BASELIUS RESEARCHER

A BIANNUAL JOURNAL OF INTERDISCIPLINARY STUDIES AND RESEARCH

NAAC RE-ACCREDITED @ A (3.11)

BASELIUS RESEARCHER

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Editorial

Baselius Researcher is a Journal that provides a space for the academics and students to express and share their views on any area of arts and science with the hope that it would serve as an inspiration for the present as well as the future professionals.

Research and Development remain as the strength of any society and culture. Ancient time onwards human being has been applying the knowledge gained through experience and experiment for the advancement of society and surrounding conditions. Every phenomenon in the universe has a reason behind it and the aim of research is to understand and evaluate what is happening. The purpose of the original research is to produce new knowledge rather than to present the existing knowledge in a new form.

The mission of Baselius Researcher, a biannual publication of interdisciplinary research is to provide excellence in leadership practice by providing a venue for academics, students and practitioners to publish current and significant, empirical and conceptual research in arts, humanities, applied, natural and social sciences.

The Covid-19 pandemic has affected people all over the world. These are hard times for everyone and all we can do is to follow the health protocols and pray for the novel corona virus to stop spreading.

Regards,

Editors

Dr. Jyothimol P (Vice Principal)   Dr. Jalaja J. Malayan

6-6-2020

From the Principal's Desk

The Higher Education Scenario is in a dynamic state of flux as its objectives have shifted from the national to the global. The world has come to our finger tips with the development of technology. Technical advancements have also altered the questions of originality and creativity.

The dynamics of higher education rests mainly on research. Original thought and enquiry are the prerequisites of research. Technology should not carry us unethically to plagiarism and plunder.

Baselius College is releasing 1st issue of the 20th volume of its research journal Baselius Researcher in June 2020.. The lock down period following the Covid-19 pandemic has allowed us to keep in touch with our creative side.

I sincerely hope that Baselius Researcher would provide an ethical platform for development of the spirit of enquiry and the emergence of unique thoughts in the field of Humanities, Commerce and Science.

I wish this endeavor all success.

Dr. Biju Thomas
Principal
6-6-2020 Baselius College, Kottayam

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Construction of Vision 2025 of Bahir Dar University: A Critical Discourse Analysis of the President's Column in Nile Newspaper

Shegaw Wedaj Desale

ABSTRACT

In the modern world, power is created, exercised and sustained through the ideological use of language. This study intended to critically analyze the ideological use of language in the construction of vision 2025 of Bahir Dar University with a particular focus on 'vision of wisdom 2025 column of the Nile Newspaper using theoretical and analytical framework of critical discourse analysis. Specifically, the study tried to describe the linguistic features of the text of the column; to interpret the way the text is produced; and to explain the socio-cultural contexts that govern the production of the text. Accordingly, transitivity, pronouns and metonymy are found to be the main linguistic features of the text of the columns. Passive construction that tell us only the affected parties, but hides the active agents that would take the responsibility of the action has been found as a frequent choice in the production of the texts of the column. The pronouns 'we' and 'they' have been found to be used by the writer frequently. The royal 'we' that refers to the use of first person plural pronoun while the actual referent is a single person has been found as a basic linguistic feature of the column. The inclusive 'we' is another form of pronoun that has been employed in the production of the column to legalize the issues and share responsibility with the members of the university management. The writer of the column presents the teaching and administrative staff in terms of polarized pronoun 'they/them' which indicates the weak interactivity or relationship between the writer as a leader and the reader as subordinate staff. The writer of the column has used metonymy in presenting the university and the vision of the university as main agents to influence the reader and to hide the real agent by institutionalizing the issues of the columns. Presupposition and intertextuality which are considered as established and shared facts

that cannot be challenged are strategically used by the writer to manipulate readers as if the issues of the columns existed before and known by everyone. Vision of 2025 seems to be constructed as a mediator between the government and the community of the university because the columns are found to be highly intertextualized in presenting the voice of the government that naturalizes and sustains the ideology being propagated by the government. This in turn has an implied effect in producing and maintaining power.

Keywords: Critical Discourse Analysis, Vision, Presupposition, Intertextuality

1. INTRODUCTION

1.1 Background of the Study

The role of newspapers is noteworthy in providing new information, portraying public matters, and creating national or institutional discourses. In doing so, newspaper producers use language to shape the information, the public matters or discourses based on their ideology. In other words, the language or discourse of newspapers is not neutral rather it is loaded with the ideology of the producers. In the modern world, power is created, exercised and sustained through the ideological use of language.

Ideology which is very much related with power and domination is located in language. Because everything that is said or written is expressed from a particular ideological point of view, there are always a different ways of saying or writing the same thing. In this respect, Fowler (1991) states that the world of the press is not the real world, but a world skewed and judged. Because of these facts, scholars use to analyze the language of newspapers in order to uncover the ideology hidden beyond the language. A relatively recent methodology used by many researchers in their attempt of understanding the ideological intention of the newspapers is critical discourse analysis.

Critical discourse analysis (CDA henceforth) is a theory and a method of investigating the way that individuals and institutions use language. Critical discourse analysts focus on social problems and especially, the role of discourse or language in the production and reproduction of power abuse and domination (van Dijk, 2001). The aim CDA is to unpack the connections among discourse practices, social practices and social structures which may not be transparent for the public (Sheyholislami 2001). According to Luke (1994), CDA which is used to unpack hidden messages in everyday language use is one of the approaches of discourse analysis. Fiske (1994) adds that are not neutral rather they are loaded with the interest of speakers or writers. The shared objective of the above mentioned scholars of using CDA is to uncover the ideologies or assumptions that are hidden behind the words of our written texts or oral speech.In other words,the underlying assumption in CDA is that words are never neutral but reflect the interests of writers or speakers. The meanings conveyed by the words are influenced by the immediate social, political, institutional and historical contexts or conditions. Based

on these assumptions, CDA can be applied on any form of language be it written or spoken.

Newspaper is one of the potential areas where CDA can be applied in order to make a thorough investigation and understanding. Some researchers elsewhere in the world have carried out their research using CDA in newspapers. vanDijk (1991) who has done research on the roles of news reports in ethnic relation is among others who have applied CDA in newspapers. McGregor (2003) is another scholar who has carried out a research on the role of news reports on dominant forces of society. Likewise, Kress (1990) has conducted the adoption of particular ideological discursive structure in ideological system.

In this study, the researcher is intending to apply CDA to the monthly newspaper called Nile newspaper of Bahir Dar University. Particular, the study focused on vision of wisdom 2025 column which has been written by the president of the university in a regular base. In this newspaper, the regular column which appears in all volumes of the newspaper is vision of wisdom 2025 connected with other issues.

Using Fairclough's (1995) three-dimensional framework of critical discourse analysis, I demonstrated how the ideology of vision of wisdom 2025 has been produced, reproduced and sustained by the president of the university through such a regular column in the newspaper. Fairclough sees critical discourse analysis as integrating text analysis, the analysis of processes of text production, consumption and distribution, and sociocultural analysis of the discursive event as a whole. Because language is not seen as a means of reflecting out reality, but as a way of creating reality, CDA is used as a means to find out the hidden ideologies behind the seemingly simple and plain words.

1.2 Statement of the Problem

Many reasons initiated the researcher to conduct this study. Firstly, the regular pattern of the column that says 'vision of wisdom 2025' in all prints of the newspaper drewmy attention. Hence, the intension is to describe the linguistic features of the text, to interpret the way the text is produced and distributed; and to explain the sociocultural reasons of the text production. Secondly, appreciating the current propagation of interdisciplinary research at both global and local context, the researcher intended to bring newspaper as data from the field of Journalism and communication and CDA as a theoretical and analytical framework from the discipline of linguistics. Finally, though the column had been produced regularly in Nile newspaper which is printed every month by BDU, many of us are not aware that articles of newspapers like this one is a means of producing, reproducing and sustaining individual, social or institutional ideologies. Above all, because CDA is a new area of research and the area under investigation has never been studied, this study could contribute in adding knowledge to the academic community and filling the research gap of the area.

1.3 Research Questions

1. What linguistic features are used to construct Vision of wisdom 2025 of BDU in the Nile Newspaper?

2. How is Vision of wisdom 2025 of BDU constructed in the Nile Newspaper?

3. Why is Vision of wisdom 2025 of BDU constructed in the Nile Newspaper that way?

1.4 Objectives of the Study

The general objective of this study is to analyze the discourse of vision 2025 of BDU in the Nile newspaper. Particularly, the study intended:

1. to describe the linguistic features of vision 2025 column in the Nile Newspaper;

2. to interpret the discursive practices of vision 2025 column in the Nile Newspaper and

3. to explain the socio-cultural context of vision 2025 column in the Nile Newspaper;

1.5 Significance of the Study

The findings of this study will have contributions for different bodies. First, because CDA is a theoretical and analytical method that enables researchers to find out reality which is covered by language, a study of this kind will uncover the hidden ideology and create awareness for both the producer and consumers of the discourse (newspaper). The producer of the discourse or the user of the language produces, reproduces and sustains some kind of ideology using language either intentionally or unintentionally. Because the task of CDA is showing the ideological use and unequal access of linguistic and social resources in a given discourse practice, such study could function to emancipate the disadvantaged group (consumers of the discourse). Second, because CDA is relatively a new field of research area that serves as theoretical and methodological framework, this study will have a role in adding new knowledge to the academic community. Once people are informed with this kind of methodology, they start to see any act of language use critically. Finally, this study will have its own role for future researchers. Both the framework (CDA) and the data (newspaper) of this study will be a resource for other researchers to apply it in a different context.

2. Theoretical Framework: Critical Discourse Analysis (CDA)

Critical Discourse Analysis is an approach to doing Discourse Analysis (a sub-discipline of Discourse Analysis). Drawing on post-structuralist discourse theory and critical linguistics, CDA focuses on how social relations, inequality, ideology, discrimination, bias, identity, knowledge and power are constructed and signaled through written and spoken texts. CDA came in to being with social issues and social problems in mind and with the idea that there is unequal access to linguistic and social resources. It is so multidisciplinary and hence it is informed by different theoretical views. Accordingly, it draws insights from different theoretical and methodological assumptions from disciplines such as anthropology, psychology and sociology. Of course, CDA has both linguistic and social dimensions. Using CDA as analytical framework and methodological tool, therefore, it is possible to analyze how power relationship in social institutions is exercised through the use of language by writers or speakers.

Therefore, critical of discourse analytic methodology, CDA helps to reveal (unpack) how language works by drawing insights from wider social and political contexts (Wooffitt, 2005). Social science researchers see CDA both as a theory and

a method. As already mentioned, newspaper is one of the many institutional discourses that CDA researchers are interested in. Accordingly, researchers in the area of CDA reveal that there is power imbalance between producers and readers of newspapers. The critical analysis of discourse reveals that those who are privileged to have access to social and institutional power dominate the discourse of the newspaper and use it to manipulate people without such power in that context. Of course, the goal of CDA is to reveal this fact in discourse by drawing attention to power imbalances, social inequities and the manipulative tendency people have in discursive practices. Put differently, CDA focuses on the abuseof such power, and especially on dominance, that is, on the ways control over discourse is abused to control people's beliefs and actions in the interest of dominant groups, and against the interests or the wills of others (Wooffitt, 2005).

