and behavior model of self-esteem, good social connections at school based on emotional intelligence, positive attachment, and compassionate witnessing are all studied as ways to promote this in the educational context. A talent for self-fulfillment and contributing positively to society is creativity. To promote good adolescent development and inspire kids to become involved, creative, and successful, schools and devoted adults are needed.

KEYWORDS:

Adolescence, Brain, Development, Emotional, Relationship.

1. INTRODUCTION

The period of human development known as adolescence is when the social brain becomes particularly sensitive to acceptance or rejection. This life period is crucial for the development of the individual's identity, the exploration of interpersonal skills, and the creation of a life plan, according to Espinosa. Adolescence is a period of life when active involvement in school is crucial for a person to establish themselves as contributing members of society. Youth involvement in both social and emotional situations that enhance resilience, warmth, structure, and autonomy, as well as dominant influence and high support, should be actively encouraged by educational environments. This paper argues that creativity, defined as the act of coming up with unique and valuable ideas, is an important part of teenage development and may be encouraged by creating conditions that nurture both cognitive and emotional maturity [1]–[3].

1.1.Adolescence:

Adolescence is a period of life during which a person plays with autonomy and creates a personal identity as a developing adult. The World Health Organization defines it as the period between the ages that come immediately after childhood but before adulthood. The individual has to shed the identity she has internalized from infancy throughout adolescence, expose herself to new relationship settings, and reestablish her sense of self. This era of

growth and change, together with the crises it brings, is a vital component of a sound psychological process for establishing meaningful connections with one's self, one's close relationships, and one's life goals.

This life stage has been linked to a variety of things, including the passage from infancy to maturity, a developmental crisis, a life stage full of hazards, and a stage linked to disobedience and behavioral issues. The human brain is particularly susceptible at this time of life to peer social contact; vigorous group participation improves adolescent life satisfaction and good effect. 18 The reward drive is always developing at a delicate stage in the teenage brain. The natural consequences of increased reward drive, according to Siege, manifest as (1) impulsivity, (2) vulnerability to addiction associated with dopamine release, and (3) hyper rationality, which is defined as the tendency of adolescents to place more emphasis on the calculated benefit of an action than on the potential risks of that action. Figure 1 embellishes the different stages of adolescence effectively.
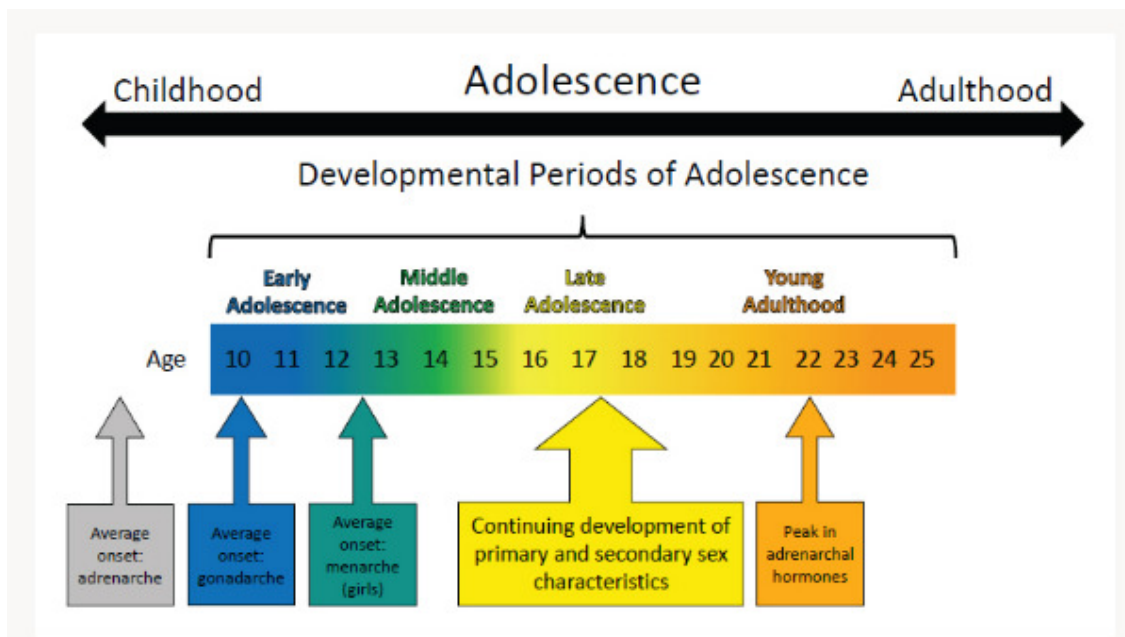

Figure 1: Embellish the different stages of adolescence in an effective manner [4]**.**

Girls begin going through puberty on average 1 to 2 years sooner than males do. Puberty typically lasts four years for adolescent females, although it may last anywhere from 1.5 to eight years   Along with a growth in the size of the ovaries, uterus, vagina, labia, and clitoris, puberty is characterized by the development of breasts and pubic hair. Specifically, throughout puberty, a teenage girl's uterus and ovaries will grow five to seven times larger than they did before. Girls often experience the development of breasts as their first outward symptom of puberty about a year after their initial growth spurt.Instead of breast growth, a tiny percentage of females may instead experience the beginning of pubic hair as the first symptom of puberty. According to Lee and Style, teenage females typically have their first menstruation three years after puberty begins [5]–[7].

Teenage guys typically go through puberty for three years, ranging from two to five years. Adolescent males will go through internal and external sexual organ size increases, pubic, axillary, and facial hair growth, as well as the beginning of ejaculation, during this time. The first symptom of puberty in males is an increase in testicular size.Adolescent males often have faster growth spurts near the middle or end of male puberty, amid growing testosterone

concentrations. This is in contrast to girls' early growth spurt. Boys generally go through vocal changes, axillary hair growth, and acne development around this time. About three years after their initial pubic hair development, their facial hair will start to grow, although other body hair growth and look may last long into adolescence.

Adolescence being seen as a time of risk, rebellion, and conflict is a reaction to preconceptions held by adults that see adolescence as a stage that must be persevered and mastered to develop adulthood. The teenage brain, with its distinct structure, really offers chances for education, relationship development, and community involvement. This stage of life is perfect for adopting constructive objectives and accepting that teenagers' intuition should be critically examined but not scared [8]–[10]. These evaluations are essential for creating a life ambition, which, as nothing more than a cognitive activity, also activates the frontal brain and fosters empathy by encouraging self-awareness. The time to cope with these manifestations and gain personal and emotional abilities like understanding, empathy, and integration is during adolescence. Figure 2 discloses the adolescents of the developing info graphics in the system.

Issues	Description
Sexuality	Venus has a beautiful name but it's hot
Relationships	Despite being red, Mars is a really cold place
Identity	Earth is the planet where we all live
Responsibilities	Neptune is the farthest planet from the Sun
Value system	Mercury is the closest planet to the Sun
Physical self	Jupiter is the biggest planet in the Solar System

Figure 2: Discloses the adolescents of the developing info graphics in the system [11]**.**

Adolescents engage in a variety of different social situations, including those in their families, schools, and peer groups. These social environments and the interactions that take place inside them are crucial in creating the identities, values, and behaviors of teenagers. Adolescents' relationships and growth in turn contribute to the development of those surroundings. Adolescence is a particularly attractive stage for the analysis of creativity due to the dynamic interaction between the social environment and teenage behavior.

The purpose of this content analysis research is to provide more light on the elements that either appear to foster or stifle teenage creativity, particularly the part that social environment plays in the development of adolescent creativity. By doing this, academics may narrow their emphasis and increase the scope of their study on how to foster creativity at this particular stage of human development. The author starts by giving a succinct introduction to the idea of imagination and creativity in teenagers. Following that, we describe the study in more depth, present the findings, and talk about the consequences for future studies.

Thinking about the demands present in a learning community is a first step towards adding originality as Tran's disciplinary axis for educational dynamics with youth. A hierarchy of human needs was suggested by Maslow in his theory of human motivation. Creative thinking as an instructional tool will only be successful if the person's physiological, safety, and social

requirements are satisfied, even though creativity is possible in risky and severe situations, often motivated by a survival mode [12]–[15]. If they feel intimidated, kids and teens can't study. Educational settings must be secure, conducive to a healthy social atmosphere, and motivating for the students if creativity and learning are to take place. Figure 3 illustrates the adolescents developing info graphics and the stages.
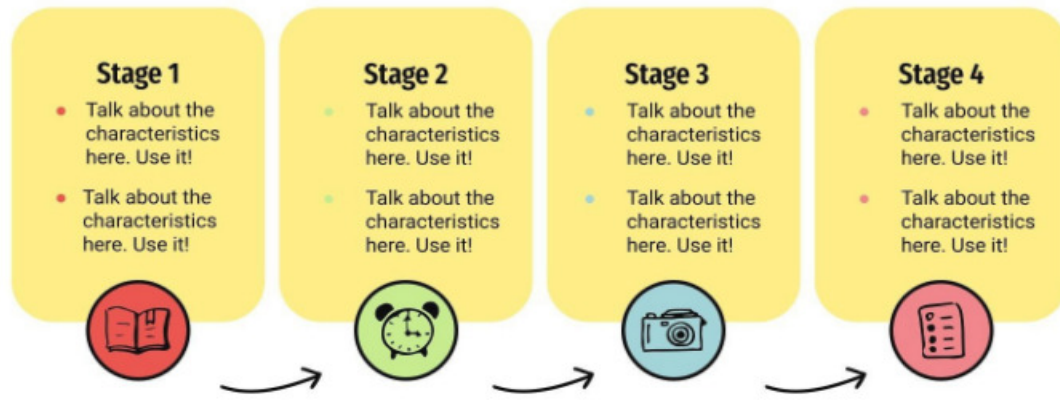

Figure 3: Illustrates the adolescents developing info graphics and the stages [16]**.**

Referring to the Self Image Need and how it plays a crucial role in learning is pertinent. Self-Esteem is typically characterized as liking oneself since it has become popular as a self-help idea. This concept, however, becomes hazy and impossible to systematize. The internal and external psychosocial dynamics that are essential for learning, particularly in the teenage years, have to do with having a healthy and powerful sense of self.

2. LITERATURE REVIEW

Villasana et al. in their study embellish that maintaining healthy eating and physical activity among teenagers is crucial due to the prevalence of obesity among young people and apparent trends toward spending a lot of time sitting still. In this paper, the author applied a methodology in which they stated that different approaches, such as a conventional diary and mobile applications, might be used frequently teenagers use mobile applications, so it is possible that they would serve as a better tool in this situation. The results show the examination of various ailments is not included in this paper's evaluation of approaches for encouraging physical activity among healthy teenagers that have been investigated in various studies. The author conclude that only nine research focused on nutrition and exercise and involved teenagers and mobile applications and their modification [17].

Mekwunye et al. in their study illustrate that the high child mortality and complication rate now experienced by pregnant teenage women in Nigeria underlines all efforts allegedly undertaken to address maternal fatalities in this demographic. In this paper, the author applied a methodology in which they stated that there hasn't been much study done to determine the causes of pregnant teens' underuse of Maternal Health Services (MHS). The results show that therefore, the purpose of this research was to examine the prevalence and contributing factors of MHS use among pregnant teens in Delta State. Methods: A mixed cross-sectional research design was used for this investigation. Eight villages were chosen using a multi-stage sampling method, and snowballing was utilized to locate adolescent mothers. The author conclude that data from 216 pregnant teens were collected using a structured interviewer-administered questionnaire, and 16 pregnant teenagers who had been randomly chosen from

the communities were also interviewed using a guide. Using SPSS version 22, inferential and descriptive statistics data analysis were carried out. At a significance level of 0.05, the Chi-square test was used to evaluate the hypotheses [18].

Villasana et al. in their embellish that teaching children about nutrition and promoting an active lifestyle is essential for reducing long-term health concerns. One method to do this is by using mobile applications. In this paper, the author applied a methodology in which they stated that according to earlier studies, the present mobile applications' features are similar, including the use of engagement strategies to boost responsiveness and surveying intervention. The results show contrary to our findings, some research, however, has not been reviewed and authorized by medical professionals. The author concludes that additionally, this effort attempts to promote interaction between young people and medical professionals. In this study, we look at the benefits of the proposed application, which incorporates gasification via point rewards, daily tips and puzzles, quizzes, and physical activity monitoring [19].

The author elaborates that, in this study since teens regularly utilize mobile apps, they would probably be a more useful tool in this circumstance than other methods like a traditional journal. The findings indicate that the assessment of methods for promoting physical activity among healthy teens that have been explored in numerous research is not covered in this study. The author draws the conclusion that just nine studies modified mobile apps and teens while focusing on diet and activity.

3. DISCUSSION

One significant stage of development is the formation of one's identity. Although one's identity may be described as their core beliefs and personality characteristics, it is a dynamic, relationship-based process that changes significantly over adolescence. Adolescents go through a phase of sexual development and identity formation as part of this identity construction. Adolescents are increasingly expected by society to adopt a gender identity and sexual orientation toward others when their sexual organs develop throughout adolescence.

Students were divided into two groups, one of them had to design the automobile by hand and the other using a 3D printer. The results demonstrated that students' 3D-printed automobiles outperformed their hand-drawn counterparts in terms of originality and complexity. The usefulness of the learning resource seems to rely on how the instructor utilized it and how it was incorporated into the assignment, suggesting indicating it is not only the process of mental that influences teenage creativity. Students who created video games using an admiring learning approach i.e., one that included learn, dream, design, and prophecy stages and constant teacher encouragement thought they were more creative and had more creative experiences than trainees who will have to pace their learning using a game module and do-it-yourself sessions. The following suggestions are seen to be particularly pertinent for encouraging creativity in teenagers within educational settings:

i. Creativity is an expression of independence. During educational tasks, education must promote the growth of self-leadership and self-efficacy.
ii. Sleep is essential for the brain's healthy growth.
iii. Teachers and counsellors need to promote restful sleep patterns as well as quiet time and relaxation in the classroom.
iv. A safe setting is necessary for creativity to flourish. A secure environment includes polite interactions, delineated limits, and shared accountability for the educational community.

v. By providing encouragement and warmth in their classrooms, teachers may help create a safe environment for their students. They can also establish clear norms that promote accountability, respect, and the coexistence of different viewpoints.

vi. The learning methods of various pupils vary. It is more likely for teachers to connect with various pupils and maintain the group's interest in the topic when they use a variety of rich teaching approaches.

vii. The teenage brain will likely encounter considerable learning challenges and is prone to impulsive and protective actions if it has been exposed to violence and abuse. To involve the student in taking ownership of the learning process, instructors should address the needs of the student rather than retaliating via punitive methods.

viii. Despite their immaturity, adolescent brains have unique ways of seeing the world that may be helpful for engagement and learning. Teachers need to be aware of this period in human development's educational potential.

ix. To make sure that motivation and attention are functioning effectively in the relational teaching dynamic, constant feedback loops between instructors and students are essential.

x. The transversal axis of all academic fields, including language, math, social studies, and science, should be creativity. Teachers should start a dialogue on how each topic relates to the present social and economic climate.

xi. To solve new challenges, education must promote a diversity of viewpoints and ideas. This will guarantee a more comprehensive comprehension of the topic and promote the cognitive abilities essential for students' healthy growth as devoted and critical citizens.

Furthermore, two studies highlight the value of extracurricular learning opportunities for fostering teenage creativity and demonstrated how a five-day scientific project that included field trips to a delta, a planetarium (3D simulation), and an observatory improved students' attitudes toward science classes and encouraged creative thinking also discovered that students who engaged in extracurricular activities more often displayed greater imaginative creativity. Examples of these activities include visiting scientific museums and competing in science-related events.