In making critical analysis, CDA, therefore, tries to link linguistic features to wider contexts of social, cultural, political and economic structures with an emancipatory goal to uncover how discourse disadvantages minority or relatively powerless groups (Wooffitt, 2005). Given its established goal and focus of analysis, therefore, CDA is believed to be one appropriate analytical approach to examine the role of discourse in the (re)production of power and social inequalities in terms of unequal access to linguistic opportunities in the context of newspaper discourse. In so doing, why the discourse of Nile newspaper particularly, vision of wisdom 2025 is written in the way it is written thathas been analyzed and explained from a critical point of view is an important aspect of this study.

Therefore, using CDA as an analytical framework, this study has tried to analyze the ways through which ideology and powerare expressed, enacted and (re)produced in the Nile newspaper. For example, CDA is claimed to be an important analytical tool to explain the philosophical assumptions or the ideological orientations of participants through their language use, to describe how they construct their identities and others discursively and why they do it the way they do it, that is, their motives and underlying reasons in their uses of language. Accordingly, the concept of 'ideology', among others, is one important issue in CDA as it is embedded in texts. This suggests that as texts (both spoken and written) are not neutral, the ideology behind texts need to be unveiled through CDA as an appropriate methodological approach. In doing so, the researcher has adoptedFairclough's (1995) three-dimensional framework of analysis which is represented diagrammatically below.

Fairclough's (1995) Approach to CDA

Dimensions of Discourse   Dimensions of DA
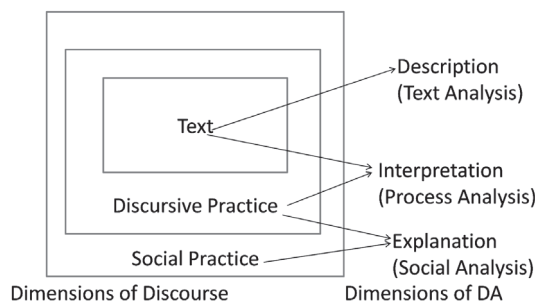
According to Fairclough, there are three levels in analyzing discourse. These include discourse as: a) Text (the actual text) b) discursive practice (involves processes of text production, distribution and consumption and c) social practice (the larger social context which may have influenced the creation of the texts-which takes into consideration the underlying socio-cultural and power structures in society). At this level, discourse is explained in relation to ideology and power relationships. Accordingly, Fairclough's discourse analysis involves descriptive, interpretive and explanatory processes at the levels of text, discursive practice and social practice respectively. In this study, therefore, the text refers to the written text about vision of wisdom 2025 which is to be collected from the different prints of the Nile newspaper. And the discursive practice is related with how the text in the newspaper is produced, distributed and understood. At the level of socio-cultural practice, the power relationships among the producer of text and intended readers havebeen explored. Besides, at this level the underlying philosophical assumptions or the ideological orientations embedded in the language as used by the text or discourse creator has been explained.

3. Research Methodology

3.1 Design of the study

The design of the study is a qualitative case study that entirely focused on a single column in the Nile newspaper.

3.2 Sources of Data and Sampling Techniques

The source of data is the column about the vision of wisdom 2025 in the Nile newspaper, and the writer of the column and readers of the newspaper. As to the document, a comprehensive sampling technique was employed and hence, all the columns were considered and analyzed in relation to the concepts of critical discourse analysis.

3.3 Data Gathering Tools

The source of data was mainly documents that are the different prints of the Nile newspaper. The column about the vision of wisdom 2025 hasbeen extracted from all prints of Nile newspaper. Because the topic vision of wisdom 2025 has been appeared in connection with other institutional or national issues, I believe that including all columns contribute to have a better picture of the column.

3.4 Methods and Procedures of Data Analysis:Critical Discourse Analysis

In this study, data from the document (newspaper)has been analyzed from the perspective of critical discourse analysis. Using CDA, an attempt has been made to understand how power and ideology are exercised and enacted in the discourse of the institutionalized setting. This is because, beyond the linguistic analysis, the critical analysis helped to critically analyze the social aspect of language use. Hence, CDA is an important analytical tool to see how power relations between the discourse (newspaper) producer and the discourse consumers (readers) are manifested. The different underlying motivations and ideologies, assumptions, implications and presuppositions of the writer of the column have been analyzed critically. In doing so, why he does (practices) it the way he does it has been revealed through the analytic tool of CDA. To this end, Fairclough's (1995) three-dimensional analytical framework which sees discourse as text, discursive practice and

social practice has been used. In general the analysis of the data has both linguistic and socialdimensions. In other words, the analysis has been made not based on linguistic data (micro- analysis) alone, but also has social dimension (macro-analysis) as it takes in to account the socio-cultural contexts.

4. Data Analysis and Interpretation

4.1 Constructing Significance of the Vision

The vision of the university is being constructed as the most significant concern of the university in general and the newspaper in particular.The significance of the vision is particularly portrayed in the Nile newspaper using various strategies. First, it is always written in the *front page*. As every reader first looks at the front page of a newspaper, the column about vision of wisdom is deliberately written on the front page of the newspapertograb the attention of large number of people. Second, it is *regularly* appeared in the newspaper. Though newspaper is an expensive resource with limited space, the column about vision of wisdom 2025 is given priority and appeared in every edition of the Nile newspaper. This indicates that the column about vision of wisdom is more prominent than other events of the university. Third, it is directly indicated as'*qulifmelikit'*which is literally translated as**"key message**". This discriminatory phraseindicates that other columns are not as important as the column of vision of wisdom, and it urges readers to give priority and read the column about vision of wisdom. Fourth, because the president is the most powerful and authoritative person in the hierarchy of the institution, the column about vision of wisdom is always written by the *president* to insist that it should be read and acknowledged. In doing this, the writer is positioned as the one who gives important information.Finally, the column always ends with a motto statement *"raeyt'ibeb2017 inasakalen!"* meaning "*we achieve vision of wisdom 2025*". Because a motto is simple and easily memorable, putting the vision in a motto-statement in order to inculcate it in to the mind of readers in general and the mind of community of the university in particular indicates that the column about the vision of wisdom is given prominence.

4.2 Analysis ofTextual Features and Discursive Strategies

In this part of the study an attempt has been made to describe the textual features and discursive strategies used by the writer of the column, and to explain the socio cultural practices that govern the production of the text. Considering the columns of vision of wisdom 2025 as a text,I found various linguistic features and discursive strategies that are frequently used in the production of the column.

4.2.1 Transitivity

Scholars state that transitivity is the study of how actions are represented; what kind of actions appear in a text; who does the action and to whom the actions are done (Mills, 1995). This is to mean that transitivity shows the relationships between participants and the roles they play in the process described in a given text. Transitivity is based on the assumption that in producing texts, there is a range of choices to be made, and every text which has been produced could have been produced differently. Considering transitivity as a strategic choice of grammatical elements, I found the passive structure as a frequent choice of the writer of the

column. For example, the following passive utterances are taken from the various texts of the column about vision of wisdom 2025.

"Direction has been put to provide on-job training for administrative staff" (December 2015).
"Direction has already been put for every campus to have water and electric power supply in vision of wisdom 2025" (March 2016).
"Comments should be given based on reliable information and knowledge that enables to analyze the information" (January 2014).
"To play key roles, administrative staff (they) should be developed in knowledge, skills and attitude" (December 2015).
"The meaning of community development is clearly presented in vision of wisdom 2025" (April, 2015).
"Vision of wisdom 2025 believes that the sanitation of our university will be realized in keeping the sanitation of personal offices and other infrastructures" (April 2016).

In the above utterances, the transitive action processes-to put, to give, to develop, to present, and to realize are expressed in passive construction with deleted agents. This kind of transitive choice involves ambiguity because the sentence tells us only the affected parties, but the active agents that would take the responsibility of the actions are hidden. This is to say that transitive actions mainly involve two participants as one the doer of the action and the other as receiver of the action, and removing the agent from the text hides the sense of specificity and precision of the text. Deletion of an agent in passive construction is possible when that part of the information is not important, but in institutional discourses like this one which is indexed as **key message** on the top of every column, the responsible agent of the action process needs to be clearly indicated.

4.2.2 Pronouns

The choice of pronoun in a given situation of language use depends on personal, institutional or other intensions of the language user (i.e. speaker or writer). In the texts of the column about vision of wisdom 2025, first and third person pronouns (we vs.they) have been used by the writer frequently as indicated in the following sample excerpts.

"As we send teachers for short term training, we can also train the supportive staffs" (December 2015).
"When we say community development, it is clearly presented in vision of wisdom 2025" (April, 2015).
"We have to evaluate our contribution at the university, college, school and department level" (April 2015).

> *"When we say community development, we mean income improvement, health and education status of the community"* (April 2015).

> *"As we repeatedly described, the first requirement for a research university is expansion of postgraduate programs"* (August 2015).

In the above quotations, the firstpersonplural pronoun 'we' has been used in three different ways: to refer to '***royal we***', '***exclusive we***' and '***inclusive we***'. Royal 'we' refers to the use of first person plural pronoun while the actual referent is a single person who is involved in a given situation of language use. Though the column is always written by an individual, and indicated that it is a key message of the president, it is impossible to find a single case of using first person singular pronoun 'I'. For example, the pronoun 'we' in the statement: "***When we say community development, we mean income improvement, health and education status of the community***" (April 2015) functions like royal 'we'. This utterance was made by the writer in a column that appeared on April 2015 while he was trying to describe what community development means. Because this is his own personal view or definition, the pronoun 'we' by no means can include anyone other than the writer. The pronoun 'we' in this context could not refer to the voice of the university management because members of the management had never discussed and decided about the issues written in the regular column.

The writer of the column about vision of wisdom 2025 has also used first person plural 'we' to include the university management, but to exclude the other communities of the university. In stating "***As we send teachers for short term training, we can also train the supportive staffs***" (December 2015), the writer claims that the university management collectively decides to grant further training opportunities for both the academic and the administrative staffs. Though the column is private as indicated on the title page, the writer tries to use '***we***' in order to legalize and attribute recognition to the ideas presented in the column. In other words, in order to share responsibility about the events mentioned in the column to the members of the management, and to convince the reader that it is not personal rather it is institutional, the writer has used the inclusive first person plural.

The first person plural pronoun 'we/us' has also been used by the writer of the column about vision of wisdom 2025 to exclusively address the academic staff in utterances like "***Those of us who teach and learn have to make sure that we understand the knowledge and skills of the area***" (January 2016). Uttering this way, the writer strategically warns the academic staff by considering himself as part of the groups whom to be blamed for not doing well the issue stated, so that others will not resist to accept the claim because the addressee may feel sense of belongingness and shared responsibility. However, the underlying meaning of the above utterance is accusing others who do not understand the knowledge and skills of the subject area, and warning them to change the situation. In reality, it is the one who has the power that can warn other powerless people, and no one wants to accuse and warn himself/herself; therefore, the use of inclusive 'we' is a strategic way of referring otherness. This is to say that the inclusive pronoun 'we' is used by the writer to strategically substitute 'you'.

The striking feature of the column is that though it is always written by an individual, i.e. the president, the writer has never used first person singular pronoun 'I' and its varieties. The usage of first person singular pronoun is an indication of taking responsibility for the statement being made. The writer of the column about vision of wisdom 2025 has preferred to use 'we' which sometimes refers to only himself (royal 'we'), some other times to include university management, but to exclude the other staff, and to include all the university community. Intending to institutionalize and legalize his own ideas that appear in the regular column, the writer avoids the use of first person singular, and instead he tries to hide himself behind others. In such use of the pronoun 'we' and its varieties, the writer tries to persuade the community of the university that they have already agreed with the writer. Besides, in using the pronoun 'we', the writer tries to evoke the sense of collectivity and to create an impression that we are in this together.

The writer has also repeatedly used third person plural pronoun (i.e. **they**) to refer to teachers, administrative staff and students. In using 'we' mainly referring to the writer himself and members of the management, the writer usually labels the staff as they/them as the following sample utterances indicate.

"To play key roles, administrative staff (they) should be developed in knowledge, skills and attitude" (December 2015).
"When the university is expected to be a research university in vision of wisdom 2025, it is believed that at least 50% of the teachers (them) will have a minimum of one publication from reputable journal" (December 2016).
"The objective of this short text is to describe three criteria that can measure the implementation of teachers', administrative staff's and students' one to five teams" (February 2016).

As the above quotations signify, the writer presents the teaching and administrative staff in terms of polarized '**they**'. Most of the issues of the columns are directly related to the university's academic and administrative staff, but the writer doesn't directly communicate to those members of the university, rather he polarizes the staff and communicates about the staff to non definite addressee. This is an indication that there is weak interactivity or relationship between the president as a leader and the other staff. The use of second person pronoun 'you' indicates direct interaction between the writer and the reader or the addressee.

4.2.3 Metonymy

Another major feature of the column is the use of metonymy which refers to the use of a particular institution instead of something or someone else. The writer of the column has repeatedly used the **university** and the **vision of the university** as main agents.

"In order to accomplish vision of wisdom 2025, our university has given special attention for the development of administrative staff" (December 2015).

"The university doesn't consider one as a teacher of university if he/she doesn't publish" (December 2016).

"In order to be a university of research, the university is following the line of vision of wisdom 2025" (February 2016).

"Discussion will be ignited for the question why teaching or learning by describing it using the view of vision of wisdom 2025" (January 2016).

"Vision of wisdom 2025 has put direction to let the university play key role in bringing knowledge based rural development" (July 2015).

"It is known that our university has accomplished the first five year vision of wisdom 2025, and started implementing the second five year strategic plan" (August 2015).

"Our university considers decentralization and allowing self-governance for each campus as significant decision" (March 2016).

"How does vision of wisdom 2025 view the role of women who are the significant part of the society" (May 2015).

"The university has no excuse for sexual harassment in vision of wisdom 2025" (May 2015).

"A lot has been done since our university has started to be led by vision of wisdom 2025" (November 2015).

"Though Bahir Dar university has traveled a long distance, we have still a lot of limitations" (October 2016).

"Vision of wisdom 2025 will achieve the sanitation of the university when the community of the university keeps the personal and environmental sanitation" (April 2016).

"In vision of wisdom 2025, community means nations, nationalities and peoples of Ethiopia" (December 2014).

Metonymy is used to influence the reader and to hide the real agent. In this regard, as the above quotations indicate, metonymy helps the writer not to be connected to the decisions personally; instead he tries to institutionalize the issues raised in the columns.

4.2.4. Presupposition

The writer of the column has made a frequent presupposition in the production of the text in the column. Presuppositions are strategically used by text pro-

ducers to manipulate people because presuppositions are considered as established and shared facts that cannot be challenged. In presenting and explaining the different events which are the headings of the column, the writer has taken for granted as already established or given.

The writer has presented most of the topics of the column in problem-solution structural pattern. The problem is presupposed as if it existed before and known by everyone, but the solution is explicitly presented as if it happens now that will solve the problem in the future as a result of the implementation of vision 2025. For example,in the column with the heading 'development of administrative staff in the vision of wisdom 2025, the writer has produced the utterance "*Direction has already been put to provide on-job training for administrative staff*" (*December2015*), to presuppose the complaints of the administrative staff which can be stated as '*the university hasnever givenopportunity of training to the administrative staff*'. The writer deliberately presupposes the complaint as if it is not new rather, known and shared fact which existed before, but in the time of vision of wisdom 2025 a solution has already been set.

The utterance "*Direction has already been put for every campus to have water and electric power supply in vision of wisdom 2025*" (*March 2016)*which is stated in the column with the heading '*our campuses in the vision of wisdom 2025*'presupposes the existence of shortage of water and electric supply currently. Presupposing the shortage as shared phenomenon that existed before, the writer tries to construct vision of wisdom 2025 as a new solution for the problem which in turn enacts the importance of the designer (president) of the vision.

The other sample utterance which is stated in the column with the heading 'the sanitation of our university in the vision of wisdom 2025' is "*the sanitation of our university will be realized in the vision of wisdom 2025 through keeping the sanitation of personal offices and other infrastructures*" (April 2016). This utterance presupposes the proposition '*sanitation has been a problem of the university*'. Employing presupposition as a discursive strategy, the writer has presented the problem of sanitation as established and known fact, and constructed the vision of wisdom 2025 as the solution for the existing problem.

The utterance "*the university has no excuse for sexual harassment in vision of wisdom 2025*" (May 2015) is stated in the column with the heading '*women in vision of wisdom 2025*'. The writer of the column has presupposed the utterance '*there has been sexual harassment in the university*'. The writer has deliberately put the problem as a back grounded as if it is a common practice before, and the solution as foreground in order to enact the vision as a new and special strategy for alleviating the problem.

The writer of the column has also stated the utterance "*Our university implements decentralized administration in order to have every campus self-governance and decision in vision of wisdom 2025*" (March 2016) with the heading of the column '*decentralized administration in vision of wisdom 2025*'. This assertion presupposes the proposition '*centralized administration which does not allow self governance and decision has been implemented before*'. In this utterance, the writer presupposed that centralized administration system is an agreed and shared problematic system and represents decentralized system which is a new practice resulted from the strategic plan of vision of wisdom 2025. The writer has used

such presupposition as a discursive strategy deliberately to show that the current administration of the university is different and better than the previous ones. In doing this, the writer attempts to construct the importance and acceptance of the administration in general and the leader (himself) in particular.

As the above sample utterances indicate, the writer has presented most of the texts of the column in problem-solution structural pattern and constructed the vision of wisdom 2025 as a problem solver. Presenting the problem as previously existing and the solution as achievable in the future, the writer tries to produce and reproduce hegemonic power by constructing his importance through constructing the importance of the vision. In other words, the writer produces his power and importance by presenting himself as a problem solver. Besides, presenting the destination of the vision in the far future, the writer has attempted to sustain and maintain the power. The vision of wisdom 2025 is presented as a solution for many of the problems, but its destination is too far that gives hope for the community, but forces them to wait patiently for long.

4.2.5Intertextuality

Intertextuality which refers to the shaping of a text and its meaning by another text is also a discursive strategy employed in the production of texts of the column. The writer has intertextualized the global discourse 'publish or perish'in writing the column with the heading 'Publications in Vision of Wisdom 2025'. ''*The university doesn't consider one as an instructor of university if he/she doesn't publish articles. As the principle of 'publish or perish' which is being implemented in other developed universities will be implemented here very soon, every teacher should give special attention for publication. The university officials should respect and support those who have publications because these teachers are the main identities of the university*''.

The writer has brought the global discourse 'publish or perish' to relate the importance of publication for the success of the vision '**to become one of the ten premier research universities in Africa'.** The intertexuality of the global discourse is a strategy of exercising power and power relation. This is to say that the writer as a leader of the institution tries to exercise his power by warning and forcing the academic staff to publish articles. This power relation is hidden by using global discourse to naturalize the ideology (the interest of the writer)and power relation because the academic staff would accept the proposed social practice (publishing articles) if it is represented as a worldwide social practice. The writer's ideology (ideology in the sense of text producer's interest) is achieving vision of wisdom 2025, i.e. **becomingone of the ten premier research universities in Africa'** by convincing the academic staff to publish articles which is being naturalized as a global phenomenon.

The use of the phrase **'publish or perish**' that determines future existence of the addressee implicates authoritative power relation between the text producer and the addressee (the academic staff). The writer as a powerful subject has limited the future survival of the academic staff who are powerless in that social structure by providing two alternatives 'publish or perish'.

The exercise of power is indicated explicitly by the writer in the text when he tries to describe and explain the meaning of the phrase 'publish or perish'. For

example, making the utterances*'the university doesn't consider one as an instructor of university if he/she doesn't publish articles'* and 't*he university officials should respect and support those who have publications because these teachers are the main identities of the university',* the writer has already made discrimination and declared the principle of publish or perish. This is because, if someone is not considered as instructor of the university, he/she is perished from the university. Besides, respect and support teachers with publications means do not respect and support teachers with no publication.

The writer has also intertextualised the discourse of science or physics to explain the failure of the one to five structuring system.''***Pushinga building for the whole day is not a task unless the building changes its position. Similarly, having one to five structureis a futile effort unless it brings observable change in the institution. The purpose of structuring the staff in one to five is to bring the required change that cannot be achieved individually***''.

The writer has brought the established law of force to attribute the failure of one to five structure in to the futile effort of members of the structure (team). The staff members resist the one to five structuring system because it is considered as a political imposition. Such resistance is reflected not by rejecting the formation of the one to five team, but by having a pseudo one to five team that spends resources uselessly. In defending the governments structuring system (ideology), the writer has related the futile effort of the one to five teams in the institution to the established law of physics. The writer as a leader of the institution (the university) which belongs to the government tries to support the strategy which is the ideology or the interest of the government. This in turn has an implied effect on the writer (leader of the institution) to maintain power.

The writer has tried to present the importance of one to five structure implicitly in the column with a headline '**Development of Administrative staff in Vision of Wisdom 2025**' to describe the advantage of experience sharing among the experienced and novice workers. ''**The purpose of this text is to describe how the development of administrative staff is viewed in vision of wisdom 2025**. *On job training means enhancing the capacity of workers through coordination of novice and experiencedworkers. For example, a novice carpenter can learn from an experienced carpenter; a beginner sale person from an experienced sales person; and a novice accountant from an experienced accountant. A training that implements this model is very important and measurable as it helps our workers to be confident and happy in their life. Coordinating the one who is willing to share his/her experience with the one who wants to learn from others is detrimental factor for the success of this kind of training model*'.