In conclusion, despite the fact that the studies' teaching strategies varied widely, they all stressed the value of balanced instruction, collaborative partnerships, and innovative use of learning materials in fostering teenagers' creativity. According to the results of the research in our sample, these elements, together with the individualistic and institutional factors. While some adolescents may have known their gender identity and sexual orientation clearly since childhood, others may establish these during adolescence, but some may transition outside of teen years questioning their gender identity and sexual orientation, this process is inconsistent, fluid, and unique to adolescents. Regardless of when or how a person's sexual identity emerges throughout youth, a person's sexual orientation may change over time. Figure 4 discloses the support and the acceptance of the pre-domain.
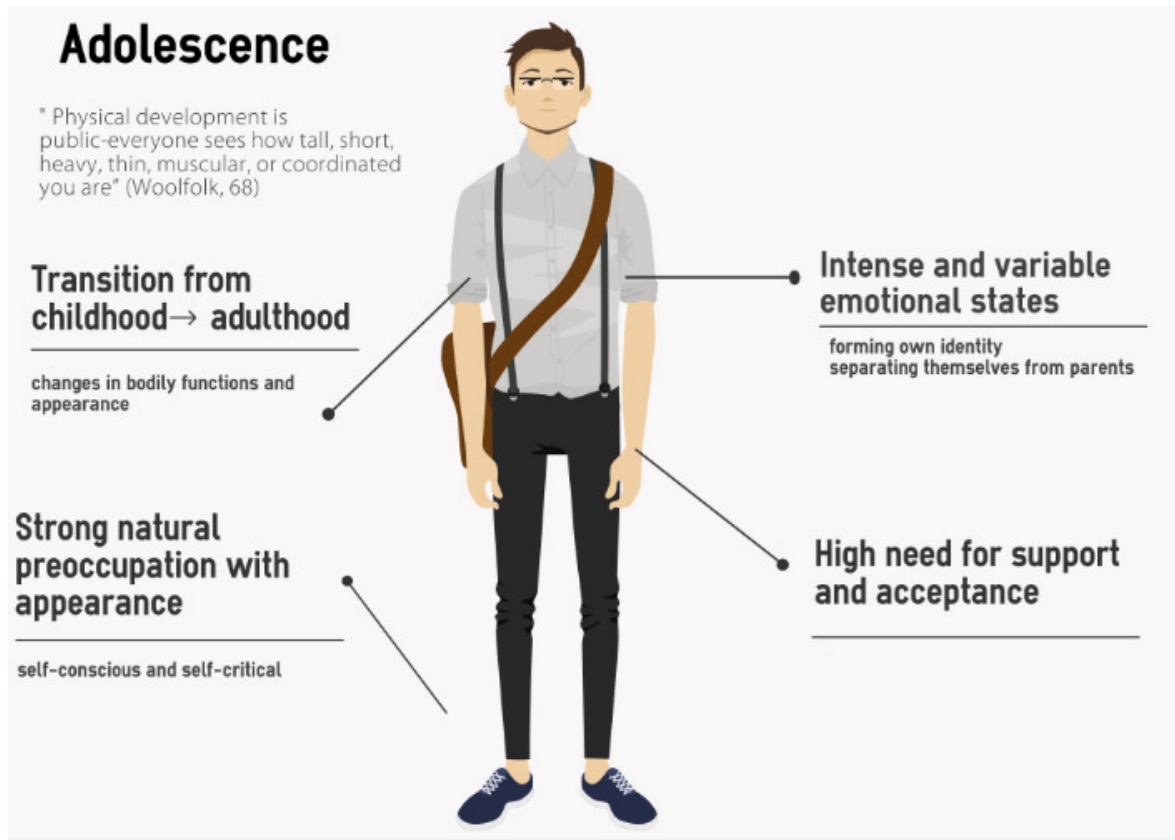
Figure 4: Discloses the support and the acceptance of the pre-domain [20]**.**

It should come as no surprise that the path of sexual identity formation varies depending on an adolescent's upbringing and surroundings, including their use of technology. For instance, some study indicates that the process may vary depending on ethnicity, as teenagers negotiate both the development of their ethnic identity and their sexual orientation. Additionally, owing to discrimination and cultural stigma, developing one's sexual identity may be a particularly difficult process for teenagers who identify as gay, lesbian, bisexual, or transgender. According to some studies, digital technology is being utilized more and more to examine how teenagers who identify as belonging to a variety of sexual orientations learn about and develop their sexual identities. The internet arena may provide a more secure, encouraging, and creative environment for teenagers to express and explore their sexual orientation without incurring social stigma and penalties, in comparison to socially imposed standards in the real world.

Compared to when they were youngsters, they are now at a period of life when they are becoming more familiar with their emotional reactions. Teenagers who develop emotional intelligence make a wise investment in the formation of a good identity for both their current selves and their adult selves. Adolescents must also learn how to manage stress, adjust to change, and healthily interact with others. Most people, whether consciously or subconsciously, are attaining maturity in these abilities throughout adolescence. It is typical to anticipate that teenagers still lack these abilities. It reacts to self-confidence, self-control, and self-fulfillment as stated by De Emeryville. Self-leadership, as defined by Bandura, includes developing the abilities for self-regulation and creating a feeling of self-efficacy, which are essentially important for healthy Self-Esteem.

Many people still struggle with these interpersonal skills and what standards should be established for teenagers in educational environments. The solution is to cultivate and support these talents rather than dismissing them as difficult. Keep in mind that this is a social process by its very nature. Intergenerational connections with wholesome adult role models are necessary for the development of these skills.

4. CONCLUSION

In this paper, the author elaborates on the interpersonal skills and the teenager's effective social nature of the connection model of adolescence experimental economics has found a great interest throughout the political decision of schoolchildren during the last 15 years, and this interest is growing. The evolution of pre-adult economic behavior has been extensively studied thanks to the experimental technique. Children and adolescents' economic behavior is influenced by age, gender, and other variables like socioeconomic status or in-group preference. The latter group often exhibits behavioral patterns that are consistent with the data from grownup study pools.

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CHAPTER 18
A SYSTEMATIC RESEARCH OF CURRENT SCENARIO OF UNEMPLOYMENT IN INDIA AND ITS IMPACT ON NATION AND SOLUTION

Dr. Malarvili, Professor,
Department of Kannada, Presidency University, Bangalore, India,
Email Id-malarvili@presidencyuniversity.in

ABSTRACT:

When a person actively seeks employment but is unsuccessful, they are unemployed. The amount of unemployment is a good indicator of the economy's health. The causes of unemployment or underemployment in the current economic environment are looked at in this paper. The government is concerned about the increased rate of youth unemployment and the destruction of jobs for young people as a consequence of societal concerns including poverty, trafficking, acid assaults, workplace violence against women, drug use, and labor force participation. These issues also have direct economic repercussions. Is. Bad placements, the improper educational system, new liberal economic policies, and poor educational design are all important issues. This paper offers several suggestions for overcoming these pressing challenges surrounding unemployment. According to the Indian government, the unemployment number was 6.5 percent in 2021 and this paper also offers some suggestions and advice on how to approach India's present unemployment problems. In the future, this research paper will be used to identify unemployment and to know its causes. The course of this paper will look at its current research work and the evolution of modern unemployment and its solutions.

KEYWORDS:

Economic Education, Economic Growth, Government, Population, Unemployment.

1. INTRODUCTION

Of all the roles a man has to play in his life, the most constrained is that of an earning member. If a person does not want to work or is unable to seek employment, he/she not only loses all social prestige but also has many emotional and social issues [1]. Whenever someone is actively looking for a job and fortunately gets employment, he is said to be unemployed. Unemployment is an important social problem in India. In India, 31 million persons were unemployed in 2018. There is much discussion among academicians on the causes of India's high unemployment and unemployment rate [2]. Organized labor unions and another group of academics disagree with the proposed justification, claiming that labor market inflexibility is the result of restrictive labor regulations. Compared to China and other countries that favor manufacturing employment, global manufacturing enterprises view India's labor laws as overly complex and restrictive. India has about 250 labor laws at the federal and state levels [3]. The Economist claims that India's harsh and repressive labor regulations, along with its subpar infrastructure, are responsible for the country's high rate of unemployment. Agriculture is the most labor-intensive segment of the economy. Due to

disguised unemployment, the population's dependence on agriculture has declined in recent years.

A portion of the supplementary labor formerly employed by agriculture has now shifted to the tertiary or secondary sector. Small-scale manufacturing absorbs most of the labor in intermediate goods. New services such as biotechnology and information technology are now emerging in the tertiary sector. The government has cracked down on these places for apparently unemployed persons using these techniques [4]. There are several complex reasons why young people are looking for employment. The state of aid and dependence is therefore created by several factors, including the standards and applicability of education, rigid labor markets, and laws [5]. When fundamental structural problems such as a lack of capital, the use of capital-intensive technologies, the inaccessibility of land to agricultural households, an inadequate infrastructure, and prolonged unemployment can cause workers to lose their skills, this results in reduced economic roles. She goes

Table 1: Illustrated India's Unemployment Rate from JAN-21 to SEP-22.

Sr. No.	Employment Month and Years	Unemployment Rate
1.	January-2021	6.6
2.	February-2021	7.0
3.	March-2021	6.6
4.	April-2021	9
5.	May-2021	11.8
6.	June-2021	9.3
7.	July-2021	7
8.	August-2021	8.4
9.	September-2021	6.9
10.	October-2021	7.8
11.	November-2021	7.0
12.	December-2021	7.9
13.	January-2022	6.7
14.	February-2022	8.2
15.	March-2022	7.7
16.	April-2022	7.9
17.	May-2022	7.2
18.	June-2022	7.9
19.	July-2022	6.9
20.	August-2022	8.4

21.	September-2022	6.5

The Center for Monitoring Indian Economy (CMIE), which provided the figures for Table 1, reported that as of 8 June 2021, the unemployment rate in India stood at 9.3%, despite the lockdown and travel restrictions [6]. Research states that first, the unemployment rate in India increased from 6.6% in March 2021 to 9% in April 2021 and then to 11.8% by the end of May, although the employment rate decreased from 37.6% in March to 36.8% in April [7]. Have attended CMIE. After the country's lockdown in March 2021, the unemployment rate in India is expected to fall from a record high of 29% in September 2020 to 6.5%, although it will later rise to 9.1% in December 2021. 6.6% in January 2021, down from 6.9% in December 2020, while the employment rate increased from 36.9% to 37.9%. But in 2020, a large number of jobs were lost due to the coronavirus [8]. Due to the lockdown imposed to prevent the spread of coronavirus, many industries were forced to shut down, which has increased unemployment across the country.

1.1. Causes of Rural Unemployment:

Numerous factors contribute to unemployment, which is a curse for reality, especially in a developing nation like India. Below is a discussion of a few of them:

i. The population is growing quickly Rural unemployment is mostly a consequence of increasing population growth. The population grows by around 50 lakhs annually. The industrial sector is unable to manage the growing population since the country's economic growth is not keeping up with the fast population growth. As a consequence, a substantial percentage of the population nearly 67.7% depends on agriculture.

ii. Pressure on farmland, second the majority of suburban communities rely on agriculture as their principal source of income. However, there is low availability of arable land. Rural regions are thus characterized by high unemployment.

iii. The seasonal nature of agriculture precludes farmers from functioning all year round. The poor population is often nearly entirely employed throughout the sowing and collecting seasons, and they are unemployed before the following planting.

iv. The use of traditional agricultural systems is the outdated and traditional technique of horticulture used by Indian farmers. Aversion to using fertilization, inadequate irrigation methods, and a lack of funding prevents the purchase of brand-new farm equipment, seeds, and manures, which have an impact on agriculture's output. Rural agriculture thus reduces its ability to provide jobs.

v. Loss of conventional industry before independence, people living in rural areas were mostly engaged in cottage crafts. But since independence, cottage businesses have experienced a significant blow. Business owners could not compete with big businesses. As a consequence, cottage enterprises are gradually dying off and many individuals are currently losing their jobs [9].

vi. A flawed social structure the conventional joint family structure in India often resembles a haven for relatives who are idle and jobless. This broken social structure supports rural unemployment.

vii. A flawed educational experience for students the education program devalues physical labor. Youth who have an education grow to dislike physical labor.

Therefore, after completing their formal education, rural youngsters hunt for secure employment in a government organization or private company. They are unable and unwilling to make agribusiness their profession. Therefore, the present system of education fuels rural unemployed.

viii. There are ties between poverty and homelessness. The rural population lacks an increase in production due to poverty. They continue to be homeless as a result.

ix. The absence of terms and conditions of employment planning for human resources is not taken more seriously in India. The role that unemployment deserves in our growth plan approach has not been given. Assuming that economic recovery would bring the establishment of career opportunities, it is not connected to project development. However, this did not culminate in the integration of employment and economic growth [10].

2. LITERATURE REVIEW

D. Nepram et al. illustrated that the important area of economics research is the relationship between unemployment and the size of government. Contrary to expectations that significant federal spending would aid in stimulating the economy, it has been accused of contributing to mass unemployment. However, as the existing literature is mostly based on data from industrialized countries, further analysis is needed on this topic. Using panel data analysis, the present study aims to examine whether there is a relationship between the states of India. For a more in-depth analysis, public expenditure is divided into expansion, non-growth, and total consumption, while taking into account types of employment as well as current weekly status. It has been noted that both expansionary and non-developmental expenditures increase both forms of unemployment, with the latter having a greater effect. The results are significant because they suggest that spending cuts could be an important fiscal weapon in the campaign against unemployment. Further research revealed that countries with higher levels of education had higher unemployment rates, calling for a review of the country's educational aspirations. The unemployment rate is much higher in states with left-leaning governments. States that acquire these in the future and have faster growth rates often experience higher unemployment rates [11].

A. Kumar and S. Pandey illustrated that India, the largest democratic nation on the planet and one of the countries with the greatest economic growth, has had trying years with unemployment. This issue was at its highest point in the post-independence period, and the government established several avenues and made proper arrangements to deal with it. The government has implemented several credit-linked and self-employment assistance programs to assist the user to locate their occupations. The purpose of this essay is to evaluate the present nature of unemployment, its causes, and the events leading to it, as well as to provide solutions to address the problem [12].

R. Mamgain and K. Khan illustrated that this study examines the impact of education and unemployment on women's aspirations to develop an online business. Indian women who are e-business owners were interviewed on their views on unemployment, education, and their plans to start an e-business. According to research, women's ambition to start e-entrepreneurship in India is strongly influenced by their educational attainment and unemployment. This research adds to the body of understanding on the variables affecting women's intentions to start an Internet company. The government of India, entrepreneurial consultants, and financial consultants can find a use for the research [13].

Research Question

i. To observe the Present situation of unemployment in India and the ways to reduce unemployment.

ii. To examine the government initiatives for reducing unemployment.

3. METHODOLOGY

i.   Design:

This cross-sectional study was conducted through an online survey among recruiters and senior managers of various organizations and top executives from schools to high colleges in rural and urban districts of India. For this, the design style of the research is related to the issues which is one of the main reasons for unemployment which is causing an impact on the Indian GDP.

ii.   Data Sample:

The data-collecting process is done through the help of putting some survey questions and these questions are related to the main reason for unemployment in India. Some data has been collected from the face-to-face interview and some data are collected and analyzed through the Google online form. This questionnaires survey asked the recruiters and senior managers of various organizations and top executives from schools to high colleges in rural and urban districts of India

iii.   Instrument:

In this segment, the researcher gathers the data and also collects the main reasons behind unemployment in India. The medium of this questionnaire has been obtained from the database of the answers collected after the interviews of different people and the survey conducted on them. Some questions are being raised to perform this survey. This paper is made through these questions which are given below:

1. The caste system is the reason for unemployment?

    (A). Yes (B). No (C). Neutral

2. **Inadequate Economic Growth** is the reason for unemployment?

    (A). Yes (B). No (C). Neutral

3. **Agriculture is a Seasonal Occupation** is a reason for unemployment?

    (A). Yes (B). No (C). Neutral

4. **Low Rates of savings and Investment** are the reason for unemployment?

    (A). Yes (B). No (C). Neutral

5. **Ineffective (or absent) Economic Planning** is the reason for unemployment?

    (A). Yes (B). No (C). Neutral

6. **Labor Immobility** is the reason for unemployment?

    (A). Yes (B). No (C). Neutral

7. **Job Specialization** is the reason for unemployment?

    (A). Yes (B). No (C). Neutral

8. **Lack of essential skilling** is the reason for unemployment?

   (A). Yes (B). No (C). Neutral

9. Increase in population growth the reason for unemployment?

   (A). Yes (B). No (C). Neutral

10. Candidate not dedicated towards his work?

    (A). Yes (B). No (C). Neutral

11. Delay in release of government vacancy and delay in its result?

    (A). Yes (B). No (C). Neutral

12. The late joining of the candidate in any organization?

    (A). Yes (B). No (C). Neutral

13. Is the candidate becoming completely dependent on anyone?

    (A). Yes (B). No (C). Neutral

14. Is the candidate being lazy?

    (A). Yes (B). No (C). Neutral

   iv.   Data Collection:

In this section, the researcher performs a survey on 1000 people and takes responses, and a group of data is shown in a table in which the data appears in different parts. This has been prepared by taking their opinion about unemployment from senior managers, recruiters of various organizations along with higher officials of various schools and colleges, whose oral data is given in Table 2 below.

Table 2: Illustrated the Respondent to the Questionnaires in Survey.

Sr. No.	Question asked about Unemployment	Yes	No	Neutral
1.	Cast system.	20.0%	76.0%	4.0%
2.	Inadequate economic growth.	40.0%	50.0%	10.0%
3.	**Agriculture as Seasonal Occupation.**	20.0%	60.0%	20.0%
4.	**Low Rates of Saving and Investment.**	45.0%	50.0%	5.0%
5.	**Ineffective (or absent) Economic Planning.**	35.0%	62.5%	2.5%
6.	**Labor Immobility.**	30.0%	6.9%	1.0%
7.	**Job Specialization.**	40.0%	5.75%	2.5%
8.	**Lack of essential skilling.**	90.0%	7.6%	2.4%
9.	Increase the population growth.	89.0%	10.0%	1.0%
10.	Dedication	49.0%	50.0%	1.0%

11.	Delay in vacancy and result	29.0%	70.0%	1.0%
12.	Late joining	30.0%	68.0%	20.0%

v. *Data Analysis:*

The objective of this table, show the review of respondents' thinking, and this survey was directed with the help of Google form and personal meetings with 1000 persons. According to the table, the taking review in 3 stages output which is (A). Yes, (B). NO, (C). NEUTRAL. The maximum respondent who gives response to those questions is shown as a question and Table 3 shows the result in exact numbers.