This text seems to have two purposes. On the one hand, writing about development of staff, the writer tried to be concerned about administrative staffs who usually complain for not having further training opportunities like the academic staff. This may help the writer to manage the complaints, and this in turn could help him to sustain power. The other purpose of the above text is to naturalize the ideology of one to five structures which have been resisted by the staff. Substituting the language form 'one to five discussion' by 'development of the staff through experience sharing', the writer has attempted to strategically implement the ide-

ology or interest of the government which otherwise could be risk of losing the institutional power (position).

5. CONCLUSION

This study is intended to critically analyze the ideological use of language in the construction of vision 2025 of Bahir Dar University with a particular focus on 'vision of wisdom 2025 column of the Nile Newspaper using theoretical and analytical framework of critical discourse analysis. Specifically, the study has attempted to interpret the way vision of wisdom 2025 is constructed in Nile newspaper. Accordingly, the vision of the university has been found to be constructed as the most significant concern of the university in general and the Nile newspaper in particular. First, the column about vision of wisdom has always been deliberately written on the front page of the newspaper to grab the attention of large number of people. Second, the column about vision of wisdom 2025 is given priority and appeared regularly in every edition of the Nile newspaper though newspaper is an expensive resource with limited space. Third, the column is indicated with the discriminatory phrase **'q'ulifmelikit'** which is literally translated as **"key message"** that urges readers to give priority and read the column about vision of wisdom. Fourth, the president who is the most powerful person in the hierarchy of the institution is indicated as the writer of the column to insist that the column should be read and acknowledged. Finally, every column of vision 2025 ends with a motto statement "raeyt'ibeb **2017inasakalen!**" meaning "**we achieve vision of wisdom 2025**" to inculcate the vision in to the mind of readers because a motto is simple and easily memorable.

In constructing the importance of the vision, the writer has employed various linguistic features and discursive strategies. Transitivity, pronouns and metonymy are amongthe linguistic features of the text employed by the writer of the column. The **university** and the **vision of the university**were found to be used as metonymy to influence the reader and to hide the real agent by institutionalizing the issues of the columns. As to the discursive strategy, presupposition which is considered as established and shared facts that cannot be challenged are strategically used by the writer to manipulate readers as if the issues of the columns existed before and known by everyone has been found to be employed by the writer in the construction of the vision.

Most of the texts of the columns are presented in problem-solution structural pattern. While the problem is presupposed to imply that it previously exists, the solution as fore-grounded to the future. Such presentation of the solution in the far future could be considered as an attemptof sustaining power.This is because, the vision of wisdom 2025 is presented as a solution for many of the problems, but its destination is too far that gives hope and forces the community to wait patiently for the solutions. Generally, vision of 2025 has been found to be strategically constructed as a solution for any social problem. However, a critical analysis of the texts reveal that the column about vision of wisdom in the Nile newspaper serves as amediator between the government and the community of the university because the columns are found to be highly intertextualized in presenting the voice of the government that naturalizes and sustains the ideology being propagated by the government. In doing this, the writer has attempted to produce and sustain power by constructing himself as loyal and effective leader.

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കൊറോണ നല്കിയ രാഷ്ട്രീയ വിദ്യാഭ്യാസം

ഡോ: ഷീജ കുര്യാക്കോസ്

സുരക്ഷിതമായ ഭാവികാലം എല്ലാവരുടെയും ആഗ്രഹവും പ്രതീക്ഷയുമാണ്. ലോകാരംഭം മുതൽ തന്നെ മാനവരാശി അക്ഷീണം പ്രയത്നിക്കുന്നതും അതിനു തന്നെ. സമൂഹക്ഷേമത്തിനാണ് രാഷ്ട്രം മുൻഗണന നൽകുന്നതും.ലോകം ശാസ്ത്ര സാങ്കേ തിക മികവിന്റെ നെറുകയിലായിരുന്നുവെന്ന് നാം കരുതിയിരുന്നുവെങ്കിലും ഇന്ന് ഒരു അണുവിന്റെ മുൻപിൽ നമ്മൾ പകച്ചുനില്ക്കുകയാണ്. നമ്മുടെ മുൻഗണനകളും ലക്ഷ്യ ങ്ങളും തല്ക്കാലത്തേക്കെങ്കിലും ഏകീകരിക്കപ്പെട്ടിരിക്കുന്നു.

ഈ കൊറോണക്കാലത്ത് പൗരന്മാർക്ക് ലഭിച്ച രാഷ്ട്രീയ വിദ്യാഭ്യാസം ചെറുതല്ല. സാമൂഹിക വാർത്താ മാധ്യമങ്ങൾക്ക് ശ്രദ്ധകൊടുക്കുവാൻ കുട്ടികൾക്കും മുതിർന്നവർക്കും ഒരുപോലെ അവസരം ലഭിച്ചു. നമ്മുടെ ദൈനംദിന പ്രവർത്തനങ്ങൾ, കൊടുക്കൽ വാങ്ങ ലുകൾ എന്നുവേണ്ട എല്ലാ പൊതുപ്രവർത്തനങ്ങളിലും രാഷ്ട്രീയമുണ്ട്. തികച്ചും അനൗ പചാരികമായി, ഈ ദിവസങ്ങളിൽ ചിന്തോദ്ദീപകമായ ഒരു രാഷ്ട്രീയ വിദ്യാഭ്യാസം കൂടുതൽ പേരിലേയ്ക്കെത്തിച്ച പ്രതിസന്ധിയാണ് കോവിഡ് –19 എന്ന മഹാമാരി. ഭര ണ സംവിധാനങ്ങളുടെ പ്രവർത്തനം, വ്യക്തിയും രാഷ്ട്രീയവും തമ്മിലുള്ള അഭേദ്യ മായ ബന്ധം തുടങ്ങിയവയെക്കുറിച്ച് ഒറ്റ വിഷയത്തിലൂടെ ലഭിച്ച സവിശേഷമായ രാഷ്ട്രീ യപഠനം. ചരിത്രത്തിന്റെ ഏടുകളിൽ എല്ലാ രാഷ്ട്രങ്ങളും ഒരേപോലെ പങ്കിട്ട ഒരു രാഷ്ട്രീ യപാഠം. സമസ്തമേഖലകളെയും ബാധിക്കുന്ന ഒന്നായിമാറി കോവിഡ് –19. മറ്റേതു വിഷയത്തേക്കാളുമുപരി ഒരു രാഷ്ട്രീയപശ്ചാത്തലമാണ് ഇതിൽ നിറഞ്ഞ് നില്ക്കുന്നത്.

നവലിബറൽ ഉപഭോക്തൃ സംസ്ക്കാരം ഒരു പുനർചിന്തയ്ക്കു പോലും സാധ്യത യുണ്ടോ എന്നു സംശയിപ്പിക്കും വണ്ണം നമ്മെ വളരെയേറെ മുന്നോട്ടു കൊണ്ടുപോയി രുന്നു.ഇന്ത്യയെ സംബന്ധിച്ചിടത്തോളം ജാതീയത, തുടർന്നുള്ള മത, സാമൂഹ്യ പരി വർത്തനങ്ങൾ, വൈദേശിക ആക്രമണങ്ങൾ , കൊളോണിയലിസം, ദേശീയത, സഹന സമരങ്ങൾ, മൂല്യകേന്ദ്രീകൃതവും സ്വതന്ത്രവുമായ രാഷ്ട്രീയചിന്തകൾ തുടങ്ങിയവ നമ്മെ ഇവിടെത്തിച്ച നാൾവഴികളാണ്. ഇതിനകം സ്ഥിതിസമത്വം, ഉദാരത തുടങ്ങിയ രാഷ്ട്രീയ സിദ്ധാന്തങ്ങളുടെ പ്രത്യേകതകളും ഗുണദോഷങ്ങളും അവ സൃഷ്ടിച്ച മാറ്റങ്ങളും നാം

അവിടവിടങ്ങളിലായി കണ്ടതാണ്. മതിലുകൾ ഇല്ലാതെ കിടന്ന അതിരുകളിലൂടെ എല്ലാ യിടത്തേയ്ക്കും കടന്നു വന്ന് രാഷ്ട്രീയ വ്യവസ്ഥകളെ അടിമുടി മാറ്റി മറിക്കാൻ കോവിഡ്-19 ന് കഴിഞ്ഞു.

ഘടനാപരമായുള്ള ഒരു രാഷ്ട്രീയ വ്യവസ്ഥയിൽ മൂല്യങ്ങളുടെ അധികാരത്തോടെ യുള്ള വിതരണമായിട്ടാണ് രാഷ്ട്രീയ ചിന്തകനായ ഡേവിഡ് ഈസ്റ്റൻ രാഷ്ട്രീയത്തെ വിശേഷിപ്പിക്കുന്നത്. രാഷ്ട്രധർമ്മവും പൗരന്റെ അവകാശങ്ങളും ചുമതലകളുമെല്ലാം മൂല്യാധിഷ്ഠിതം തന്നെ. അങ്ങനെയെങ്കിൽ ക്ഷേമപ്രവർത്തനങ്ങളും അങ്ങനെതന്നെ യാവണം. ഇവയെല്ലാം ഉൾക്കൊള്ളിച്ചു കൊണ്ട് രാഷ്ട്ര നിർദ്ദേശകതത്ത്വങ്ങൾ നടപ്പി ലാക്കുന്നതിൽ എത്രത്തോളം ഒരു രാഷ്ട്രം നീതിപുലർത്തുന്നോ അത്രത്തോളം ആ ഭര ണസംവിധാനം സാമൂഹിക പ്രതിബദ്ധതയുള്ളതാണെന്ന് വേണം കരുതാൻ.

കേന്ദ്ര സംസ്ഥാന ബന്ധങ്ങൾ, അധികാര, ധന വിതരണ രീതികൾ, വൈവിധ്യങ്ങൾ എന്നിവയിലൂടെ ഒരു ഫെഡറൽ ഗവൺമെന്റ് പ്രതിസന്ധികളെ എങ്ങനെയാണ് ഭരണ ഘടനാപരമായും, രാഷ്ട്രീയപരമായും നേരിടുന്നത് എന്നതിന് ഉദാഹരണമായി ഈ കാലഘട്ടം. ലോകരാഷ്ട്രങ്ങളിലെ സാമ്പത്തികമാന്ദ്യം, തൊഴിലില്ലായ്മ, ദാരിദ്ര്യ നിർമ്മാർജ്ജനം എന്നിവ ഒട്ടേറെ ചർച്ച ചെയ്യപ്പെട്ടു. രാജ്യാന്തര നിയമങ്ങൾ, പൊതുഭ രണ സംവിധാനങ്ങൾ എന്നിവ താരതമ്യം ചെയ്തു മനസ്സിലാക്കുവാനും ഒരു പ്രതിസ ന്ധിയെ അതിജീവിക്കുവാൻ അതാത് രാജ്യങ്ങളിലെ വ്യവസ്ഥകൾ എത്രമാത്രം സജ്ജമാ ണെന്ന് തിരിച്ചറിയുവാനും നമുക്ക് കഴിഞ്ഞു.ഒരു പൊതു പ്രതിസന്ധിയിൽ വിഭാഗീയത കൾ മറന്ന് ഒരുമിച്ചപ്പോൾ 'അന്തർദേശീയത' എന്ന ഒരു സംസ്കാരം തന്നെ രൂപപ്പെട്ടു. വിവര സാങ്കേതിക വിദ്യകളുടെ പങ്കിടലും പാരസ്പര്യവും അനിവാര്യമാണെന്ന് പ്രതി രോധമരുന്ന് നിർമ്മിക്കുന്നതിനായി വിവിധ രാഷ്ട്രങ്ങൾ ഒരുമിച്ച് നിന്നപ്പോൾ നമുക്ക് ബോധ്യമായി. ഒരു രാഷ്ട്രവും ഒരു തുരുത്തല്ലെന്നും പരസ്പരാശ്രിതത്വം ഒഴിവാക്കാ നാവില്ലെന്നും നാം അനുഭവിച്ചറിഞ്ഞു. തൊഴിൽ സാധ്യതകൾക്കും മറ്റുമായി അതിരു കൾ കടന്ന് വിവിധ രാജ്യങ്ങളിൽ കുടിയേറിയവരുടെ കണക്കുകൾ ഭൂപടങ്ങളിലൊതു ങ്ങാത്ത ദേശദേശാന്തരബന്ധങ്ങളെയും സംസ്കാരത്തേയും കാണിച്ചു തന്നു.

അന്താരാഷ്ട്രബന്ധങ്ങൾ,വിവിധ രാഷ്ട്രങ്ങളുടെ വിദേശനയങ്ങൾ,സാമൂഹിക–രാഷ്ട് ട്രീയ സംസ്കാരങ്ങൾ അവയുടെ പ്രത്യേകതകൾ എന്നിവ ഇക്കാലത്ത് നാം അടുത്തറിഞ്ഞു. കൊറോണയുടെ ഉത്ഭവത്തെപ്പറ്റി കൃത്യമായ വിവരങ്ങൾ കൈമാറിയി ല്ലെങ്കിൽ ഉപരോധമേർപ്പെടുത്തുമെന്ന് ചൈനയോട് അറിയിച്ച യു.എസ് നയം വിദേശന യങ്ങളിലെ ഉപരോധ പ്രവർത്തനങ്ങൾക്കുദാഹരണമാണ്.പ്രവാസികളുടെ കാര്യത്തിൽ കൈകൊണ്ട നടപടികൾ,കേന്ദ്രസംസ്ഥാന ധാരണകൾ എന്നിവ പൗരാവകാശങ്ങളുടെ പ്രാധാന്യം നമ്മെ ഓർമ്മിപ്പിച്ചു. പൊതുഗതാഗത സംവിധാനങ്ങൾ ദേശീയ അന്തർദേ ശീയ തലത്തിൽ ക്രമീകരിക്കപ്പെട്ടതും നാം കണ്ടു.

വ്യക്തിയുടെ ജീവൻ, സുരക്ഷ എന്നിവ ഓരോ രാഷ്ട്രത്തിന്റെയും ഭരണഘടനാപര മായ പരമാധികാരത്തിൽ നിയമങ്ങൾ മുഖേന നിയന്ത്രിക്കപ്പെടുന്നു. ഓരോ സംസ്ഥാന ങ്ങളിലെയും പ്രതിരോധസംവിധാനങ്ങളും ചികിത്സാരീതികളും അതാത് ഇടങ്ങളിലെ മാനവ ശേഷിയെയും, നാളുകളായി രൂപപ്പെടുത്തിയെടുത്ത സംവിധാനങ്ങളുടെ പ്രത്യേ കതകളേയും പ്രതിഫലിപ്പിക്കുന്നു.വിവിധ ഘട്ടങ്ങളിൽ പ്രത്യേകിച്ച് പ്രതിസന്ധികളിൽ രാഷ്ട്ര ധർമ്മം, പൗരധർമ്മം, സാമൂഹിക പ്രതിബദ്ധത എന്നിവയുടെ പ്രാധാന്യം

മനസ്സിലാക്കാൻ നമുക്ക് അധികം ബുദ്ധിമുട്ടേണ്ടി വന്നില്ല.നിയമനിർമ്മാണ, നിർവ്വഹണ സഭകളുടെ വിശേഷാധികാരങ്ങൾ ജൂഡീഷ്യൽ ആക്റ്റിവിസം തുടങ്ങിയവ വ്യക്തമാക്കി തരുന്നതായിരുന്നു സാലറി ചലഞ്ച് പോലുള്ള ഉത്തരവുകൾ.ഇതര സേവന മേഖലക ളിലേയ്ക്ക് സർക്കാർ ജീവനക്കാരെ നിയമിച്ചുകൊണ്ടുള്ള താല്ക്കാലിക ഉത്തരവുകൾ അടിയന്തര ഘട്ടങ്ങളിൽ രാഷ്ട്രസേവനം ചെയ്യേണ്ടത് പൗരധർമ്മമാണെന്നും ഓർമ്മ പ്പെടുത്തുന്നു.ഭരണഘടനാനുസൃതമായ സഞ്ചാരസ്വാതന്ത്ര്യം ഉപയോഗിച്ച് ഇവിടെ എത്തി കുടുങ്ങിപ്പോയ അതിഥി തൊഴിലാളികളോട് കാണിച്ച മര്യാദകൾ നമ്മുടെ സംസ്ക്കാ രത്തെ സമ്പുഷ്ടവും അഭിനന്ദനാർഹവുമാക്കി.

പഞ്ചായത്തീരാജ് സംവിധാനങ്ങളുടെ അധികാരങ്ങൾ, പ്രവർത്തനങ്ങൾ തുടങ്ങിയവ പ്രാദേശികമായി അവ പ്രതിസന്ധികളെ എങ്ങനെ നേരിടുന്നുവെന്ന് കാണിച്ച് തന്ന് അധി കാര വികേന്ദ്രീകരണം എന്ന ആശയം പൗരന്മാരിലേയ്ക്കെത്തിച്ചു. മാതൃകാപരമായ സന്നദ്ധസംഘടനാപ്രവർത്തനങ്ങൾ, സാമൂഹിക അടുക്കളകൾ തുടങ്ങിയവ കേരളത്തിന്റെ മാത്രം പ്രത്യേകതകൾ ആയിരുന്നു. സാമൂഹ്യനീതി നടപ്പിലാക്കുന്നതിന്റെ മറ്റൊരു ഉദാ ഹരണമായിരുന്നു റേഷൻ വിതരണം. ദാരിദ്ര്യ നിർമ്മാർജ്ജനത്തിനും സ്ഥിതി സമത്വ ത്തിനുമായി വിവിധ തട്ടുകളിലായിരുന്ന ജനങ്ങൾക്ക് 'ലോക്ക് ഡൗൺ' നാളുകളിൽ പ്രത്യേക പാക്കേജുകൾ തയ്യാറാക്കിയതും ഭൂരിപക്ഷം ജനങ്ങളും അത് പ്രയോജനപ്പെടു ത്തിയതും ശ്രദ്ധേയമായി. ബിവറേജസ് മുഖ്യവരുമാന ശ്രോതസ്സ് ആയിരുന്നുവെങ്കിലും ജനങ്ങളുടെ ജീവനും സുരക്ഷയ്ക്കും അത് മറുവിലയാവില്ല എന്ന അവബോധം ജനങ്ങ ളിലേയ്ക്കെത്തിക്കാനും ഈ കാലഘട്ടത്തിനു കഴിഞ്ഞു.

സാമ്പത്തിക രംഗത്തുണ്ടായ അനിശ്ചിതാവസ്ഥ ഏറെ ചർച്ച ചെയ്യപ്പെട്ടു, രാഷ്ട്ര ത്തിന്റെ വരുമാന, വിവിധ ഫണ്ടുകൾ അതിന്റെ ശ്രോതസ്സ് എന്നിവ ചർച്ച ചെയ്യപ്പെട്ട പ്പോൾ ചലിക്കാനാവാത്ത ഒരു സമൂഹം എങ്ങനെ മുന്നോട്ട് പോകും എന്ന് നാം ചിന്തി ച്ചുതുടങ്ങി. ഉത്പാദനം, തൊഴിൽ, പണ ലഭ്യത എന്നിവയുടെ അഭാവം സമ്പദ് വ്യവ സ്ഥയെ ഒരുപാട് പിന്നോട്ടടിക്കുന്നു. പുത്തൻ സംരംഭങ്ങൾ, വായ്പകൾ, പലിശനിരക്ക് തുടങ്ങിയ കാര്യങ്ങൾ ഭാവിയിലെങ്ങനെ ബാങ്കുകൾ വഴി കൈകാര്യം ചെയ്യണമെന്നും ചിന്തനീയമായി. സൂക്ഷ്മ, ചെറുകിട, ഇടത്തരം സംരംഭങ്ങൾ (എം.എസ്.എം.ഇ), മൊറ ട്ടോറിയം, പലിശ ഇളവുകൾ, പുനരുജ്ജീവന പാക്കേജുകൾ തുടങ്ങി പലതും ദേശീയ സംസ്ഥാനതലങ്ങളിൽ വാർത്താ പ്രാധാന്യം നേടി.

കൃഷി, വിദ്യാഭ്യാസം, മതം തുടങ്ങിയ മേഖലകളിൽ വന്ന മരവിപ്പും അതിനെ തരണം ചെയ്യാനുള്ള മാർഗ്ഗങ്ങളും ഏതൊരു സാധാരണക്കാരന്റെയും ചർച്ചാ വിഷയമാകുന്നു. കാർഷിക ഉത്പന്നങ്ങൾക്കായി അന്യസംസ്ഥാനങ്ങളെ ആശ്രയിച്ചുകൊണ്ടിരുന്ന നാം ഈ രംഗത്ത് സ്വയം പര്യാപ്തരാകേണ്ട ആവശ്യകതയിലേയ്ക്ക് കൊറോണക്കാലം വിരൽ ചൂണ്ടുന്നു. വിദ്യാഭ്യാസരംഗത്തുണ്ടായ അനിശ്ചിതാവസ്ഥ മറികടക്കാനുള്ള ചർച്ചകളിൽ നമ്മളിൽ പലരും പങ്കാളിയായി. മതേതരത്തിന്റെ ആഴവും പരപ്പും മനസ്സിലാക്കാൻ ഈ 'ലോക്ക് ഡൗൺ' കാലം തെല്ലൊന്നുമല്ല സഹായിച്ചത്. ആചാരങ്ങളുടെയും വർഗ്ഗീയത യുടെയും നിരർത്ഥകത മനസ്സിലാക്കാൻ ഇതിൽ കൂടുതൽ എന്തുവേണം? വിവിധ ഗ്രൂപ്പു കളാക്കി മനുഷ്യനെ ഭിന്നിപ്പിച്ചു നിർത്തുന്നതിൽ മതങ്ങൾ കാണിക്കുന്ന അഭിനിവേശം ചെറുതല്ല. വിശ്വാസത്തിന്റെ ആഴവും മൂല്യങ്ങളും മറ്റുള്ളവരിൽ നിന്നും അകലാനല്ല അടു ക്കാനാണ് ഉപകരിക്കേണ്ടത്. മൂല്യങ്ങൾക്ക് അവസ്ഥാന്തരമോ, കാലഭേദങ്ങളോ ഇല്ലന്ന് മതേതരത്വം നമ്മെ പഠിപ്പിക്കുന്നു.