Table 3: Illustrated the Respondents of the Questionnaires in the Survey.

Sr. No.	Question asked about Unemployment	Yes	No	Neutral
1.	Cast system	200	760	40
2.	Inadequate Economic Growth	400	500	100
3.	**Agriculture as a Seasonal Occupation**	200	600	200
4.	**Low Rates of Saving and Investment**	450	500	50
5.	**Ineffective or Absent Economic Planning.**	350	620	250
6.	**Labor Immobility.**	300	690	10
7.	**Job Specialization.**	400	575	2.5
8.	**Lack of Essential Skilling.**	900	76	24
9.	Increase the Population Growth.	900	100	0
10.	Dedication	500	500	0
11.	Delay in Vacancy and Result	300	700	0
12.	Late joining	300	680	200

4. RESULT AND DISCUSSION

In this section, the researcher shares the result of this research which is performed with 1000 persons. As in graphical representation and also display the all main reasons for unemployment. According to Figure 1, there are 200 respondents blamed the caste system for unemployment and 760 respondents denied it, and the rest 40 respondents are neutral. For the next question, there are 400 respondents blamed economic growth for unemployment and 500 respondents denied it, and the rest 100 respondent are neutral. In the next question about the low rate of investment, 450 respondents say yes to it and 500 respondents denied it, and the rest 50 respondents are neutral the rest question's responses are mentioned in the table. On the other hand, considering India's unemployment, every step should be done in a way that can reduce it. Government agencies should guarantee the quality of education being imparted by the institutions. The strategies of the government need to be emulated through

achievements instead of remaining only on paper. This may not be possible unless there is proper and continuous monitoring of the institutions. Students need access to counseling services at the intermediate or graduation level so that they can make responsible decisions about the best career. In addition, parents will be able to contribute to the encouragement of their children to choose more effective educational possibilities. Parents should try to understand the interests and abilities of their children, not pressurize them to take an efficient and accurate course and help their youngsters make the most of the best opportunities available to them.

Individuals who have higher levels of education should follow government services, especially those that focus on population control and family planning. The information sought tells how to control the population with a good campaign. Everyone needs to know that they are a little family because they are always a happy family. Everyone who is in a stable position should help other people who are unemployed in starting new businesses. The college placement process falls short in this regard. In the present competitive environment, the fundamental principle of universities that they are excellent education providers and not job-creating organizations has to be revised. The administration should provide many opportunities for work to all the people. There is a need to develop big industries in India to build our nation.
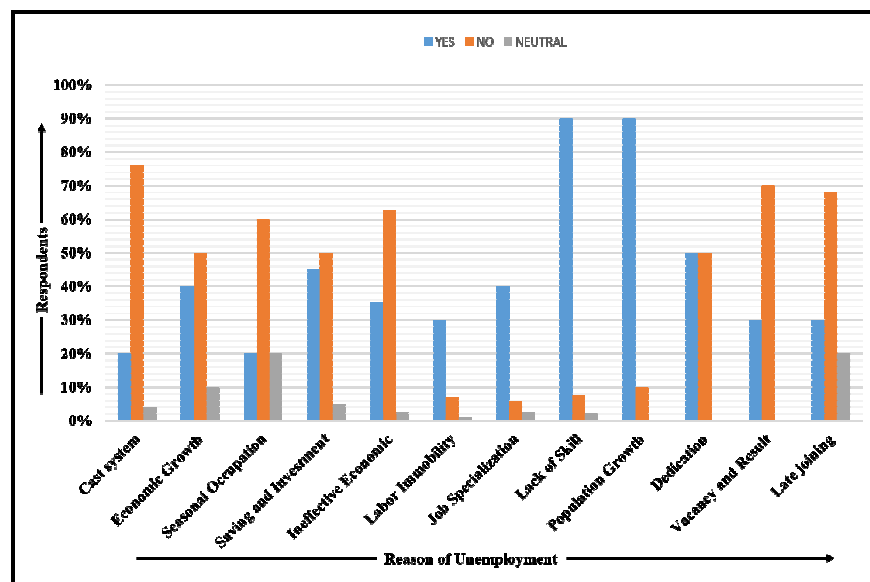

Figure 1: Illustrated the Graphical Representation of the different reasons for Unemployment.

5. CONCLUSION

A new approach to education is needed, as is the introduction of creative methods and concepts to create employment, it may be inferred, given the changing local and worldwide environments. The most comprehensive and flexible approach to education is what's required right now. The administration must give creating employment priority. It ought to foster a climate that is favorable to commerce. It is important to teach students entrepreneurial skills throughout their academic careers to produce more job providers than seekers of employment. India is still doing a poor job of handling this significant societal issue. A strategy on education is needed that will play a significant part in enhancing young people's job chances and working toward a general decline in unemployment.

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CHAPTER 19
AN EXPLORATORY STUDY ON RACE AND ETHNICITY

Dr. P. B. Sharon, Assistant Professor,
Department of English , Presidency University, Bangalore, India,
Email Id-sharon.p@presidencyuniversity.in

ABSTRACT:

Ethnicity is the idea of classifying individuals according to diverse sets of physical characteristics as well as the process of assigning social importance to those groups. The term "ethnicity" refers to the culture of a particular ethnic group, including its language, ancestry, religion, but also customs. While ethnicity is often thought of as a social science concept that explains a person's culture and identity, race is more commonly thought of as biological, referring to a person's physical traits. Some degree of racial identity is constantly displayed, whereas ethnicity can be hidden or expressed depending on personal preference. Such an emphasis runs the risk of exacerbating equity inequalities and perpetuating erroneous inferences. Having said that, the author proposes that the concepts of ethnicity and race continue to serve as lenses for measuring and eventually eliminating racial and ethnic inequities. Understanding the underlying factors that contribute to these health inequalities namely, historical racism and ethnocentrism can help advance initiatives and laws that will equitably enhance population health. The main objective of this paper is to learn more about ethnicity and race. In the future, this study will be aware of race and ethnicity.

KEYWORDS:

Ancestry, Ethnicity, Health, Physical Traits, Race.

1. INTRODUCTION

Human ancestry is connected to the ideas of race and ethnicity. A category of people that shares some distinguishing physical qualities is the definition of race. Large groupings of people classified according to a shared racial, tribal, religious, national, linguistic, or cultural origin as well as background are referred to as ethnicities. Because ethnicity and race are social constructs, they don't exist as physical entities in the world. Because we can see physical distinctions in people's skin tones, hair textures, heights, and ear, eye, and nose shapes, the issue of race is a bit more challenging [1], [2]. But contemporary research has consistently shown that talking about discrete racial groupings doesn't seem to make sense at the molecular level. There are considerably more similarities than differences in human "Deoxyribonucleic acid" (DNA).

It is also very difficult to identify a white and black race in the gene pool because of how little and diverse the variations in our DNA that affect things like skin color are; they are infinitely complicated. Ten persons in a room can be chosen, because if you line up their forearms, you will see ten various hues of color because of the many racial gene

combinations that give each of us our individuality. To categorize people, people use terms like black, white, or brown, but in reality, skin tones are considerably more varied and complicated than these simple categories can capture [3], [4]. The inflexible box just on the census would have us assume that there are more tight limitations surrounding what defines someone as Latino than there are. My friend, a Mexican American who was born in California, is very proud to be Latino. Although she doesn't speak much Spanish, she eats Mexican food, participates in Mexican rituals, and appreciates Mexican cultural standards. However, it is unclear where her Latino or American identities begin and end because ethnicity and culture run deep and are complex [5], [6].

1.1. Race:

Race is typically connected to biology and physical traits like skin tone or hair texture. A person's ethnicity is related to their cultural expression or sense of self. Both, meanwhile, are social constructions that are used to classify and describe groups that appear to be quite different. Race is described by Merriam-Webster as a group of humanity that shares certain distinguishing physical qualities." Race is typically connected to biological factors and physical traits like hair and skin tone. It includes a limited number of choices. However, individuals with comparable skin tones or hair textures might be classified as belonging to distinct races, and throughout time, the classifications in the U.S. have evolved [7].

While some people may be deemed to be of a particular race (such as Blacks), others may identify more with a particular ethnicity. Any individual of any race might use this. People could be prompted to select one or several of the following options while completing documentation that requests your race:

i. Black,
ii. White, or African American
iii. Asian American Native or Native Alaskan Pacific Islander or Hawaiian
iv. You could occasionally be required to choose just one category. Other times, you could be asked to choose every box that applies.

1.2. Ethnicity:

Race is a narrower concept than ethnicity. The phrase distinguishes between social groupings based on cultural expression or affiliation. An individual's ethnicity can be characterized by factors including race, tribal background, national origin, language, religion, and culture. Belonging to a social group with a shared cultural or national tradition is the definition of ethnicity. Figure 1, Show Examples of the Race and Ethnicity Groups. By definition, ethnic groupings are a flexible notion that may be interpreted in a variety of ways. They might be as general as Native American or as specific as Cherokee, for instance. Indians might well be regarded as one ethnic group, however, there are hundreds of subgroups with distinct cultural practices and ethnic identities, including Gujarati, Bengali, Punjabi, and Tamil. People in Great Britain may be categorized as British or, more exactly, Scottish, English, or Welsh. While someone may claim to be Black, they may be Italian in origin. Similar to how someone

may claim to be White while being Irish [8]. Figure 1, shows the sociology of mental health as well as the effects of race, culture, ethnicity, or place of birth.
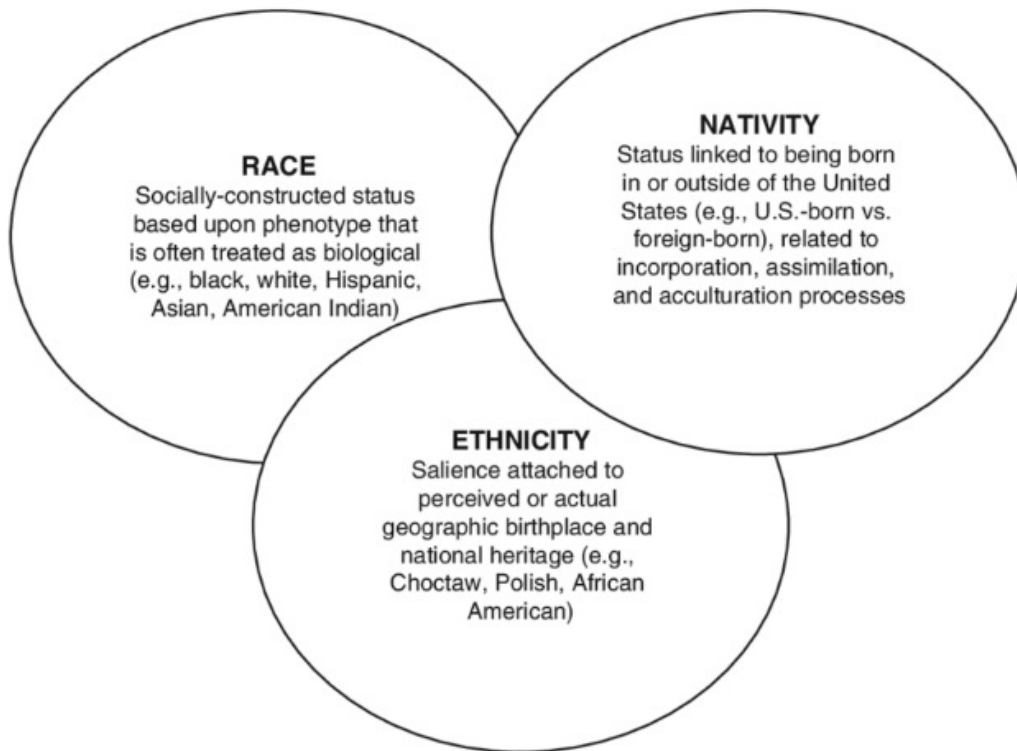

Figure 1: The Influence of Race, Place of Birth, Ethnicity, and Culture on the Sociology of Mental Health.

Because ethnicity and race have been so frequently reinterpreted, ambiguously defined, and reclassified, the borders between them are difficult to draw. Because race and ethnicity are both byproducts of social interactions between varied people, this is especially relevant during immigration talks. Although they are frequently seen as natural, both are flexible enough to accommodate attempts to draw relationships between individuals.

1.3. *Difference between Race and ethnicity*

- Race often cannot be concealed or concealed although ethnicity may.
- Racial features cannot be adopted, disregarded, or broadened; nevertheless, ethnicity may.
- Races no longer have subcategories; only ethnicities do.
- Both have been employed to oppress or punish people.
- Some sociologists think that rather than biological foundations, racial differences are more dependent on social notions.
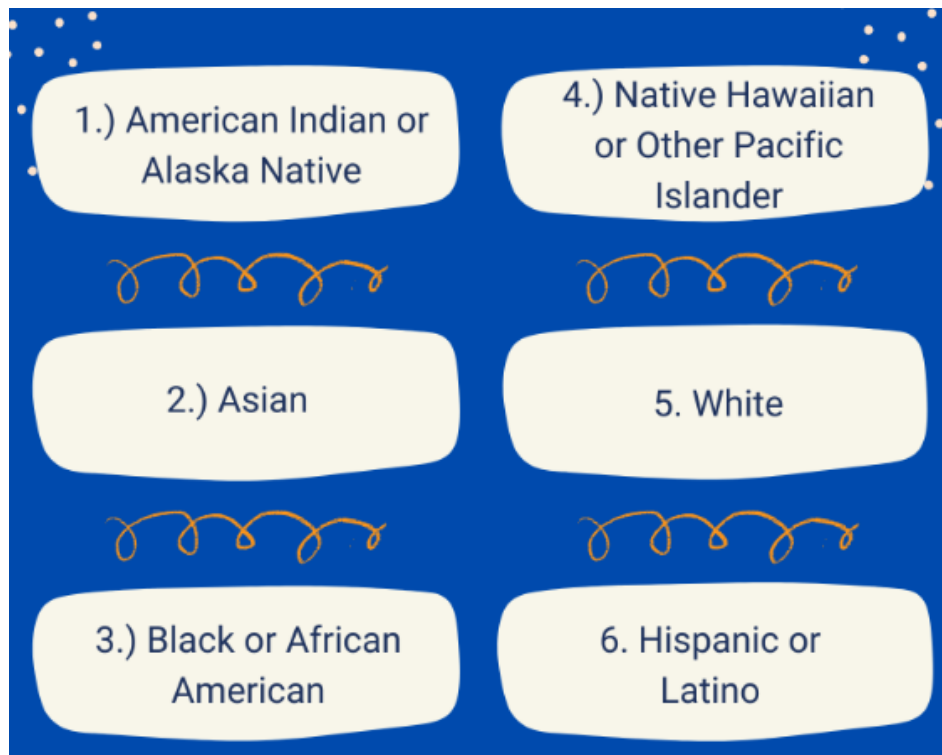
Figure 2: Illustrate the Race and Ethnicity Categories.

Figure 2 shows the Race and Ethnicity Categories. A Japanese-American, for instance, can consider herself an American even if she identifies as a part of the Japanese or Asian race if she doesn't follow any of the traditions or practices of her ancestors. People who belong to the same ethnic group might be another way to see the differences. Although one is Black while the other is White, two persons can both claim to be Americans. Growing up in Britain, an individual of Asian heritage could identify both ethnically and racially as British. Irish, Italian, or Eastern European immigrants were not seen as belonging to the White race when they first arrived in the United States. This widely held belief resulted in limitations on immigration laws and on the admission of immigrants who are non-White. Figure 3, the element influencing race and ethnicity.

People from different locations were viewed as belonging to subgroups of the White race around the turn of the 20th century, including the Alpine or Mediterranean races. Although some of these communities continued to distinguish themselves as ethnic groupings, these divisions were abandoned as well as people from these groups started to be integrated within the larger White race [9]. Additionally, the concept of an ethnic group might be widened or limited. Some Italians relate more with their region than their national roots, even though Italian-Americans are considered an ethnic group in the United States. They don't consider themselves Italians, but rather Sicilians. Nigerians who have recently immigrated to the United States may identify more with their particular ethnic group from inside Nigeria for example, the Igbo, Yoruba, or Fulani than with their country of origin [10], [11]. They could follow entirely different traditions than African Americans whose ancestors were formerly slaves but whose families have lived in the United States for many generations. Figure 4 shows the Race, ethnicity, and ancestry implications in health research.
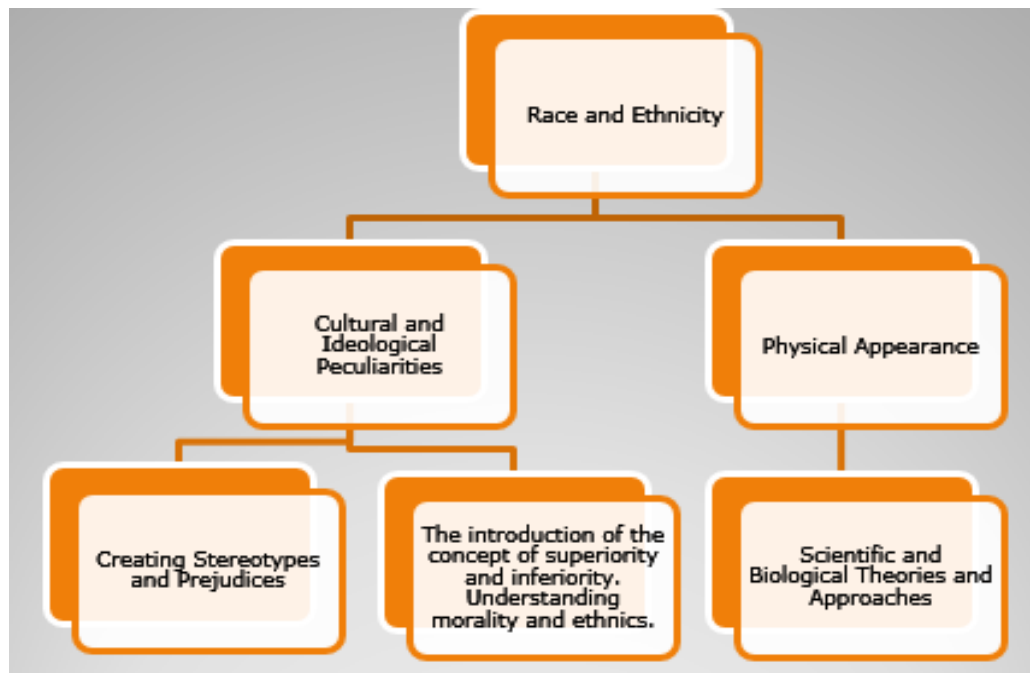
Figure 3: Illustrate the Factor that Affects the Race and Ethnicity.
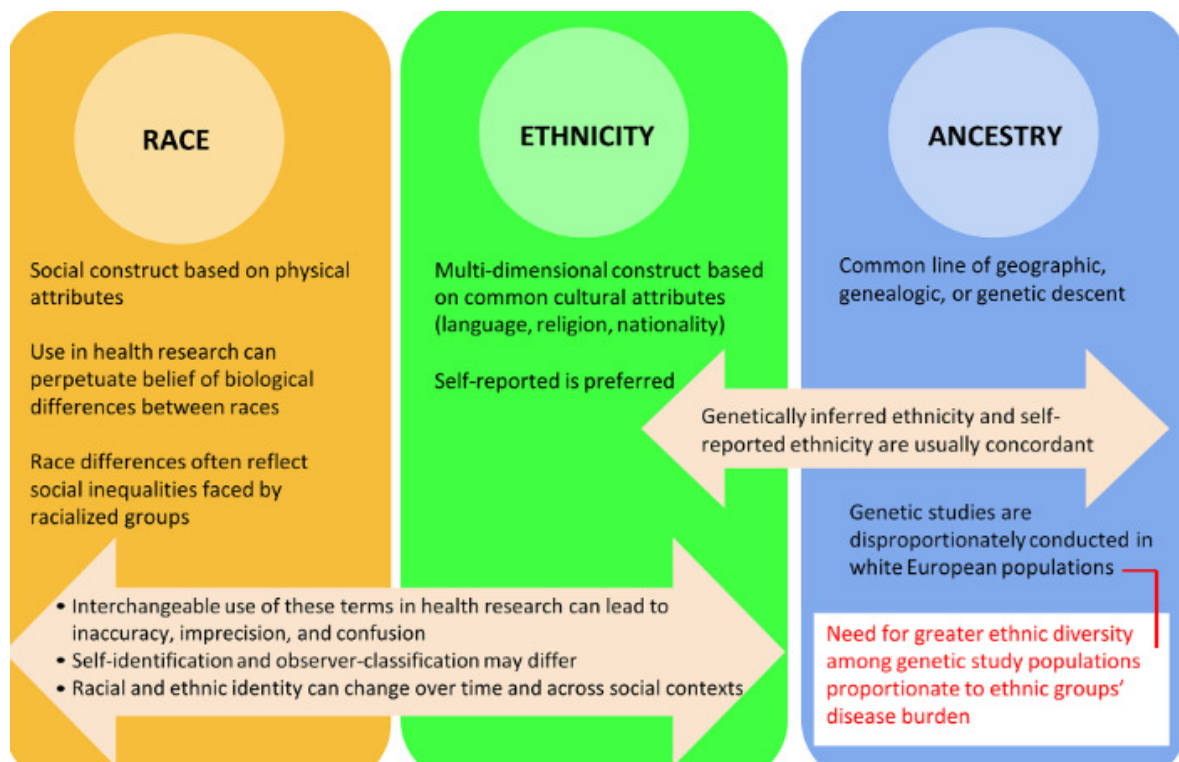

Figure 4: Considerations of Race, Ethnicity, as well as Ancestry in Health Research [12].

Because the criteria of ethnicity and race fluctuate throughout time dependent on public opinion, some experts think that both notions have been socially manufactured. Racism, the concept of superiority and superiority based on race, they claim, developed as a result of the assumption that race is caused by genetic variations and bodily morphologies. But there has also frequently been racial discrimination. In this paper, the author talks about race and ethnicity, and the differences between ethnicity and race.

2.   LITERATURE REVIEW

Stephen M. Quintana et al. studied culture, race, or ethnicity in child development. The research in the special issue separates the effects of sociocultural factors on developmental outcomes based on race, culture, ethnicity, and immigration status. The special issue tackles the formation of racial and ethnic identity as well as takes into account intergroup interactions in addition to key research on typical development in the setting of ethnic and racial minority children. The present research's methodological breakthroughs and difficulties are discussed [13].

Vickie M. Mays, et al. studied about the identification of race and ethnic Groups. New techniques for measuring race and ethnicity have significant effects on the area of public health. Historically, knowledge of race or ethnicity has been crucial to our comprehension of the health problems impacting the people of the United States. They examine a few of the challenges posed by novel categorization techniques made feasible by the incorporation of multiple-race assessment in the US Census as well as significant health surveys. They go through the significance of these classification choices in figuring out racial/ethnic differences in health and access to healthcare [14].

Judith B. Kaplan et al. studied Racial and ethnic referencing in biomedical publications. Writing about race and ethnicity presents three challenges for researchers, practitioners, and policymakers to account for the limitations of race and ethnicity data, determine whether racial and ethnic background are risk factors or risk markers, and figure out how to write about race and ethnicity without stigmatizing or implying discrimination among health professionals or populations of the color [15].

3.   DISCUSSION

Although the terms race or ethnicity are sometimes used interchangeably, their respective meanings are typically distinct. While ethnicity is often thought of as a social science concept that explains a person's cultural identity, race is typically perceived as biological, referencing a person's physical traits. Racial identities are constantly on exhibit, to some extent, whereas ethnicity can be concealed or expressed based on personal choices. Biological and sociocultural variables, respectively, are connected to the conventional definitions of race and ethnicity. The term "race" describes a person's physical features, such as bone structure, complexion, hair, and eye color. Table 1 shows the Distinction Between Racial and Ethnic Groups. Furthermore, ethnicity is a term used to describe cultural aspects such as nationality, ancestry, regional culture, or language [16], [17].

Table 1: Illustrate the Difference Between Race and Ethnicity.

	Race	Ethnicity
Definition	The notion of classifying people into populations or	A population grouping whose person identifies with

	groups based on different sets of physical qualities is referred to as "racism." (Which usually results from genetic ancestry).	one another based on shared characteristics is referred to as an ethnic group or ethnicity. Nationality or shared cultural traditions.
Significance	No matter how stated or real, race presupposes common biological or genetic characteristics. Racial distinctions were given significance in terms of intelligence, health, or personality at the beginning of the 19th century. These theories are not supported by any evidence.	Shared cultural characteristics and a common group history are implied by ethnicity. Although some ethnic groups may share linguistic as well as religious characteristics, others just have a shared history as a community.
Genealogy	Geographic isolation leads to a shared ancestry among racial groupings. In the modern world, racial groups have intermingled and this seclusion has been shattered.	The definition of ethnicity is based on shared ancestry, whether it is real or just assumed. People are often considered to be members of a group if they feel they are descended from that group and desire to be affiliated with it.
Distinguishing Factors	Races are said to be identified by things like skin tone and face structure. But there is very little scientific support for racial categorizations. Research demonstrates that, except for skin tone, racial genetic variations are negligible.	From one era to the next, ethnic groups differentiate themselves differently. Although they frequently try to identify themselves, they are also defined by the preconceptions of powerful organizations.
Nationalism	The idea of nationalism was frequently employed in the 19th century to defend the dominance of one race over another within a particular nation.	The political philosophy of ethnic nationalism developed in the 19th century, resulting in the creation of states based on presumptive common ethnic origins (such as Germany, Sweden, and Italy)
Conflicts	Racist prejudice is still an issue today in many parts of the world. Furthermore, compared to earlier times,	Ethnic disputes have frequently been violent throughout history and the world. However, in most

	there are now fewer racial confrontations.	countries, ethnic groups coexist peacefully most of the time.
Examples of conflict	American white-African American conflict, particularly even during the civil rights movement.	Conflicts between the Hutu and Tutsi communities in Rwanda or even the Tamil or Sinhalese communities in Sri Lanka.

But it has also helped us learn more about our real and perceived inequalities. Ethnicity has had a significant impact on the recent history of our country, even though it is not a distinction that can be scientifically justified. This resulted in several economic, legal, and social "reforms" over the last century that were intended to level the playing field for people of all races or national origins in our society. Ethnicity is a powerful, immediate marker of identity because of its salience. In health research, race or ethnicity is being used more frequently as a variable. Studies, meanwhile, have been mainly descriptive but have not been used to plan and evaluate how to enhance medical treatment. This is partly due to subpar analytical standards. There is a lack of terminology uniformity and little consideration has been given to the status of the terms race and ethnicity as research tools.

4. CONCLUSION

Finally, humans make some suggestions for the racial, ethnic, and cultural influences on children's development that should be studied in the ensuing decades. To emphasize the issues raised before, we propose that researchers examine children's development in connection to racial privilege in addition to investigating and intervening in children's race and ethnic prejudice and the social behaviors that come from that prejudice. Future studies must keep separating the effects of sociocultural factors such as race, acculturation, ethnicity, immigration, culture, and socioeconomic class from one another and the setting. The proximal mechanisms that are thought to mediate the links between demographic factors and developmental outcomes will need to be identified and measured by researchers. These studies are essential for clarifying developmental concepts. Humans support the establishment of procedures (through, for instance, funding priorities, editorial guidelines, etc.) that will result in a more thorough representation of all groups in research and that will motivate academics to actively evaluate sociocultural processes. People recommend that racial and ethnic awareness and identity be evaluated explicitly rather than solely inferred from a person's membership in a particular group. Future studies should more accurately capture the intricacy of acculturation processes, as well as the effects of varying acculturation rates within family systems. Future research on early childhood development would be better positioned to provide higher cultural validity in all of its investigations in these and other ways. The major purpose of this paper is to get more knowledge regarding race and ethnicity. This study will educate people about race and ethnicity in the future.

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CHAPTER 20
AN ANALYSIS OF THE SOCIAL MEDIA
ADDICTION AND ITS CAUSES OF DRAWBACKS

Dr.Neha Jain, Professor & HOD,
Department of English , Presidency University, Bangalore, India,
Email Id-neha.jain@presidencyuniversity.in

ABSTRACT:

Social media addiction and social characterized by excessive preoccupation with social media, an inexhaustible want to access or use online networking, and a commitment of much of this time and energy to digital networking that it interferes with other critical aspects of life. The current research aims to examine the effects of social media consumption on mindfulness and bargaining strategy selection, as well as the consequences on emotional tiredness. The results indicate that social networking websites are mostly utilized for social activities, largely connected to the maintaining of long-standing offline contacts. Additionally, poor conscientiousness and moderate narcissism tend to be connected to increased use, whereas introverts appear to use social networks for social betterment and conservatives appear to use them for psychological compensation. Reduced membership in real-world social communities, decreased academic accomplishment, and marital problems are all negative correlations of social media website use that might always be signs of dependence. In the future, this paper will be illustrating the information about social media addiction and also scatter the information about its drawback.

KEYWORDS:

Facebook, Social Media. Social Network, Self Esteem, Social Media Addiction.

1. INTRODUCTION

Through the emergence of various business models, reconfiguring of communication, strengthening of cooperation, and facilitating the search and communication of knowledge, social media helps enterprises to incorporate new and valuable management practices [1]. Numerous research studies show that social media platforms and technologies may improve organizational and individual performance. Additionally, preliminary studies have shown that when social media is utilized effectively in the workplace, the outcomes are beneficial [2]. It's vital to remember that once the suggested amount of social media use is accomplished, it may have harmful impacts. Smartphone usage is increasing, and the many social media platforms that run on them enable users to converse with one another whenever and from wherever they want, blurring the lines separating personal and professional life [3]. Overuse of social media for collaboration may lead to addiction, diverting workers' attention from their tasks, and significantly impeding workplace decision-making. Social media addiction (SMA) is growing quickly in the corporate environment [4].

Overusing the internet has a detrimental effect on people's emotional well-being and hinders their capacity to perform at work. Due to failing to implement it, the authors have not concluded the definition of SMA [5]. However, it is often characterized as the compulsive and obsessive use of social media, which over time may adversely affect a person's ability to

engage throughout many facets of life. This study evaluated social media addiction as the compulsive and excessive use of social platforms that competes with daily tasks, affects interpersonal connections for maintenance, and impairs efficiency [6]. Although employee social media activity improves with time, little is documented about how this shift impacts an individual's capacity to carry out their job. The academic community is closely paying attention to this element of social media and has started investigating how SMA negatively affects users both personally and professionally. SMA often causes technology stress and might compromise work performance [7].

Employees' usage of social media at work is seen to be the main contributor to workplace tension and internal problems. Although there is a beginning grasp of the negative elements of SMA in the literature, behavioral research on social media users seldom compensates for the various work settings and behavior patterns of workers [8]. In this sense, many social media websites present varying viewpoints on the workforce and user priorities. SMA includes the organizational and user perspectives on several topics. Since individual SMA components have different impacts, it may be difficult for middlemen to comprehend behavior in the workplace and employment status [9]. The influence of SMA on employee behavioral outcomes is considered by many academics to be a complex situation that cannot be characterized by simple determinism. The academicians therefore determine the connection between SMA and particular physical and mental well-being utilizing various intervened and affecting researcher constructs [10]. The relationship between SMA and employee stress as well as between SMA and job performance is examined in the present research using work technologies conflict and self-esteem, as illustrated in Figure 1.
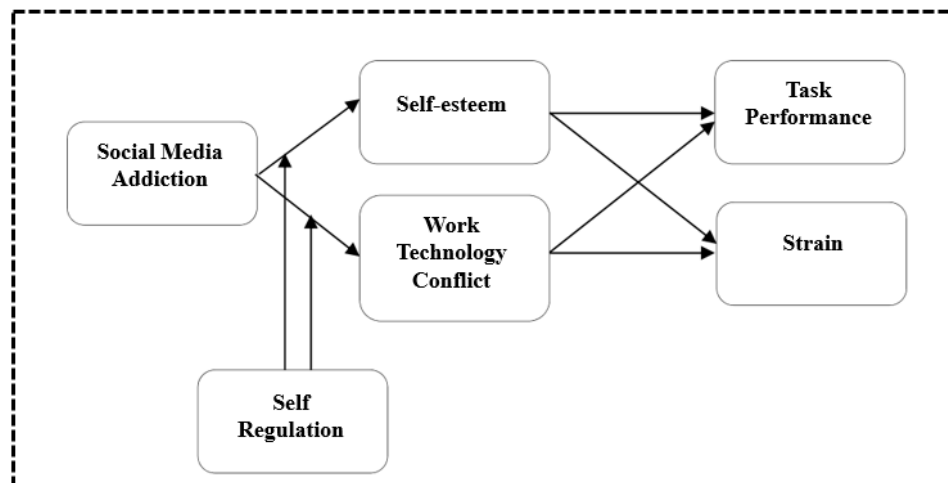
Figure 1: Illustrated the Social Media Addiction and Task Performance.

Research studies seldom ever consider methods to minimize the negative effects of SMA on workers' effectiveness. The purpose of this research should be to ascertain how SMA affects employees' job performance and strain[11]. The first purpose is to investigate how self-esteem and work-technology conflict moderate the relationship between SMA and task accomplishment and strain. Every contemporary company utilizes technology to some degree, and digitalization is an effective tool for organizing the many necessary activities for a business's everyday operations [12]. However, a recent poll found that far too many issues may be resolved as a result of the growing use of technologies in the classroom.