ജനാധിപത്യത്തിന്റെ നാലാമത്തെ നെടുംതൂണായ മാധ്യമങ്ങൾ സമയാസമയങ്ങളിൽ നൽകിയ വിവരങ്ങളാണ് ഒരു ജനതയെ മുഴുവൻ ഇത്രത്തോളം ബോധവത്ക്കരിച്ചത്. പൊതുനയങ്ങൾ, ഉത്തരവുകൾ, സ്ഥിതിവിവരകണക്കുകൾ എന്നിവ അച്ചടിമാധ്യമങ്ങളി ലൂടെയും, ഇലക്ട്രോണിക് മാധ്യമങ്ങളിലൂടെയും ദ്രുതഗതിയിൽ ദൂരവ്യാപകമായി എത്തി ക്കുന്നതു വഴി ഗവൺമെന്റിന്റെ പ്രചാരണദൗത്യവും അനായാസം സാധ്യമായി.

ഭരണപക്ഷത്തിന്റെ പ്രവർത്തനങ്ങൾ നിയമാനുസൃതമാണോയെന്ന് നിരീക്ഷിക്കുകയും ആരോഗ്യപരമായ ചർച്ചകളിലൂടെയും, നിർദേശങ്ങളിലൂടെയും ജനാധിപത്യത്തെ ജാഗ്ര തയോടെ പരിരക്ഷിക്കുകയാണ് പ്രതിപക്ഷ ധർമ്മം.പലപ്പോഴും നമ്മുടെ നാട്ടിൽ അവ ക്കെല്ലാം അതീതമായി ക്രമസമാധാനത്തിൽ നിന്നും അകന്ന് വിവാദങ്ങളും,ആരോപണ ങ്ങളും ചേർത്ത് സൃഷ്ടിച്ചെടുക്കുന്ന ഒരു പ്രതിഭാസമാണ് ആ ധർമ്മം.ബ്രിട്ടനിലെ പ്രതി പക്ഷം അറിയപ്പെടുന്നത് രാജ്ഞിയോട് കൂറുള്ള പ്രതിപക്ഷം എന്നാണെന്ന് ഇത്തരു ണത്തിൽ ഓർമ്മപ്പെടുത്തട്ടെ.

മനുഷ്യാവകാശങ്ങൾക്കായുള്ള സമരങ്ങളും അവ സംരക്ഷിക്കപ്പെടേണ്ട ആവശ്യക തയും ദൂരവ്യാപകമായി ബോധവത്ക്കരിക്കപ്പെട്ടു. മനുഷ്യരിൽ മനുഷ്യൻ സൃഷ്ടിച്ച അസ മത്വങ്ങൾ മാറ്റി നിർത്തിയാൽ നാം സമത്വത്തോടെയാണ് കൂടുതൽ അടുത്തു നിൽക്കുന്ന തെന്ന് ബോധ്യപ്പെടാൻ നമുക്ക് ഇതൊരു അവസരമായി. സഹജീവികൾക്ക് മാത്രമല്ല ഇതര ജീവജാലങ്ങൾക്കും ഇവിടൊരു ഇടമുണ്ടെന്നും അവകാശങ്ങളുണ്ടെന്നും, ഭൂമി ആരു ടെയും സ്വന്തമല്ല എന്നുമുള്ള തോന്നൽ ഇക്കാലത്ത് നമ്മളിലുണ്ടായി.അവരുടെ അവകാ ശങ്ങളെ അംഗീകരിക്കുവാനും നാം തയ്യാറാകണം.

'ലോക്ക് ഡൗൺ' എങ്ങനെ സമൂഹത്തിന്റെ വിവിധ മേഖലകളെ ബാധിക്കുമെന്നതും അത് മനുഷ്യനു നല്കിയ തിരിച്ചറിവുകളും തുടർന്നുള്ള പദ്ധതികളും പലതരത്തിൽ പഠനവിധേയമായിക്കൊണ്ടിരിക്കുന്നു.പണത്തിനും പ്രശസ്തിക്കും നേടാൻ പറ്റാത്തതായ ചിലതുണ്ടെന്നും സ്വന്തം ആരോഗ്യം, സുരക്ഷ എന്നിവ സാമൂഹിക ആരോഗ്യത്തെയും സുരക്ഷിതത്ത്വത്തെയും കൂടി ആശ്രയിച്ചിരിക്കുന്നുവെന്നും നാം അറിഞ്ഞു.തിരിച്ചറിവാണ് വിവേകം,പ്രധാനവും. സങ്കുചിതമായ രാജ്യസ്നേഹവും,അഹംബോധവും വെടിഞ്ഞ് ആത്മാവിലും ചേതനയിലും അത് ഒഴിവാക്കാനാവില്ലെങ്കിൽ കൂടി, ഇതര സമൂഹങ്ങ ളോടും മാന്യത പുലർത്തണമെന്നുള്ളത് ഒരു തിരിച്ചറിവാകണം.രാഷ്ട്രീയ വ്യവസ്ഥിതി കളെക്കുറിച്ച് അറിയുന്നതോടൊപ്പം പൗരബോധമുള്ളവരായി കർത്തവ്യങ്ങളെ തിരിച്ചറി യണം.

രാഷ്ട്രീയ ചിന്തകനായിരുന്ന ഹെഗലിന്റെ 'ഡയലിറ്റിക്സ്' പരിശോധിച്ചാൽ വിരുദ്ധ ആശയങ്ങളിൽ നിന്ന് ഉടലെടുക്കുന്ന നവ ആശയങ്ങൾ സമൂഹത്തിന്റെ ആവർത്തിക്കുന്ന പ്രതിഭാസമാണ് എന്നറിയാൻ കഴിയും. ഒരു നൂതന രാഷ്ട്രീയ ചിന്ത ഇന്നിന്റെ ആവശ്യ മാണ്. പ്രായോഗികമായും ശാസ്ത്രീയമായും രാഷ്ട്രീയ സാമൂഹിക വ്യവസ്ഥകളെ അപ ഗ്രഥിക്കേണ്ട അവസരമാണിത്. ഈ കാലയളവിൽ ഒരു ന്യൂനപക്ഷം സാമൂഹിക മാധ്യമ ങ്ങളുടെ അതിപ്രസരത്തിലാണ്. രാഷ്ട്രീയവുമായി ബന്ധപ്പെട്ട കാര്യങ്ങളെ അറിയാനുള്ള വിമുഖത പിന്നീട് വിവേചനബുദ്ധിയില്ലാത്തതും പ്രതികരണശേഷിയില്ലാത്തതുമായ ഒരു ജനതയെ സൃഷ്ടിക്കും. രാഷ്ട്രീയ പ്രബുദ്ധത അനിവാര്യമാണ്. എന്നാൽ മാത്രമേ ഒരു നല്ല തിരഞ്ഞെടുപ്പ് നടത്തുന്നതിനും തുടർന്ന് ഉചിതമായ തീരുമാനങ്ങളെ പിന്തുണ ക്കുന്നതിനും കഴിയുകയുള്ളൂ. ആരോഗ്യമുള്ള ഒരു സമൂഹസൃഷ്ടിക്കും, ആഴത്തിലുള്ള

രാഷ്ട്രീയ അവബോധം സാധ്യമാക്കുന്നതിനും ചിലപ്പോഴൊക്കെ ചില പ്രതിസന്ധികൾ, പ്രകൃതി ദുരന്തങ്ങൾ, മഹാമാരി തുടങ്ങിയവ വേണ്ടി വരുന്നോയെന്ന് നാം ചിന്തിക്കേണ്ടിയിരിക്കുന്നു.

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Social Distancing and Lesson Planning: some Reflections on Higher Education Planning in Kerala from a Post-Covid-19 Perspective

Gipson Varghese & Jintha Thomas

ABSTRACT

The society was going smooth with the help of the advancements we made in the 21ˢᵗ century but none of us thought that we are going to face a pandemic in this century. But we understood that, natural disasters and calamities, when seriously affecting the large part of the society, will cause unpredictable problems. COVID-19, the global virus, has seriously affected all walks of life and losing many human lives. This pandemic has affected the functions of socio-economic systems, which will have far reaching consequences in the areas of economic progress, production process, employment, education etc. Although countries and states are recovering with stable health and medical care facilities, more efforts are needed to support the healthy recovery of the economies. One of the supporting factors leading to economic resilience and faster recovery is the education and job creation. Education, especially higher education, in our country requires immediate revival and improvement, in the area of teaching and learning, evaluation, accreditation, certification etc. It is not because of Covid-19 that we are facing these challenges. There were several limitations and problems existing in the area of education even before the pandemic, but lock-down due to the spread of virus intensified the need for a revival of the sector. Therefore, the current situation can be considered as an opportunity to revive our education sector with proper response and innovation to build educational system stronger and effective. This paper would like to suggest some of those provisions for the higher education sector to make better in the days to come. Leaders and policy makers in education sector have to think of innovative ways of teaching and lesson plans from a social distancing perspective.

INTRODUCTION

Although the society is facing several challenges, educational sector is facing some serious problems, both in learning and teaching. The pandemic has already had profound impacts on education by closing schools almost everywhere in the planet, in the largest simultaneous shock to all education systems in our lifetimes (World Bank, 2020). The COVID -19 pandemic now threatens the educational outcome and resulting consequence in the labour market. Moreover, it induced a quick but crucial education in hygiene and disease prevention and also taught us about the principle of social distancing (Van Dijk, 2020). Now we have to plan every activity giving more importance to social distancing, where teachers will be distant from learners, thereby enabling the learner to be self-reliant and efficient. Let us now discuss about some of the challenges that we are going to face in the days to come.