1.1.Predictors of Social Media Addiction:

The predictors of social media addiction in today's technology world are worrying, and there are many reasons why. Which is expressed in Table 1 and some points below:

i.   *Fear of Missing Out (FOMO):*

It is described as a constant terror that one could be overlooking sensory pleasures that others are enjoying. It was discovered that FOMO and increased Facebook-engagement, problematic-smartphone usage, social-media-addiction, and online social-media weariness are all necessarily correlated.

ii.   *Compulsive use Behavior:*

It is referred to as an inconsistency in managing behavioral overconsumption when someone is unable to reasonably moderate everyday performances and is emphasized as a further prediction of social-media-addiction. According to educational studies, compulsive usage behavior directly predicts problem behavior, social media addiction, and social media exhaustion.

iii.   *Self-esteem:*

According to one interpretation, self-esteem is a judgment of one's self-concept that generally depend on reflected judgments, perspective-taking, and self-attributions. According to a study, there exists a clear link between poor self-esteem and smartphone usage, social media addiction, and online gaming disorder. Particularly, research does seem that problems are more likely to occur when individuals have lower levels of self-esteem [13].

iv.   *Attention Deficit:*

This disease, which is documented to have challenges with behavior patterns inhibition, inattention, and trouble concentrating concentration on a type of activity, is recognized as another driver of dependency on social media. Compared to gaming enthusiasts without console issues, problematic online gamers exhibit indicators of attention deficit disorder. Additionally, a study's authors noted there a clear and favorable connection between social networking addiction and attention deficit syndrome.

v.   *Impulsivity:*

It is recognized to be a significant risk factor for many addictive disorders, and in the present research, it is one of the determinants of social media addiction. Impulsive individuals frequently perform unplanned, imprudent actions. For instance, scientists concluded that impulsive individuals have a higher tendency to use their cellphones to navigate social media, which may lead to addictive personality symptoms.

vi.   *Loneliness:*

Loneliness has been found as a necessary component influencing one's addiction to multiplayer gaming, Facebook, the Internet, and the relationship between social media. Loneliness is regarded as an unpleasant sensation that develops from significant deficits in a human's network of social interactions.

vii.   *Personality Traits:*

They have been intensively investigated by several scholars in the field of social media addiction. Examples of temperament qualities that have recently been linked to problematic teen social media usage include agreeableness, emotional stability, and neuroticism.

viii. Life Satisfaction:

Depending upon the age group that has been studied, life satisfaction which is defined as purely specific well-being, and its association with reliance on social media have shown varying answers. According to the latest research, younger individuals find sharing social media-based information to be fulfilling, although older adult consumers find it to be unpleasant. Table 1 shows the Different Predictors of Social Media Addiction.

Table 1: Illustrated the Different Predictors of the Social Media Addiction.

Sr. No.	Predictor	Addiction context
1.	Life Satisfaction	Facebook
2.	Personality Traits	Internet, Facebook
3.	Loneliness	Facebook, Social media
4.	Impulsivity	Social media
5.	Attention Deficit	Social media
6.	Self-esteem	Internet, Facebook, Social media
7.	Compulsive use Behavior	Facebook, social media
8.	Fear of missing out	Facebook, social media

1.2. The Social Media's Vicious Cycle:

When social media is involved, then some factors begin as typical adolescent angst could quickly devolve into a serious mental health condition and in Figure 2 shows the Vicious Cycle of Social Media:
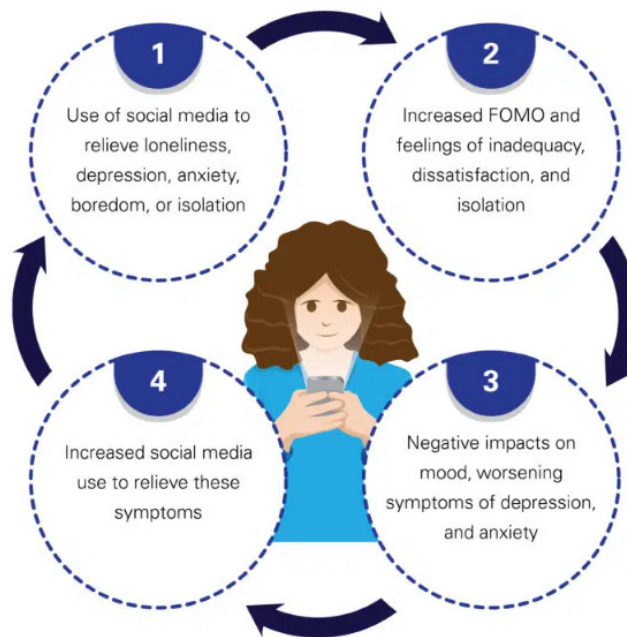

Figure 2: Illustrated the Vicious Cycle of Social Media.

- Use of social media to relieve loneliness, depression, anxiety, boredom, or isolation.

- Increased FOMO and feelings of inadequacy, dissatisfaction, and isolation.

- Negative impacts on mood, worsening symptoms of depression and anxiety.

- Increased social media use to relieve these symptoms (and the cycle continues).

No number of likes or comments will help teens experience the acceptance they are hoping to find. When they get caught up in this cycle, like a hamster on a wheel, they continually chase a reward that does not exist.

1.3. Risk Factors for Social Media Addiction:

Spending too much time on social media is a risky venture for any teen. However, some teens are especially at risk of becoming addicted.

i. *Female gender:* While boys are more likely to become addicted to gaming, girls are more likely to gravitate toward social media.

ii. *Low self-esteem:* Teens with low self-esteem are more likely to be uncomfortable with face-to-face interactions and use social media as an escape.

iii. *Depression and Anxiety:* These emotions commonly increase as a result of face-to-face and online social interactions. This increases the likelihood of teens escaping into social media, especially for those with social anxiety.

iv. *Impulsivity and Dis-inhibition:* Poor impulse control and sensation-seeking lead teens to do whatever feels good at the moment without regard for consequences, making them vulnerable to addictions in general.

v. *Poor Body Image:* Poor body image is most prevalent in girls, who often post edited, idealized images of themselves. Any resulting positive feedback fosters addiction as these girls live vicariously through their idealized selves on social media.

vi. *Extraversion*: Extraverts tend to establish more social connections online.

vii. *Introverted*: teens tend to be more passive online, liking and commenting on existing posts rather than starting their own. This is often a reflection of their offline difficulties in initiating relationships.

2. LITERATURE REVIEW

L. Zhao illustrated that the objective of this study was to investigate the consequences of various social media use patterns on smartphone addiction and subjective well-being as well as the relation between these two variables. 370 college students were chosen as a representative sample using a sampling technique. The respondents were split into addicted and non-addicted classes depending on their ratings on a social media addiction scale. A study model was designed utilizing the results of the literature review and validated using relevant information on all students, addicts, and non-addicts. The findings indicate that popular entertainment usage has distinct impacts on emotional well-being and social media addiction: pleasure use is more likely to result in social media addiction, while social use appears to enhance it. Furthermore, the assessment of all three groups proves that social media addiction harms emotional well-being [14].

E. Yayman and O. Bilgin embellish that this research examined the relationship between adolescent social media addiction, gaming addiction, and family characteristics. The 440

students from the four middle and high schools participating in the study were the respondents. Pearson product – moment correlation coefficient was used in the investigation to assess the degree of correlations among adolescent social media addiction, gaming addiction, and household duties. Regression analysis was used to determine the effect of adolescent videogame and social media addiction on family time. When research was conducted on the relationship between adolescent social media addiction, Internet gaming, and family functioning, it was found that there was a strong association between the two, as well as a positive and significant association between them and problematic family functioning. Social media addiction and pathological gambling were found to appear as significant predictors of all sub-dimensions of functional connectivity in adolescents [15].

Y. Choi stated that the goal of this study is to establish how narcissism affects team members' addiction to social influences that affect their commitment to their jobs and the organization. This even examines whether supervisor support can moderate the relationship respectively narcissism and social media addiction. This study used a survey method to obtain information from 285 workers spanning various firms. First, among the foundation causes of social media addiction, contextual performance enhances mood modification, withdrawal, and tolerance. Second, every phenomenon associated with dependency on social media services, including salience, withdrawal, and tolerance, lowers important components like work determining job satisfaction. Third, narcissism and each pertinent characteristic of work satisfaction or organizational citizenship behavior are mediated by withdrawal and tolerance among the sub-factors of social media addiction. Finally, among the sub-factors of social media addiction, perceived organizational support diminishes the impact of narcissism on overall mood modulation, abstinence, and tolerance. This research offers some managerial recommendations to business executives attempting to gather [16].

3. DISCUSSION

This research aims to explain how SMA affects cognitive changes that accompany strain and work performance in both a conceptual and methodological manner. The majority of hypotheses were substantiated by our study and were in line with self-regulated behavioral and cognitive research models, whereby self-regulation substantially effectively nullifies the consequences of excessive social media usage. Additionally, SMA lowers self-esteem and promotes difficulties in job skills, therefore the equivalent finding of this research confirms those of other researchers. As a result, the research did not even try to assume the associations between these elements that have previously been subjected to testing. However, currently in place were also observed in our machine learning, and we agreed with earlier research to investigate these linkages. Figure 3 shows the User of Social Media Users in different Age Groups. The author also discusses the column's breakdowns in this sentence, which are summarized below:
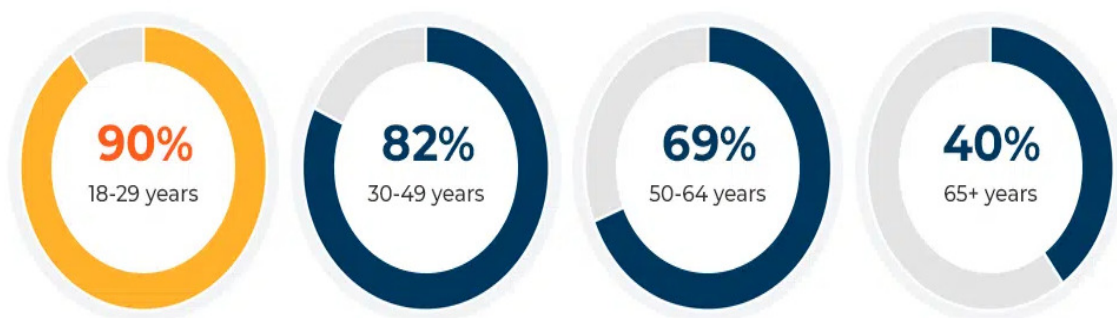
Figure 3: Illustrated the User of Social Media Users in Different Age Groups.

i.   *4.41 Billion People will be Active Social Network Users by 2025:*

Some of the most startling social media information and figures is the forecast that by 2025, there will be 4.41 billion monthly Facebook and twitter worldwide. That is around one-third of the Canadian population, to put it in context. It's important to mention that, starting in 2017, more people have begun to use social media.

ii.   *The majority of People on the Planet are Now Active on Social Media:*

According to a modern Smart Insights survey, by 2022, more than 50 percent of the earth's population would be using social networking sites in some capacity. This indicates that there are now 4.62 billion users of social media. Additionally, a typical day of employment is 2 hours, 27 minutes. The paper continues by asserting that multi-networking is the reason this figure has been rising. According to research on social internet addiction, some age groups' utilization of these platforms has substantially increased as a result of their increased uptake, which often results in unmanaged or inappropriate use.

iii.   *200M People Suffer from Social Media and Internet Addiction:*

The growing proportion of technologically based solutions devised to make life easier and less complicated is a reflection of how dependent humans are on it. However, scientific advancement is risk-free. According to twitter and Facebook addiction studies, there still are around 210 million internet and media platforms addicts globally. Research also shows that things will only get worse.

iv.   *Teenagers Who Spend More Than Seven Hours Daily Signed in:*

Even while kids nationwide have the propensity to use modern media excessively, social media addiction estimates show that teenagers in the United States spend an average of 7 hours and 22 minutes each day scrolling through different social media. Teenagers frequently possess a lot of free time and increased access to technology, which is one rationale for this. For instance, by the time individuals are eleven years old, 53% of kids already owned a smartphone.

v.   *Depression Symptoms:*

According to estimates on internet and social media consumption, students who use their cellphones for more than five hours a day are twice as likely to have depressive symptoms as one those who just use them for an afternoon. This illustrates that the effects of social media and science and technology accessibility may be more severe than originally thought.

vi.   *15% of those between the ages of 23 and 38 admit to being addicted to social media:*

Let's examine the relevant statistics from Statist's study on social media addiction if you believe that 15% is too low. 30% of those polled responded "somewhat," while 9% claimed they felt like social media junkies when asked if the phrase "I am hooked to media platforms" partially or entirely characterizes them. The age groups with the strongest rates of feeling "slightly" hooked to social media are 18 to 22 years old (40%), followed by 23 to 38 years old (37%). Then, 9% of those aged 39 to 54 believe they are hooked.

4. CONCLUSION

The present study examined how self-esteem and workplace stress affect employee stress and job productivity as they relate to SMA. This test serves as an empirical check for this research model. The analysis showed that while self-esteem did not strongly mediate the correlation between SMA and stress, it successfully mediated the association between SMA and task performance. Furthermore, the relationship between SMA and stress as well as between SMA and work effectiveness was strongly moderated by work-technology conflict. The research emphasized the importance of self-regulation as more than a protective factor against the harmful effects of SMA on workers' mental health and job performance. Those results not only deepen the scientific knowledge of SMA but also enrich media platform research, provide guidance to professionals on how to manage SMA in workers, the ability of various work situations to self-regulate, and ultimately boost job performance. Social media use is an unwanted but emerging issue, especially among young people who use these platforms. Coordination is involved in making social media a safe environment for all people to enjoy. Although novel and insightful in its methodology, the current research has some shortcomings. This study necessarily had a subjective aspect as it relied on the respondents' own opinions and experiences dealing with social media addiction. Additionally, many of the researchers and psychotherapists participating in the study had less than three years of previous experience dealing with this problematic social media activity, which may have hindered their expertise and perception of the issue. Future replication of something like research should ensure that length of experience, professional credentials, and understanding and knowledge of social media dependence is validated. However, future studies would benefit from the perspective of individuals who develop addiction-like symptoms as a result of using social media; Relevant psychosocial, cognitive, and personality characteristics should be considered in this category.

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CHAPTER 21
AN ELABORATION OF BLOG AND
VLOG WITH ITS SOCIAL IMPACT

Dr. Ajith K., Assistant Professor,
Department of English , Presidency University, Bangalore, India,
Email Id-ajithk@presidencyuniversity.in

ABSTRACT:

A blog is a conversational or informational website that is made publicly available and consists of discrete, often casual text postings that approximate diary entries. Typically, posts are shown in chronological order, with the most recently updated appearing in the center of the page. The main objective of this paper is to expand more and more about blogging i.e. blogging is an attractive career option in today's digital age and it has also become a part-time job of people in today's time. In this review paper, the author points out the difference between a blog and a vlog because many people are confused about it. Firstly the author introduces blogging and vlog with their type and next this paper has been displaying the difference between them. In the future, this paper will tell the definition of blogging and share important information about it. Which will provide a new base for other researchers and students in their research. So that those people can easily provide appropriate information for their research.

KEYWORDS:

Blogging, Information Systems, Social Media, Vlog, Writing.

1. INTRODUCTION

An unparalleled possibility to gather data from texts written by thousands and thousands of diverse writers is afforded by the rising popularity of accessible public blogs. Conveniently, a lot of these blogs incorporate structured aggregate characteristics that the writers have submitted. Although a lot of this material is false, it is safe to presume that it is mostly not. Additionally, there are no material limitations for the blog genre [1]. As a result, designers can also use this rich data set to start discussing the following question:

i. How do the contents and writing styles of bloggers of various ages and genders differ?

ii. How much about a person can we discover only by reading a text that they have written?

These are highly fundamental issues that have broad theoretical and practical implications as well as significant practical repercussions in the forensic and business worlds [2]. This paper will introduce our corpus, emphasize the notable variations in writing language and form across various demographics, and demonstrate how these discrepancies may be used to infer the demographic factors of an unknown author [3]. These differences both offer multiple new results and support findings previously disclosed concerning age and sexual orientation based on significantly smaller corpora. Each blog that has been downloaded contains every comment made up to the post-harvest date. This paper disregarded the structure of blog

entries, and in particular, the author did not discriminate between quotation marks and the blog's content. Other than English, several of these blogs now include supplementary content that has been disregarded for our objectives. Some of the blogs included age material provided by the authors. The distribution among blogs by age and gender throughout different categories is presented in Table 1. It is safe to presume because our corpus accurately portrays the distribution of all blogging for these features given the size of our collection [4]. Female bloggers are clearly within this majority (63%) among individuals under the age of 17, but are in the minority (47%) among all those beyond that age.

Table 1: Illustrated the Distribution of Blogs Over Various Categories for Age and Gender.

Sr. No.	Age	Gender		Total
		Male	**Female**	
1.	>48	906	314	1220
2.	43-48	584	263	847
3.	38-42	819	374	1193
4.	33-37	1827	860	2687
5.	28-32	3057	1686	4743
6.	23-27	6062	4043	10105
7.	18-22	7690	7393	15083
8.	13-17	4120	6949	11069
9.	Unknown	12259	12287	24546
Total		37324	34196	71493

By randomly removing excess papers from the broader category, this paper has generated a sub-corpus with an equal amount of male and female blogging in each age range [5]. This left everyone with a total of 37,478 blogs, 1,405,209 blog posts, and 295,526,889 words (the sum of the bottoms throughout the different generation ranges). This sub-corpus serves as the foundation for all information presented in this study. Roughly speaking, a person's personal life and the personal issue they would want to express thoughts or information about are done in conjunction with a blog as a tool for socializing [6]. The word "blog" is developed from "web-log," which operates as both a journal and documentation online. Blogs are respected for the material and quality of their writing and also for the views of their readers. These characteristics make us divide tourism- and travel-related blogs into four categories: institutional, individual, collaborative, and established media [7].

1.1. Definition of Blog:

Blogging is analogous to keeping a journal and the blog may be compared to a diary or newspaper. The term "blog" is a condensed version of the term "weblog," which has been used in 1990 [8]. However, it starts to take off in 2003 with the emergence of user-friendly content marketing tools for non-technical people. Blogging became extremely prevalent in the online world with the launch of WordPress in the year 2003. A blog's material is

categorized in a certain sequential manner, with the most recent entries presenting first and the oldest entries displaying last.

    i.   *Types of Blogs:*

Today, in the age of technology, many people opt to make a profession out of blogging, and it is developing every day. Now, blogging is classified into various categories, most of which are listed below:

- *Personal blog:* Personal blog posts are all about exchanging particular views, views, and encounters on different matters [9].

- *Niche Blog:* It concentrates primarily on one subject (i.e., it specializes in a certain subject) and may gather a sizable number of viewers.

- *Business blogs:* These blogs include both business and product branding and marketing. A company that focuses may include corporate blogs that are required for commercial and residential clients [10].

- *Affiliate blogs:* In these blogs, the publisher is in charge of producing product and service assessments and how-to guides without even controlling them. By receiving a portion of almost any sales made by customers who clicked the link in the video to make their acquisition, bloggers may also make more money in this manner [11].

    ii.   *Blogging Platforms:* WordPress, Joomla, Blogger, Tumblr, and Drupal are some of the several blogging systems that have been used to publish blog posts. A blog is merely a website or a website that integrates a blog. A blog may be created utilizing a combination of text and visuals, such as photographs, GIFs, videos, PDFs, etc [12].

    1.2.Definition of Vlog:

The term "vlog" is short for "video blog," which refers to bloggers with video content. Although broadcasting is a completely independent phrase, it was formerly sometimes used to refer to vlogging. But many journalists have begun vlogging since it's so widespread these days. Although the word "vlog" has been around since 2000, this only really took off in 2004 with the launching of YouTube [13].

    i.   *Types of Vlogs:*

- *Music:*A significant portion of YouTube is devoted to music channels, where musicians post their creations. The most well-known channels are BBC, Vevo, T-Series, and Spotify.

- *Technology or Product review:*These sources include information on a product, such as its features, performance, and upkeep, and they may also provide how-to instructions. What's inside, gadget 360, etc. are some of the well-liked websites for evaluations of products and technology.

- *Gaming:*Gaming channels are far more prevalent than other sorts of channels, which is why they seem to be so visually appealing and exciting. It involves players playing the game live and filming it as well, giving the spectator the impression that they are playing it themselves.

- *Comedy:*This category contains stand-up comedy and humor programs, as well as prank and comedy videos. People like seeing them because they make them chuckle and uplift their spirits. A well-known humor vlogger is Sara-Beauty-Corner.

- *Health and Fitness:*These channels have videos that are concerned with these topics, where advice on good health and exercise may be found.

- *Fashion:*Fashion designers and stylists produce these kinds of films where they provide recommendations for current cosmetics and attire.

- *Education:*Because these channels pertain to academic topics, this category is highly helpful to students. It aids in resolving the issues that pupils face. These videos often get more views since most viewers watch them more than once.

- *Lifestyle:*It entails portraying the experiences of daily living. In the end, they communicate their experience to others who are interested in a certain way of life.

- *Sport:*These vlogs might include sporting events including live games in a variety of sports and Olympic competitions.

ii. *Vlogging Platforms:* A variety of platforms may be utilized to publish videos and earn money in the process. Platforms that allow for vlogging include Facebook, Daily Motion, Viddler, Youtube, and Vimeo.

1.3.Key Difference between vLog and Blog:

The various key differences between the Blog and Vlog are summarized in Table 2:

Table 2: Illustrated the difference between vLog and Blog:

Sr. No.	vLog	Blog
1.	Videos are utilized in vlogs.	The blog is used to broadcast a range of sources, including text, gifs, images, and more.
2.	Vlogs are posted on several websites, including Facebook, Daily Motion, Vimeo, and YouTube.	Blogs are often managed on platforms like Joomla, Word Press, Blogger, Drupal, and many more.
3.	Vlogs were first created in 2000, but they rose to fame in 2004.	Initiated in 1990, blogs gained popularity in 2003.
4.	Vlog hosting may be free or cheap, but purchasing equipment like a camera, microphone, tripods, etc. requires a significant outlay of funds.	Blog maintenance is affordable since we must pay for dedicated servers. Most of the time, blogs may be hosted for free.
5.	Visual material becomes more popular in the vlog much more quickly than textual information.	The blog lacks textual information that supports the visual stuff.
6.	Any live event may be streamed on the Vlog to quickly reach a larger audience.	We are unable to webcast any online event somewhat on the blog.

7.	Visitors to the Vlog are much greater than those to the blog.	The blog generates far less traffic than the Vlog.
8.	Must be astute enough to use wise sentences, employ powerful facial expressions, and have a pleasant voice to produce a fantastic Vlog.	We must write content if we want maximum throughput for our site to expand.

In this paper, the author has discussed the blogging site and its different types. The author has, first of all, explained the blog as well as categorized the blog by different age and gender. After that, the author has defined the type of blog and vlog as well as its different types. Further, the difference between a blog and a vlog is shown. After that, reviews of some other researchers have also been mentioned, in which an important opinion has been given to the blog. The author has also reviewed the functionality of the top blogging website platforms

2. LITERATURE REVIEW

K. Steel et al. illustrated that as a novel method of teaching writing in education, blogging has increasingly attracted a good amount of attention from both instructors and learners. Blogs emphasize writing fundamentals specifically, stimulate students and increase the writing dynamics in the curriculum. Through technology, blogging is a wonderful opportunity for students to communicate with someone in a social setting. When students utilize blogs, student writing becomes more participatory and focuses more on using language as a means. Studies show that blogs effectively increase student reflection, discussion questions, and networking websites. The writing abilities of pupils in elementary, middle, and high school are all strengthened by blogs. The usefulness of internet blogging to improve students' group and individual writing talents is examined in this research. The paper also explores non-traditional ways that blogs could aid students in polishing their writing abilities, which has a significant positive impact on composition instruction and methods [14].

T. Denskus and A. Papan stated the benefit of adopting blogs in writing programming is that they expose participants to literacy strategies used outside of the workplace. The sociocultural theory holds that communication is a socially based discipline that is mediated by an individual's culture. It may be increased through talking, disagreeing, and sharing stories. This encourages and enables students to talk approximately their ideas before writing anything down alone, in pairs, or as a group. In this perspective, blogging itself is not technology but rather literacy, emphasizing the benefits of authentic writing. Writing collaboratively would become a crucial topic at school that all kids should be participated in. Instead of teaching writing abilities the conventional way, blogging gets people talking, interacting, debating, and debating before they start writing. Unfortunately, a lot of lecturers restrict themselves to delivering college courses using the paper and pencil technique, yet this often comes out as ineffective. Additionally, blogging provides the students with a personal goal for writing, which makes it more enjoyable than the academic critical thinking that is integrated into most textbooks [15].

Y. M. AlKhoudary illustrated that Due to the little fifteen-minute time slot, the upper elementary instructors cited an amount of uncertainty in teaching writing. It is better to motivate metacognitive thinking abilities, students, writing ideas, and writing improvement under these time limits. Knowing one's customers and how they would receive the text from a blog is equally important. For the emotional and social development of their creative abilities via blogging activities, this creates a serious difficulty. Students in the second semester must

evaluate also their ideas for writing and the reader's alternative interpretations. Individuals who blog may comprehend their readers' perspectives and update and strengthen their thoughts and paragraph structure by keeping their readers in mind. When blogging methods are well thought out too and organized, students may write approximately engaging topics for lengthy periods on a variety of blogs and websites, giving them access to a broader audience. Readers may thus operate as a gauge of the progress, passion, and sense of learners' writing [16].

3. DISCUSSION

This study examined the elements that caused the widespread adoption of and success of the weblog production platforms WordPress, Blogger, Movable Type, and TypePad as mentioned in Figure 1. The most well-known and profitable blogging systems are WordPress and Blogger, which have a larger presence than Movable Type and TypePad. The processes of data collection the functionality, essential aspects, system requirements, market share, and blogger voting findings of several blogging platforms. People should in some way benefit from this paper's comparisons of popular blogging platforms and get an understanding of how to choose one that is best for them. The comparison's results did provide some useful information for further blogging platform development.
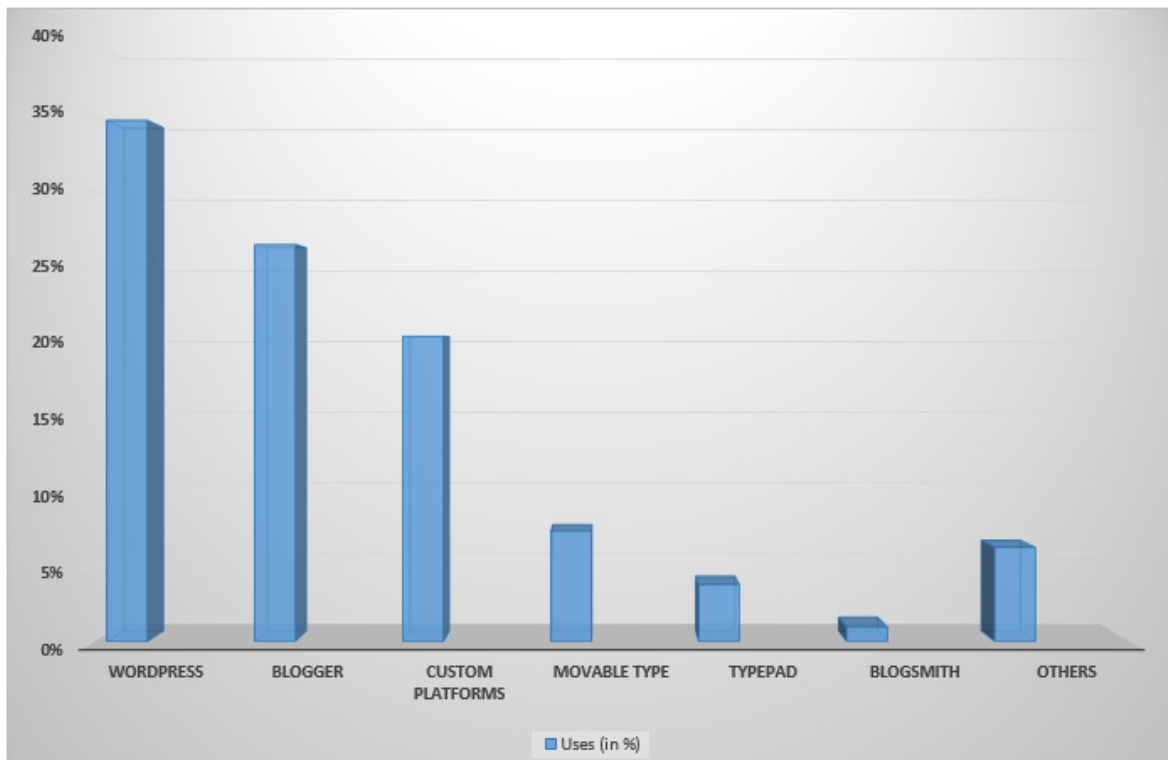

Figure 1: Illustrated the Usage of Blogging Platform.

The graphical representation displays the use of the different platforms for the blog by the user and there is 34.76% of users use the word press and 26.48% of users use the blogger platform and 20.36% of user satisfaction with the custom platforms. Type-pad uses 3.8%, Blogsmith uses only 0.96%, and 6.28% of other platform are used for the blog.

Here in Table 3; the author has expressed the functionality of the top blogging platform. The two types of WordPress-hosted and self-hosted are taken into account in this table. Apart from this, blogger, movable type, and Typepad have also been discussed. The functionality of

this blogging platform such as stability and support function, comment moderation sophistication, ease of posting, reporting, usability for visitors, ease of advanced customization, the flexibility of setup without coding, and ease of getting started has been shown.

Table 3: Illustrated the Comparison of Top Blogging Platform's Functionality.

Sr. No.	Functionality	WordPress (Hosted)	WordPress (Self-Hosted)	Blogger	Movable Type	TypePad
1.	Stability and Support	Good	Good	Good	Excellent	Excellent
2.	Comment Moderation Sophistication	Excellent	Excellent	Good	Excellent	Good
3.	Ease of Posting	Good	Good	Good	Fair	Excellent
4.	Reporting	Excellent	Good	Fair	Good	Good
5.	Usability for Visitors	Good	Good	Good	Good	Good
6.	Ease of Advanced Customization	Fair	Good	Excellent	Good	Fair
7.	The flexibility of Advanced Customization	Fair	Excellent	Excellent	Excellent	Good
8.	The flexibility of Setup without coding	Fair	Fair	Poor	Fair	Good
9.	Ease of Getting Started	Excellent	Good	Excellent	Fair	Excellent

4. CONCLUSION

The user-friendly nature of blogging enables EFL instructors and students to develop many fundamental writing abilities. In general, respondents show a strong increase in a variety of writing abilities, including choice of word, voice, style, voice, grammar, and content management. A blog is indisputably a good starting point for foreign language teachers to develop foreign language learners to abandon traditional writing methods in favor of a much more interactive, writer, and viewable approach, with the teacher trying to operate with a very well instructional design in the school environment or a virtual platform. The findings also revealed that group projects were more effective in improving writing abilities than solitary projects because of any blog conversations that members in the group may have.

The learners also become increasingly conscious of paying close attention to what they produce and revising it, possibly numerous times, to make the final output more appealing in terms of both format and content once they understand that their readers and audience are not only their teacher(s). The learners' motivation to continue writing and sharing in a two-way manner with the listener and with themselves is catalyzed by this ongoing connection. Therefore, it is advised to use blogging in a style that encourages writing lessons for foreign language students and increases both their macro and micro language abilities. The findings also indicated that students need to study as much about blogging and how to contact the other side to learn how to contribute ideas and develop their writing styles and style preferences. In the future, this paper will also serve as an online community for writing blogging exercises and for self-teaching and self-teaching English as a foreign language medium in a detailed and, often, speculative way. Writing is a blogging skill, so foreign language students who want to write well on a variety of topics will understand the need to read well. This is because their followers can be very interactive and eager to comment on their views.

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CHAPTER 22
SCRUTINIZING THE IMPACT OF POPULATION EXPLOSION IN INDIA

Dr.Sharon PB, Assistant Professor,
Department of English , Presidency University, Bangalore, India,
Email Id-sharon.p@presidencyuniversity.in

ABSTRACT:

Population explosion is defined as the rapid growth of the population in the world. In today's scenario of the world, population explosion or overpopulation is a major cause in the world. The problem why it happened is due to a lack of awareness, and supremacy among people is occurred. The objective of this study is to focus on the the Impact of Population Explosion in India. The outcome of the study is help to minimize the impact and effect of overpopulation and spread awareness ofthe rapid growth of the population. In the future, the population explosion will need to be more studied and to stop this government authorities have to come out and spread awareness to most people.

KEYWORDS:

Awareness, Growth, overpopulation, Population Explosion.

1. INTRODUCTION

The disparity between the birth and mortality rates during the past century has led to the rapid rise of the global population. In the past ten years, there will be an additional billion people on the planet. This is equivalent to increasing the global population by the size of China. Through its economic effects and environment, the increase in human population affects everyone. The well-being of people is presently seriously hampered by the present level of population expansion. We can better prepare for the future by being aware of the variables that influence population growth patterns. Regardless of theoretical stances, the growing issue of India's population boom and the negative effects this increase has on our quality of life is now universally acknowledged. There is no denying the fact that improving the standard of living and material security among one billion impoverished people on the planet is necessary for achieving cherished ecological sustainability, as is realizing ecological wisdom of fairness and equality in the use of natural resources.

An area's population growing quickly is referred to as experiencing a population explosion. The country's economy is in a predicament where it cannot keep up with the rapid population expansion. Additionally, it is a scenario when the economy is unable to give its citizens adequate facilities. The poorer, so-called developing countries, are the ones that contribute more to the population boom. Bulkier is the least populous state in India, whereas Uttar Pradesh is the most populous. Therefore, we can conclude that the growth of that area is inversely proportional to the population explosion, because too much growth is trapping individuals in a web of misery and illiteracy that worsens the issue, population explosion becoming the mother of all evils in our nation. In India, there is always a growing crowd of

people at any time of day, whether it is at a subway stop, airport, railway platform, road, highway bus stop, shopping Centre, marketplace, or maybe even a social or religious gathering.