1. Decline in learning

Conventional way of teaching in classroom has its own advantages and disadvantages. The entire scenario of teaching and learning will be in a paradigm shift once we are free from the lock-down scenario. Due to the closure of educational institutions, there is a great decline in learning from students' perspective. Although remote and distance learning were promoted with the help of technology, there is a gap in learning. Unless we know when students will come to classroom, teaching learning process has tobe managed in a remote manner. This invites challenges to academicians and administration. An entire system has to be developed and people have to be equipped to teach effectively and not making students at risk.

One of the effective ways in teaching and learning process is the use of Information and Communication Technology (ICT). However, so far our innovation in ICT has come up only withPower Point Presentations (PPTs). Innovation in education is about more than new technology, it's about solving a real problem in a fresh, simple way to promote equity and improve learning (UNICEF, 2020) and our challenge is to provide quality and equity in learning process.

Compared to the conventional teaching learning process, the new distance learning or online learning will be more rapid. Technology provide us various ways to reach fast and in the case of learning process, rapid learning may lead to unhealthy practices. Therefore, care must be given to provide learning as effective as possible using various methods. A supportive measure is to provide and help students with access to global knowledge. In case of access to knowledge, our current system mostly encourages students to be constant in physical library settings. Students at colleges do not get access and platforms to learn from various (recognised and approved) sources because most of the colleges do not promote such sources. This situation has to be changed and improve learning process with easy access to more sources of knowledge.

2. Continuous learning

Once the teaching and learning process become more sophisticated and advanced, there is a great importance for continuous learning. As our degrees are based on semester system, management of time will become a crucial aspect in starting and finishing programs in colleges. As students won´t have all-time and

quality access to various learning platforms (due to lack of access to internet facility), learning recovery will be of great issues. As students take time to learn (more things with less time), options to recover and improve should be given to all learners. As technology is costly and fast, managing continuous learning will be of a great challenge.

3. Accelerating teaching quality

The modern era has revolutionised the role of teacher and teachers have to play multiple roles in various settings. In addition to academic roles, administrative duties also make the lives of teachers to be more active and responsible. The post-Covid openings of educational scenario would propose more roles and duties to teachers, which may have both advantages and disadvantages. Most of a teacher´s time is spent in different other roles rather than in curricular activities. Therefore, accelerating teaching quality in a positive scenario becomes more crucial to carry out teaching process useful for learners. Cooperative academic provision (Semler and Lawver, 2020) is of great importance in this scenario. As technology is favourable and supportive only to some, many require supportive teaching atmosphere. Therefore, accelerating teaching quality with defined roles and duties would promote research and innovation both in teaching and learning process, which is very much required in the days to come.

4. Learning measurement and accreditation

There is a great interest among employers and academicians to provide education in competence and skill based system. Competence-based learning will become more crucial and easy in days to come. Requirements for the labour market are changing and demands are for skilled individuals rather than qualifications and certificates. Globalization and occupational specialization have radically altered employer's expectations concerning the types of knowledge, skills and competences graduates must bring to the labour market (Moser and Williams, et.al). Adding to such situations, pandemic has drastically hit the job market, offering opportunities to those who required the right job, as specified by the employer. Therefore, curricula should be in such a way to suit the demand for the labour market. This is the apt time to restructure the educational curricula, so educational institutions can prepare students to equip for future job opportunities.

To fulfill the above mentioned aspects, measurement techniques and assessment need to be restructured, where grades should be given on the basis of skills and competences. Process should be changed in a way to give recognition to those who perform well, rather than giving preference to those who can reproduce texts. Yet another important factor is the accreditation of the educational programmes. Our educational programs at present are only accredited by the corresponding university. Unfortunately most of the programs are not equated with accreditation process of various other higher education institutions. Care and planning must be taken to prepare good evaluation and accreditation process; therefore, our programs will be accepted and accredited everywhere which will enable learners to avail employment opportunities.

CONCLUSION

This pandemic is an opportunity to build back better. Due to the widespread of virus, the whole world was at a standstill and still not yet recovered fully. Therefore, when we get a chance to rebuild the system, we should take every action to make it better, so that we won´t be stuck when another emergency situation will emerge. Where a system was in a place to provide excellent teaching-learning, evaluation and accreditation process, there they did not face much challenges in fulfilling the tasks in educational activities. Only societies like ours were not prepared to face challenges in educational sector that we face today due to a natural disaster. Hence, it's an opportunity to make a good choice so that our lives would change and make better for years to come.

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Surface Characterisation of Al_2O_3/ ZnO Mixed Oxides and its Catalytic Activity towards Esterification

Jalaja J.Malayan and Jasla P

ABSTRACT

Metal oxides are microporous materials with interesting physical and catalytic properties**.** Oxides because of their ability to take part in the exchange of electrons, protons, or oxide ions, are used as catalysts**.**The major advantage of this mixed metal oxide is that it is possible to tune oxygen sorption properties by choosing the required metal components so as to crystallize in a particular structural pattern.Oxides can be attacked by acids and bases. Those attacked only by acids are basic oxides**,** those attacked only by bases are acidic oxides. Oxides that react with both acids and bases are amphoteric.**M**etals tend to form basic oxides, non-metals tend to form acidic oxides. The surface metal oxides consists**of** ordered arrays of acid-base centers. The surface metal oxides consists of ordered arrays of acid-base centers. The cationic metal centers act as Lewis acid sites while the anionic oxygen centers act as Lewis bases. Surface hydroxyl groups are able to serve as Bronsted acid or base sites as they are able to give up or accept proton. The strength and the amount of Lewis and Bronsted acid-base sites will determine the catalytic activity of many metal oxides. Al_2O_3 – ZnO mixed oxides of different composition were found to catalyse the esterification reaction. The product analysis was carried out using IR and GCMS. The surface characterization was carried out using XRD (X-ray Diffraction) and SEM (Scanning Electron Microscopy).

Key words: Aluminium nitrate, Zinc nitrate, mixed oxide, XRD, SEM, GCMS, IR Debye Scherrer Formula

INTRODUCTION

According to Fuller[1] the correlation between the catalytic activity and acid-baseproperties of metal oxides can be explained by the strength of acid-base interactions between the reacting molecule and catalyst surface. The production of most industrially important chemicals involves catalysis. Similarly most biochemically significant process is [2] catalyzed. $2H_2O_2 \longrightarrow 2H_2O + O_2$ is slow in the unanalyzed reaction. If catalyst MnO_2 or enzyme peroxidase in organisms is involved, reaction rate increases [3].Catalyst generally reacts with one or more reactants to form intermediates that subsequently give the final reaction product, ie the process regenerating the catalyst. Homogeneous cataysis is a sequence of reactions that involve a catalyst in the same phase as the reactants. Most commonly a homogeneous catalyst is dissolved in a solvent with reactants eg: of homogeneous catalysis involves the influence of H^+ on the esterification of[4] carboxylic acids such as formation of methyl acetate from acetic acid and methanol. Silica-alumina is an important binary oxide because of the potential utility as a matrix in zeolite containing cracking catalysts [5]. From the IR spectra of pyridine and 2,6-dimethyl pyridine chemisorbed on silica-magnesia Kermerec etal [6] deduce that Bronsted and Lewis acid sites are present.

Heterogeneous acid catalysis attracted much attention primarily because heterogeneous acid catalysts act as catalyst in petroleum refinery and are known as a main catalyst in the cracking process which is the largest process [7]. In general, alcohols undergo dehydration [8] to olefins and ethers over acidic catalysts and dehydrogenation to aldehydes or ketones over basic catalysts. Esterification is usually carried out using a homogenous hydrogen ion catalyst.The method has a disadvantage of isolation of products. Recently solid super acid catalysts have been employed for esterification [9]. The important properties of the catalysts are activity, selectivity, stability, regeneration, shape, porosity and environmental (ecofriendly). One of the important parameters affecting the performance of porous hydrophilic materials is pore structure.The design of new amphoteric [10] catalysts is of great interest for several industrial processes, especially those covering dehydration and dehydrogenation phenomena.

EXPERIMENTAL PROCEDURE

$ZnO-Al_2O_3$ mixed oxides of different composition were prepared by co-precipitation method [11] from their nitrate solutions (10% $ZnO-Al_2O_3$, 20% $ZnO-Al_2O_3$, 40% $ZnO-Al_2O_3$, 60% $ZnO-Al_2O_3$,80 % $ZnO-Al_2O_3$).Pure oxides were prepared by hydroxide method from their nitrate solutions [12] .The composition is given in Table 1.

Table 1

Sample designation	mmol of ZnO/g of Al_2O_3
Pure ZnO	
10% ZnO- Al_2O_3	.373
20% ZnO- Al_2O_3	3.0709
40% ZnO- Al_2O_3	8.1810
60% ZnO- Al_2O_3	18.4257
80% ZnO- Al_2O_3	49.1352
Pure Al_2O_3	

Molecular mass of Aluminium nitrate nonahydrate Al $(NO_3)_3$ $9H_2O$ -375.133. Molecular mass of Zinc nitrate Zn $(NO_3)_2$ $6H_2O$-297.48 Mixed oxides were characterized using XRD pattern (diffractometer) and SEM (JSM-6390).The mixed oxide formation may be monitored by powder X-ray diffraction pattern combining those of the pure phases. As the reaction proceeds, a new set of reflections corresponding to the product Al_2ZnO_4 emerges and grows in intensity at the expense of reflections from Al_2O_3 and ZnO. On completion of the reaction the powdered diffraction pattern will be that of pure Al_2ZnO_4. The XRD peaks clearly show the crystalline nature of mixed oxides. The XRD peaks at 20^0, 30^0, 35^0, 60^0, and 65^0 (hexagonal) are characteristic of Al_2O_3. The peak at 20^0,32^0, 36^0, 47^0, and 63^0 are characteristic of ZnO. Average particle size can be estimated by using Debye-Scherrer formula. The values are given inTable 2. D = $.9ë/âCosè$ ë- wavelength â- full width at half maximum (radians), è- angle of diffraction (radians).

Table 2

Sample No	Composition	particle size(nm)
Sample 6	Al_2O_3	-
Sample 7	ZnO	25
Sample 1	10% ZnO-Al_2O_3	17
Sample 2	20% ZnO-Al_2O_3	-
Sample 3	40% ZnO-Al_2O_3	43
Sample 4	60% ZnO- Al_2O_3	51
Sample 5	80% ZnO- Al_2O_3	30

From the XRD pattern it is seen that Al_2ZnO_4 formation is completed at 60% $ZnO.Al_2O_3$ which contained reflections from both oxides and there after remains the same. The particle sizes of the pure and mixed oxides are of nano dimensions. Experiments on planar substrates under ZnO excess have confirmed that SSR in the Al_2O_3–ZnO system leads to a $ZnAl_2O_4$ layer formation in the presence of 3D voids [13].The SEM micrographs were used to observe surface morphology of oxide particles. Micrographs show polycrystalline and uniformly distributed particles of oxide system The SEM , scanning electron microscope is a type of electron microscope that images the sample surface by scanning it with a high energy beam of electrons in a raster scan pattern. The electrons interact with the atoms that makeup the sample producing signals that contain information about samples surface, topography, composition, and other properties such as electrical conductivity. SEM picture showed 6000 magnification. Electrons are accelerated at 6KV.