1.1 Causes of Population Explosion:

The disparity in birth rates is a major contributor to this population growth. The number of babies born in a group during a specified period is known as the birth rate. The number of people born each year per 1000 people in the population is known as the human birth rate. For instance, if there are 35 births per 1,000 people each year, the fertility rate is 35. The fatality rate is the proportion of fatalities to the total population within a specific period. In plain English, the frequency of deaths in a particular population during a specific period is represented as every 1000 people. In addition to these, a few other factors, such as the following, also contribute to population growth:

      i.   The rate of newborn mortality dropping.
     ii.   The lengthening of the average lifespan.

Studies from the past may help us comprehend the reasons behind population shifts. Some argue that socioeconomic institutions effectively controlled the growth of modern humans regarding resources until a few centuries ago, but that as a result of mortality drop, urbanization, technological advancement, and general modernity, these mechanisms have since failed. The effectiveness of these mechanisms in the past, as well as how they responded to different kinds of external shocks. Past research may be able to shed some light on the causes of population movement. Some claim that socioeconomic structures effectively controlled the rise of modern people in terms of resources up until a few hundred years ago, but that these mechanisms have subsequently failed due to a decline in mortality, urbanization, technical progress, and modernity in general, nothing is known about how well these mechanisms worked in the past or how they handled various sorts of external shocks.

Population growth is frequently seen as a hazard and burden to the planet since it increases demand while also causing depletion. Rapid population growth is referred to as a "population explosion" in a certain area. Furthermore, this circumstance is seen as harming the nation's economy. Additionally, it puts the economy in a position where its citizens lack access to appropriate facilities. It is obvious that the poorer, so-called emerging countries, are the ones with the biggest population growth. The main factor causing the societal ills of incremental hunger and illiteracy is the population explosion. India is overpopulated, as seen by the crowds of people during social or religious events as well as on public transportation platforms, airports, train platforms, roadways, motorways, bus stops, and retail malls.

The birth rate, or the number of babies born in a society over a given period of time, is the key factor in the population explosion. For instance, the number of births is 28 if there are 28 births per every 1000 people per year. In South Asia as a whole and India in particular, the relationship between population expansion and food supply has frequently been viewed from a neo-Malthusian angle. Nevertheless, it is true that many of these nations, notably India, have been able to significantly boost their food output since 1960. However, it is considered that this "quantum jump" is insufficient for India's vast population. With only 2.4% of the world's land area under its control and nearly 18% of the world's people to feed, India continues to have a significant undernutrition problem.

Many nations have taken corrective action to address this issue. The most important method of population control is China's "one-child policy," which forbids having more than each child by levying taxes. Before obtaining a marriage license in Iran, both men and women

must complete mandatory contraception education courses. The Public Health System Act in the US gives those in need accessibility to contraceptive services, products, and information. Low-income individuals receive priority for services.

2. LITERATURE REVIEW

Van Dao and Nguyen Van [1] explained the Population explosion and the environment in developing countries Recent years have seen a rise in the importance of the connection between population and environment for many nations and international organizations. The world's environment is under a lot of stress because of the population increase. The authors find out how the population explosion affects the environment; solutions to limiting population growth as well as limiting environmental pollution.

J Van Bavel [2], discussed Population Explosion For the first point in the history of Homo sapiens, the total world population has surpassed 1 billion people. Rates of growth have been rising exponentially ever since, reaching unfathomably high peaks in the twentieth century before slightly slowing down after that. Just after 2010, there were 7 billion people on the planet. By 2045, there will likely be 9 billion people. The discussion of the effects of population expansion, including food security and poverty, the environment's influence, and migration patterns.

G. Vijaya Bhasker [3] explained that the most important factor in analyzing India's development is the shift in its population. The change in the statistic reflects both the nation's enormous historical triumphs and its impending serious challenges. It provides a crucial all-encompassing framework for the analysis of a substantial portion of India's financial development. The author includes statistics about the country's population as well as some global correlations. Finally, this essay also discusses potential future population growth.

John ADUWA [4] explained the population explosion in Nigeria: causes, its effects on the educational sector, and the ways forward the reasons behind the population explosion and how it has affected Nigeria's educational system were several earlier studies conducted by researchers as well as the author's own experiences as a Nigerian. The author concluded that among other things, sex education was one of the suggested measures to stop the population explosion. Since the federal administration wants to eradicate poverty, hunger, illiteracy, and diseases and to give our future generations access to healthy food, healthcare, and education, the government should take drastic measures to put the measures in place.

Minoru Eshima and Nobuoki Takagi [5] et al explained a mathematical-model approach to human population explosions caused by migration which proposes a population explosion is when there is a dramatic increase in the density of people in a relatively limited area. Geographical population movements might result in an overpopulation of a region. The authors conclude that population explosion happens when humanity makes its way within a sufficiently limited domain if the slope of starting density of the population is large enough if the population tends to gravitate strongly toward heavily packed locations, and if the cost of relocating is sufficiently low.

Ramamoorthy and R. Pavithra [6] et al discussed work on population explosion that The rapid growth of the human population is severely compromising our state of being. Making countries are under increasing pressure to compete financially, and their cutting-edge forms of advancement are also harmful, while developed nations continue to pollute the environment and exploit its benefits. The authors conclude that the development of people increases the demands on our unquestionably necessary resources. Earth's natural environment is improving as a whole, according to people. To ensure that life on this planet

will continue to be reasonable for the next hundred years, considerable changes must be made to the use of resources, biodiversity, waste production, and normal environmental conditions.

3.   DISCUSSION

The term "population explosion" describes the increase in the population of a region. It is a significant problem for developing nations. Additionally, our government is not acting appropriately to address this issue. In addition, it leads to several problems for the nation's citizens. When we refer to "overpopulation," we particularly lead to a situation where the Earth's ability to replenish the resources used against the population of the world each year is compromised. According to experts, it's been the case each year since 1970, year by year getting worse. We need to comprehend what causes overpopulation and overconsumption, and how these trends are affecting all from climate change to geopolitical turmoil, to help moderate this extremely unsustainable scenario.

Both means and ends of economic growth are people. If they are strong enough, they can be an asset, but if they are too strong, they can become a burden. In India, the population has beyond its capacity and is now a liability. Therefore, the issue of India's population growth has proven to be a major obstacle to the accomplishment of economic development and planning. The rise in the number people on Earth is referred to as population growth. The majority of human history saw a relatively steady population size. Power, food, water, and medical treatment, however, became more accessible and dependable as a result of innovation and industrialization. As a result, the human population has swiftly expanded and is still growing, having a significant impact on the planet's ecosystems and climate. In order to support the world's population while adapting to and minimizing climate and environmental changes, technological and societal innovation will be necessary.

In the long run, nations with undeveloped natural resources might be able to support more people. However, their rapidly expanding population makes it challenging for them to create the organizational systems and human resources that are required to fully utilize their resources. For instance, in Brazil, the Ivory Coast, and Zaire, the development of undeveloped land will necessitate significant supplementary expenditures in roads, public utilities, drainage systems, as well as other agricultural infrastructure. Natural resources alone are not sufficient for continuous economic growth. Savings are produced by individuals, companies, and the government. Governments can, within certain bounds, employ fiscal and monetary tools to adjust a country's savings rate regardless of demographic conditions. Corporate and government saves do not appear to be systematically tied to fluctuations in population growth.

3.1 Problems of population growth:

There are lots of problems due to overpopulation and population growth by this problem many countries will face various effects. They are categories as below:

3.1.1 Falling Morality Rate:

An imbalance among births and deaths is the main factor contributing to population expansion, and possibly the most evident factor. According to the World Health Organization, the infant mortality rate has fallen internationally, with 4.1 million baby deaths in 2017 opposed to 8.8 million in 1990. Of sure, the news regarding public health is welcome. The average lifetime is rising globally at the same time. The majority of those of us alive now will probably live a lot longer than our ancestors did. Since 1900, life expectancy has over

doubled globally, mainly to improvements in general hygiene, technology, and medicine. Although declining mortality rates are also nothing to be concerned about, widespread lifespan does factor into the math of population growth.

3.1.2 Lack of female education:

The gender gap persists despite improved female educational access over time. Approximately 130 million girls globally are not in school right now, and 15 million themes compared to 10 million boys will never spell words. Women and girls who are educated are more likely to delay having children, have healthier children, and are more likely to participate in the workforce, among other good consequences. Numerous pieces of data point to a link between female education and reproductive rates that is unfavorable.

3.2. Effects of population explosion or overpopulation:

There are various effects of overpopulation and population explosion which may be very effective for the way of living of the people, some are categories as follows:

3.2.1 Problem of Investment Requirement:

The population of India is expanding at a frequency of 1.8% annually. Larger investments are required to reach a proper percentage of the increase in disposable income. This harms the economy's growth rate. The population is growing by 1.8 percent annually in India, while the capital-output ratio is 4:1. It implies that investment is necessary to maintain the current economic growth rate at $(4 \times 1.8) = 7.2$ percent of national revenue.

3.2.2 Problem of Capital Formation:

India's population makeup hinders the growth of capital formation. A total fertility rate and a short life expectancy result in a big proportion of the population being dependent on others. In India, people under the age of 14 make up 35% of the population. The majority of these people rely on others for their survival. They are ineffective consumers. The weight of dependents limits people's ability to save. As a result, capital formation is declining.

3.2.3 *Natural Resources of that particular region:*

Natural resources are provided important from the planet that is used to sustain life and satisfy human needs. Therefore, there is a strong demand for natural resources where there are numerous people.

3.2.4 Unemployment:

Overpopulation causes unemployment since there aren't enough jobs to support all the extra people. People commit crimes like theft as a result of the rising unemployment rate because they need to feed and outfit their families with the necessities of life.

3.2.5 High Cost of Living:

Due to the population boom, the gap between supply and demand is widening, driving up the cost of several necessities like food, housing, and healthcare. It entails higher costs for surviving and feeding families.

3.2.6 Illiteracy:

Being unable to read properly is a quality or condition known as illiteracy. The world has a serious problem with illiteracy. The world will experience a population explosion as a result of their inability to give the next generation better education due to unemployment.

3.2.7 Burden of Unproductive Consumers:

In India, a large number of children are dependent. Old persons above the age of 60 and many more in the age group of 15-59 do not find employment. In 2001, the working population was 39.2 percent while 60.8 percent are unproductive workers. This high degree of dependency is due to the high rate of dependent children. This dependency adversely affects effective saving.

3.2.8 Population and Social Problems:

Numerous social issues are caused by population growth. People move from rural to urban regions as a result, which fuels the expansion of slum communities. Most sanitary and hygienic conditions do not exist where people live. The educated youth are frustrated and angry as a result of unemployment and poverty. This results in theft, beggarly behavior, prostitution, murder, etc. Today's terrorist activities are a reflection of the anger among intelligent, jobless youth in different parts of the country. In large cities, overpopulation is the primary cause of crowded living conditions, backed-up traffic, frequent accidents, and pollution.

3.3 How to solve the problem of population explosion:

The problem of population explosion is growing more and more, to avoid these type of problem in future some major steps have to be taken by the people of the world. Some of the solutions are mentioned below:

Empower women:

According to studies, women who have access to reproductive health care are more likely to use birth control, and those who work are more likely to be able to escape poverty. The Un Population Fund runs microcredit programmers to train young women as advocates for women's healthcare to address both challenges at once.

Promote family planning:

Simple contraception education for both men and women can have a significant impact. Iran's nationwide family planning programmer was implemented in 1989, and within ten years, the country's fertility rate decreased from 5.6 births a woman to 2.6. In just five years, a comparable initiative in Rwanda resulted in a threefold rise in contraception use.

Make education entertaining:

The American Population Media Center uses innovative methods to speak to women. Its radio soap operas have been listened to by up to 500 million individuals across 50 different nations and offer culturally tailored stories regarding reproductive difficulties. 63% of Ethiopian women seeking services for reproductive health reported tuning in.

Government incentives:

A top government employee should be in charge of handling population-related concerns, according to the UK charity Population Matters. Governments are urged to encourage "responsible parenthood," and assistance should only go to the first two kids unless the family is truly in need.

Such research makes it evident that generally speaking, human fertility is far lower than its biological potential in many parts of the world. It is severely regulated by societal norms, particularly those that govern marriage and sexuality, as well as by married couples' explicit

efforts to limit reproduction.The government must take appropriate action to address this issue. How well the population growth is controlled will determine how the nation develops as a whole. Family planning and wellbeing issues should be made more widely known by the government and other NGOs. In hospitals and other communal locations, billboards with the phrases "Hum do, hmare do" and "Chota Parivar, Sukhi Parivar" should be placed. These catchphrases imply that two kids for two parents and a tiny family are happy families. It is important to spread knowledge about family planning techniques and the use of hormonal contraception.

4. CONCLUSION

Overpopulation prevents progress and resource exploitation, yet India's influence in the global community in many fields cannot be disregarded. India will be able to address this issue by increasing public awareness and enacting rigorous population control regulations. Therefore, to summarise the subject, we can say that a population explosion is just a term used to describe the rapid population growth in a given location. It is due to rituals, superstition, lack of sex education, illiteracy, and lack of education in the most populous region of the nation.It assists the nation in containing the population boom and also contributes to a number of other positive outcomes, including a healthy environment, an abundance of natural resources, appropriate employment, a proper high school graduation rate with rapid economic growth, etc. If we take the necessary steps and behave responsibly as citizens of our nation, all of this may be feasible. So, it is how you can resolve the population expansion problem.

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CHAPTER 23
ROLE OF YOUTH NONGOVERNMENTAL ORGANIZATION (NGOS) IN NATIONAL POLITICS

Dr.Neha Jain, Professor & HOD,
Department of English , Presidency University, Bangalore, India,
Email Id-neha.jain@presidencyuniversity.in

ABSTRACT:

An organization that often forms independently from the government is known as a non-governmental organization. Providing the young with appropriate education and work, as well as organizing and teaching them about their rights and responsibilities. To encourage young participation in public life and to develop linkages between neighborhood organizations, companies, schools, and municipal authorities. NGOs analyze the needs of people and operate as a liaison between society and the government. As they want aid not only in the financial sector but also in the large sphere of economic, social, and political structure, which is explored in this paper, they do demand respect on a global scale. Nongovernmental Organization (NGO), a voluntary association of people or groups founded to provide services or promote public policies but often not connected to any government. While some NGOs are for-profit businesses, by far the bulk is nonprofit institutions. NGOs in India have been working to educate, organize, and mobilize people at all levels, especially the poor, so that they may seek self-development, fight for their rights, and put pressure on the government as necessary in the future.

KEYWORDS:

Community, Development, Organization, Non-Governmental, Politics.

1. INTRODUCTION

Both the government and non-governmental organizations have chosen the provision of social services as a development strategy. Private citizens are also active in the provision of social services to the society. The community's beneficiaries, who are the former, often provide labor or matching funds while the latter creates the provision [1]. As a consequence, the interaction of these factors leads to community development. Community development is the process by which the efforts of the people are added to or contributed to those of the government to improve the well-being of the communities, enabling them to contribute their fair share to national development, according to the definition provided by the United Nations in its African Governance Forum [2]. The activities of NGOs have a significant role in improving the socioeconomic situation of our nation. However, despite its extensive democracy, there are still a number of problems, and millions of people still need access to exercise their rights. The significant roles of NGOs have had a beneficial impact on the industries represented in Figure 1:

Figure 1: Illustrate the significant roles of NGOs [3]**.**

However, unchecked economic disparity persists today, and individuals still struggle to afford the essentials of life, including housing, food, clothing, and basic requirements for health and education. The NGO steps forward to support and serve at this point. They carry out their responsibilities to close any gaps left by the government and endeavor to improve the quality of life in underserved areas [4]. NGOs from both the developed and developing worlds now play a significant role in international organizations and fora, and they are active in issues like environmental preservation and human rights. The most overtly political NGOs are of the second and third generations. In liberal democracies, they exercise influence on legislation and public policy much as interest or pressure groups do. Figure 2 shows the NGO categorization based on their different stages.
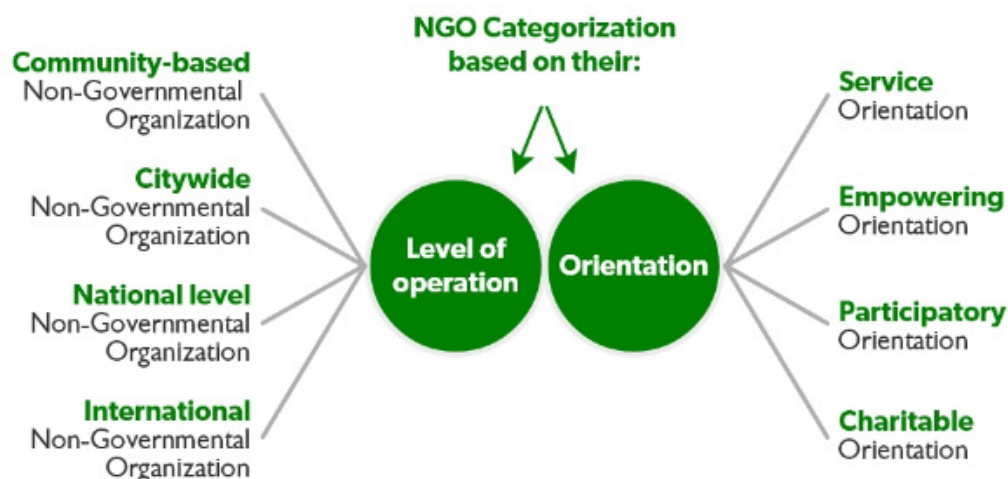

Figure 2: Illustrate the NGO categorization based on their different stages [5]**.**

NGOs are non-governmental groups that operate outside of official oversight. They are nonprofit organizations that promote social welfare. They serve as a bridge between the government and the general public. These groups are often filled with people who cannot

perceive the pain of others yet desire to improve the world for everyone. NGOs take up these concerns and deal with them with the highest attention when certain issues cannot reach the Government in power or when some issues are disregarded by the Government. These organizations allow anybody to join and allow anyone to leave at any time. NGOs also have their selection criteria and guidelines [6]. Due to this, these organizations are sometimes known as voluntary functioning organizations.

1.1.The Roles of NGOs in the Indian Context:

The activities of NGOs have a significant impact on society and have led to social change for the betterment and advancement of society. It has been shown that these organizations are active around the globe and are carrying out their missions to benefit mankind and other noble causes. It is crucial that the organization's staff employees be knowledgeable, motivated, and passionate about carrying out their duties in a responsible manner. Below are a few of the functions of an NGO:

1.1.1. Social Safety-Valve Role:

NGOs organize public inconveniences and take on the role of an advocate for societal needs and problems. They significantly contribute to giving voice to the underprivileged and helpless.

1.1.2. Improve Government Performance:

One of the roles of NGOs is to make sure that the government responds to the needs of the people and resolves their issues, keeping the government responsible [7]. By contributing their own research teams and knowledge, NGOs are also permitted to make recommendations and push the government's policies to be improved and flexible.

1.1.3. The Service Role:

Through the non-profit organization, those who are concerned about any social or economic hardship may react and provide their assistance. NGOs provide an atmosphere of trust and confidence and assist in constructive dispute resolution [8].

1.1.4. Building Community Participation:

The nonprofit organization offers an alternative viewpoint that is capable of engaging in meaningful conversation with underserved areas. Numerous NGOs are attempting to preserve and promote India's rich cultural diversity. They have several groups functioning on a global scale to further the goals of the NGO.

1.1.5. Women Empowerment:

The accomplishment of key NGO tasks has advanced significantly in the fight for women's empowerment. A few examples include educating women, lessening the prevalence of female feticide, providing work to women, and combating sati, dowry, cruelty, and other societal ills. They are still making every effort to abolish gender discrimination [9]. Numerous organizations, including Sewa, the Agrani Foundation, Eklavya, and the Environmental Action Group, among others, are dedicated to these issues.

1.1.6. Sustainable Development:

Because no one is sacrificing their immediate needs or destroying natural resources to further their selfish interests, this sector requires the most care. Therefore, NGOs is monitoring

everything and developing control methods to stop overusing natural resources, which leads to environmental dangers that later result in health issues and natural tragedies [10].

The main question posed by the aforementioned is if and how NGOs will adjust to the present shift in global best practices. If NGOs are to be successful, they must continually connect local and global agendas and will be compelled to learn from and adjust to shifting needs and possibilities. One of the main reasons contributing to the expansion of NGOs in the 1980s was the greater accessibility of large-scale financing, which facilitated the creation of social welfare groups, many of which lacked a clear political objective [11]. Increased financing, professionalization, bureaucracy, and the change in emphasis from "social mobilization" to service delivery progressively erode the intrinsic benefits of NGOs themselves. The gap between well-funded social mobilization groups and service providers with ample resources might expand as a result of this process [12]. This draws attention to the fact that NGOs display potentially instructive differences in the focus and presentation of operations, clientele, and organizational design. The degree to which NGOs are free from the influence of funding organizations or donors varies widely.

An organization that operates without the assistance of a government is known as a non-governmental organization (NGO). Typically, it is non-profit. NGOs, also known as civil society groups, are created on a local, national, and worldwide scale to advance a social or political objective like a humanitarian cause or environmental preservation [13]. Any group of persons who desire to carry out tasks in the public interest may establish an NGO. They may have personnel and funds. NGOs may do international business. Government has no control over them, and it has no input on their operations or tax-exempt status. They are often non-profit but may be. They get their revenue from membership fees, grants, and contributions. The growth of the underprivileged in society is greatly facilitated by the NGOs. It is working well in this aspect as well. It has taken on several initiatives, such as the elimination of poverty, and is tackling different societal ills. It has aided in the building of dams, trains, and highways, and it has provided all essential amenities to the less fortunate, rural regions, and vulnerable groups in society. One of an NGO's roles is to serve as a role model for helping mankind.

2. DISCUSSION

With more than 55% of the population under the age of 25 and more than 60% of the population in the working age range, which is between 15 and 60 years, India is now one of the youngest countries in the world. By 2023, it is predicted that the average age of the population in India would be 29 years old, while it will be 47 years old in Japan and 40 years old in the United States. Our nation has a demographic advantage over other nations due to the presence of younger people. The demographic dividend is the expansion of the national economy brought on by the shift in the population's average age. Today's youth in our nation are becoming more and more restless and are making every effort to change things, but it hasn't worked. If we all want to put an end to unemployment, poverty, corruption, and violence in the nation, more work has to be done. The growth of the nation has been delayed as a result of the prevalence of these ailments in our culture.

India is the largest democracy in the world, yet it still trails in terms of sociopolitical and economic development. After all these years, we still haven't succeeded in obtaining the independence and national development that our freedom warriors battled for. We have failed to combat unemployment, poverty, corruption, illiteracy, and violence in our nation for the last 72 years [14]. India's rankings have scarcely improved in recent years across all development indices. In the Human Capital Index, the World Happiness Index, the Human

Development Index, and the Gender Development Index, India is ranked 116, 131, 144, and 141, respectively. This demonstrates the condition in which our nation[15]. The Youth must step up and assume responsibility for combating the many inequities and helping to advance the development of the nation if India is to improve all these statistics.

According to statistics, India has an advantage over other nations since 62% of its population is under 25. Young people are recognized for having imaginative and diligent brains, which will aid in the growth of the nation. Only if youth are given appropriate opportunities in a variety of disciplines can they alter the nation. We have been encouraged to choose jobs in engineering or medical science in our culture [16]. This could be as a result of social pressure or familial pressure. This has grown to be a significant factor in the youth's demise. According to statistics, 55% of young engineers are jobless because they lack the qualifications to get employment. If young people think about pursuing careers in domains like politics and the arts, they can influence society [17]. We may anticipate a significant shift in the evolution of the nation if the Youth are provided with the right opportunity to reflect their opinions in arenas like politics. Young people should be inspired to become involved in politics and hold important posts like minister of education, minister of finance, bureaucrat, and even prime minister [18].

Non-Governmental Organizations' Function Due to their display of distinctive and remarkable qualities, skills, and talents, NGOs are earning money. NGOs serve two primary roles: they may act as service delivery outlets by offering the poor welfare, technical, legal, and financial services, or they can cooperate with community-based groups to provide basic services and infrastructure [19]. It is often a problem to fill the gaps left by governments ceasing to be involved in providing, which results in incomplete service delivery. Up until recently, the development process was thought to be driven by the governments of developing nations [20]. However, such paternalism reached its breaking point when it became abundantly evident that the government lacked the financial might and resources to foot the bill for the poor's services as well as the organizational skills and know-how to produce the desired results. Since the middle of the 1980s, NGOs have played a significant role in this situation by advocating donor reform packages and minimizing the negative costs of structural adjustment to provide insurance against the political backlash against severe adjustment regimes. Such a job brings up significant issues. The supply of services via the volunteer sector may follow inconsistent or uncoordinated patterns.

Figure 3: Illustrate the different roles of the NGO in democracy [21]**.**

2.1.Role of NGOs in Indian Democracy:

Nearly 3.4 million non-governmental organizations (NGOs) operate in India, operating in a range of sectors from disaster assistance to advocacy for disadvantaged and marginalized

groups shown in Figure 3. In a growing nation like India, some enormous roles and obligations might be described as follows:

2.1.1. *Bridging The Gap*: NGOs work to fill up gaps in government programs and connect with groups of individuals often excluded from official initiatives. Additionally, they are involved in a variety of endeavors, including research, legal assistance, healthcare, environmental protection, gender concerns, and human and labor rights.

2.1.2. *Role of an Enabler:* Self-help organizations and community-based organizations are essential for implementing any change. Collaborations with larger NGOs and research organizations that have access to foreign financing have in the past made it possible for such grassroots organizations to function.

2.1.3. *Acting as a Pressure Group:* Political NGOs mobilize the populace in opposition to the policies and acts of the government. In a democracy, these NGOs serve as significant pressure groups since they are able to inform the populace and influence public policy. Additionally, they organize and mobilize the underprivileged to demand excellent services and enforce a system of community responsibility for the work of local government workers.

2.1.4. *Role in Participative Governance:* The Environmental Protection Act of 1986, the Right to Education Act of 2009, the Forests Rights Act of 2006, and the Right to Information Act of 2005 are just a few of the nation's ground-breaking legislation that was made possible by several civil society activities.

2.1.5. *Acting as a Social Mediator:* Social intermediation is an action taken at many levels of society by a variety of actors to alter social and behavioral attitudes within the current social context to bring about the desired social change. In the context of India, where people are still deeply rooted in superstition, religion, belief, and tradition, NGOs serve as catalysts and raise public awareness.

2.2. Issues Emanating From NGOs:

2.2.1. *Lack of Credibility:* The number of organizations that profess to support the disadvantaged has multiplied during the last several years. These NGOs often launder money and collect donations while disguising themselves as non-profit organizations. In India, there is around one NGO for every 400 individuals. But not every NGO out there is actively working for social welfare. Many are dishonest, and many others are there with little sincere intention.

2.2.2. *Lack of Transparency:* India has a disproportionately large number of NGOs, and there is a lack of openness and accountability in this sector. Additionally, the accusations of corruption against NGOs must be disregarded. Many NGOs in the past were banned when it was discovered that they had engaged in money theft.

2.2.3. *Undermining Development Activities:* According to research by India's Intelligence Bureau, NGOs like Greenpeace, Cordaid, Amnesty, and Action Aid are to blame for a yearly GDP decline of 2% to 3%.

Since these initiatives are dependent on government support, their long-term viability may also be questioned. Deeper concerns center on the long-term effects of NGOs' service delivery on the viability of national health and education systems and universal access to high-quality services. The second function of NGOs is policy advocacy, which is lobbying directly for changes in policy and working to influence attitudes, policies, and practices to affect social change. Participation in participatory, public-interest politics is a component of it, and NGOs involved in such activity recognize the growing significance of information as they use the power of ideas and information to advance positive change in broader

governmental structures and the official aid community. NGOs often act as catalysts. The majority of NGOs move from filling a service delivery gap to realizing the need to look at the bigger picture in which the need arises, and they end up being drawn, perhaps through involvement in NGO networking, into national or international policy advocacy. Nevertheless, neither of these roles needs to exclude the other. NGOs collaborate with neighborhood and grassroots groups that are often made up of underprivileged people. In this regard, broaden and deepen in terms of organizational and human capabilities as well as opportunities for public engagement.

NGOs have been crucial in rallying huge numbers of people to fight against established elite groups or governmental interests, as well as in advocating for them and trying to change public policy. For instance, setting the agenda of the developed European Summits with the debt cancellation of indebted governments and countries. Many situations where this kind of bottom-up democracy might ultimately result in top-down political change have seen success with it [22]. NGOs now play a key role in the process of transformative development. They may have an impact on norm shifts that result in regime transitions or the reorganization of international politics. They do this, particularly Northern NGOs, by acting based on their moral authority and through the persuasive power of information, lobbying, research, campaigns, or media activity. For instance, in the fields of child labor, free trade, debt relief, and human rights. NGOs also form partnerships and networks to exert pressure on the government.

NGOs have been entangled in more intricate networks. Many Northern NGOs, like Christian and Humanitarian Aid, have switched from the "direct execution of projects" to a "partnership strategy" with Southern NGOs, although the specific nature and conditions of such collaborations often remain unclear. Youth can effect change. They have the authority to call for justice [23]. One illustration of the youth's power is shown in their large-scale demonstrations against the CAA bill in Delhi or in their demand for justice in the Nirbhaya instances. The Youth is now the nation's greatest resource because of TRO, thus educational initiatives should be created to help them understand their significance and the potential effect they may have from an early age. They need to be instructed on the workings of the nation and how they might contribute significantly to its growth. Youth should be encouraged to think about many job alternatives, such as politics, which ultimately aid in governing the nation.

Youth has the ability to fix the majority of the issues that our country is now experiencing. The only thing today's youth need is the opportunity to succeed [24]. Through several demonstrations against rape against women and corruption, we have seen how the Youth can bring people from all ethnic groups together. Racism and Islamophobia are only two of the numerous issues the globe is now dealing with. Regardless of who they are or what religion they practice, everyone is battling with one another. Political figures or other influential individuals instigate these conflicts among the youth because they understand that only by dividing us will they be able to undermine our strength. We need young people in politics because they can persuade their fellow citizens to live in peace and concord. These challenges and divisions shouldn't cause the youth to become separated. Youth leaders should set an example and assist the majority in concentrating on the actual problems that matter, such as poverty, crime against women, unemployment, and many other challenges, rather than focusing on these disparities. The youth have the power to transform the nation.

To sum up, youth play a critical part in the development of a country. They may have a good impact on society and assist to find a solution by coming up with novel and effective ideas that will only advance the welfare of the nation. They can build their own identity, which will

facilitate making an impression. The kids can make our nation great if they have the support of their family and friends, I can promise you that. Because the growth of every country rests with the next generation, youth play a crucial part in nation-building or development. The future of democracy, the economy, technology, and medical research rests in the hands of the youth. The issues the globe is now experiencing include poverty, unemployment, global warming, and other forms of pollution. The future generation has the solution to all of these issues. It is clear from history that the next generations have shown to be the solution to current challenges. It is necessary to adjust to the changes as time goes on and transform society. The youth are capable of making a difference in society. What then is the Youth's responsibility in ensuring a better tomorrow? What characteristics are necessary to make a change in society? The answers to these two crucial questions should be known by every learner. The purpose of Youth in Nation-Building Essays is to provide answers to these issues.

The term "non-governmental organization" (NGO) is used to describe a wide variety of organizations, from major Northern charities to small, regional self-help groups in the South, all of which strive to enhance people's quality of life. Many private initiatives work on non-profit projects related to development. The word "NGO" is understood to refer to those independent, non-membership, long-standing, or institutionalized intermediate organizations that assist grassroots groups. As a result, NGOs also known as the third sector have grown to be a significant and loud platform for civil society participation in public affairs for community development. NGOs have played an increasingly important role in the creation and execution of development policy since the 1950s, emerging as significant players in the political economy of development.

As a result of the aforementioned, there has been a rise in cooperation with the government and assistance organizations, which may be able to provide an alternative development model and be crucial to the democratic process. Compared to equivalent governmental partners, NGOs were seen to be more cost-effective, administratively flexible, and nearer to the needy. The rising interest in NGOs as "service providers" is driven by donor push for structural change and privatization as part of a broad and stated goal to promote effective NGO-state cooperation. In the 1960s and 1970s, shifting views in the North gave birth to the growing collaboration between Northern and Southern NGOs. It became widely accepted that just moving resources in the form of equipment or money was insufficient to address poverty, which was a result of structural issues. Indeed, these payments could just contribute to maintaining the current state by fostering reliance. This shift in strategy was signaled by the creation of research departments and policy sections of Northern NGOs, which helped to maintain it. The humanitarian work of NGOs has expanded to include democracy, environmental sustainability, gender equality, and poverty alleviation.

3. CONCLUSION

The contribution of non-governmental organizations (NGOs) to the development of democracy and civil society in emerging nations. Since providing social services is a development strategy that is used by the government, nongovernmental organizations, and even private individuals, the terminology used to describe many of these organizations ranges from local self-help organizations based in the South to charities with headquarters in the North, all of which aim to improve the quality of life for rural residents. NGOs have developed into a crucial platform for civil society's participation in public affairs for local community development as a result of this motivation. The third sector is what civil society is known as there. Non-governmental organizations are well-liked because they have the uncommon trait of not being found in government, not being supported by it, being non-

profit-based, autonomous, not having a membership, being reasonably permanent, and having grass-roots mobilization. Together with community-based groups, they provide technical, legal, financial, and social services as well as basic services and infrastructure. It often fills in the gaps left by the government's inefficient service delivery in underdeveloped nations. As shown in the politics of development in developing countries, NGOs have also been active in civil society and democratic development. Their experience in developing software and grass-roots representation has given programs and initiatives credibility and community mobilization. Through their involvement in enhancing the effectiveness of government services, serving as strategic partners for reform-oriented ministries, bridging service delivery gaps, and aiding the establishment of linkages with the populace, they improve the state system. It was determined that for NGOs to be successful in advancing democratic development and promoting civil society, they must integrate local and global goals. And that NGOs must continue to uphold the qualities of objectivity and independence, truth, and dependability in their goals, representativeness, and transparency.

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