STUDIES ON CATALYTIC ACTIVITY OF MIXED OXIDES

Esterification

The esterification reaction was carried out in a 50ml round bottom flask equipped with a reflux condenser in which the catalyst (0.5g) ,aceticacid (2mmol) , n-butanol(32mmol) and n-decane(0.05mmol) used as internal standard were placed. The reaction temperature was maintained at 98°C and stirred using magnetic stirrer for 5 hrs.The product was analysed by means of GCMS by comparison of mass spectrum with that of standard sample.

Reagents

Purification of acetic acid

LR grade reagent obtained from Merck was purified by adding some acetic anhydride to react with water present.It was then heated for 1hr just below boiling in the presence of 2g CrO_3 per 100ml and then fractionally distilled.The fraction at 116 °C-118 °C was collected [14] (Perrin DD,1983).

Purification of n-butanol

LR grade reagent obtained from Merck was further purified by drying with anhydrous K_2CO_3 and fractionally distilled. The fraction boiling at 116.5°C was collected [15] (A.I Vogel, 1973, P-886).

Purification of n-decane

LR grade reagent purified by shaking with conc.H2SO4.It was washed with H_2O and aq.$NaHCO_3$.Finally It was washed with more water, then it was dried with $MgSO_4$, refluxed with sodium and distilled. The fraction boiling at 174°C was collected [16] (ibid,P-190).

RESULTS AND DISCUSSION

Herewe have synthesized pure ZnO and Al_2O_3 oxides and their mixed oxides(10% ZnO-Al_2O_3, 20% ZnO-Al_2O_3, 40% ZnO-Al_2O_3 ,60% ZnO-Al_2O_3,80 % ZnO-Al_2O_3).Surface characterization was carried out using XRD and SEM .Catalytic activity studies were carried out for esterification reaction using the above 5 mixed oxides and pure oxides.

Esterification reaction

The catalytic activity of the oxide systems were tested towards esterification reaction.

$$CH_3COOH + C_4H_9OH \rightarrow CH_3COOC_4H_9$$

Acetic acid   n-butanol   n-butylacetate

The product analysis was carried out using TLC,GCMS and IR.The GCMS results are shown in Table 3.

Table 3

Sample	% conversion (n-butyl acetate)
Al_2O_3	-
ZnO	-
10% ZnO-Al_2O_3	-
20% ZnO-Al_2O_3	-
40% ZnO-Al_2O_3	100
60% ZnO-Al_2O_3	100
80% ZnO-Al_2O_3	35

The GCMS data are given in Fig I and II . A mechanism has been proposed for the esterification reaction The heterogenous catalysis involves the abstraction of hydride ion by the catalyst surface.

The mechanism of the esterification reaction on the catalytic surface

Fig 1 GCMS – 60% ZnO-Al₂O₃

T: 1.15 - 6.26

NL:
2.76E9
TIC MS
stdBA_18
62717470

dBA_180627174704 #692 RT: 2.38 AV: 1 SB 228 2.51-6.04 , 1.47-2.11 NL: 7.55E8
+ c EI Full ms [40.00-80.00]
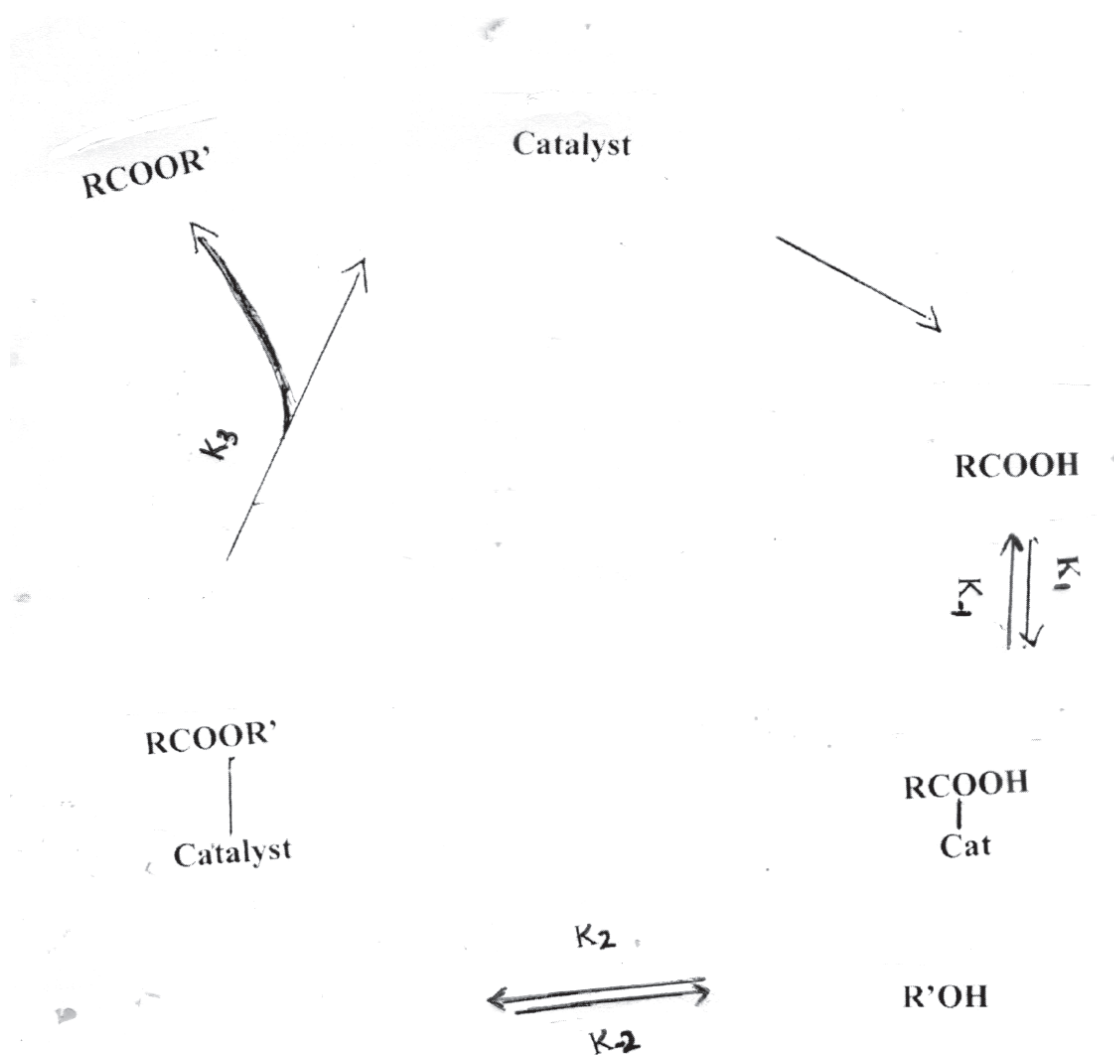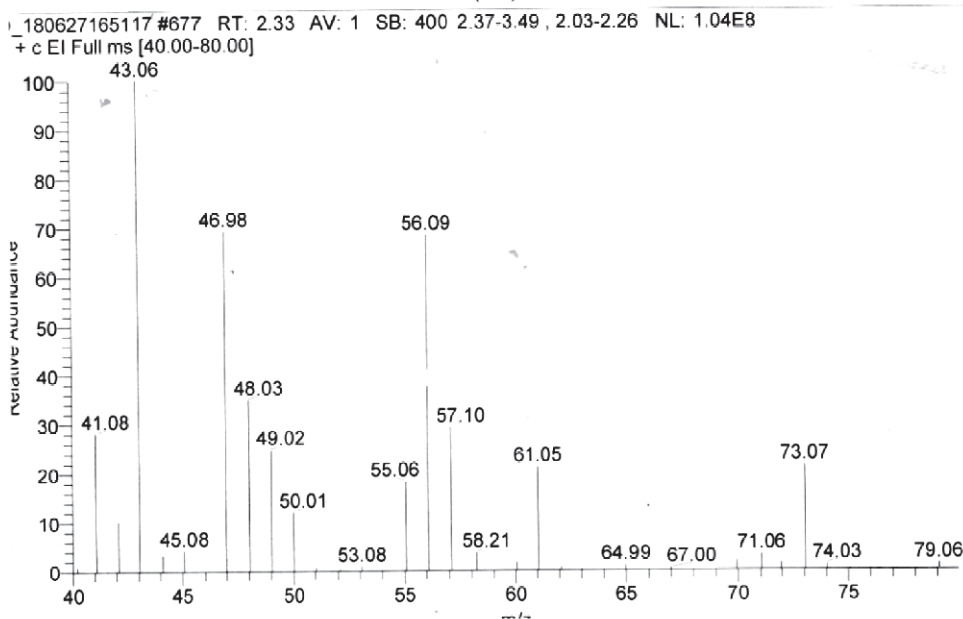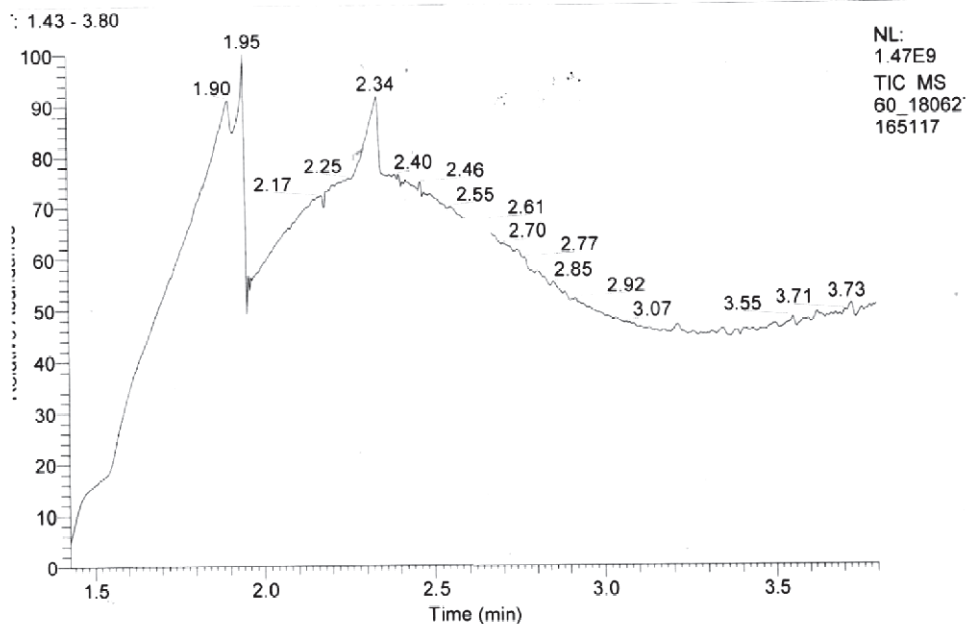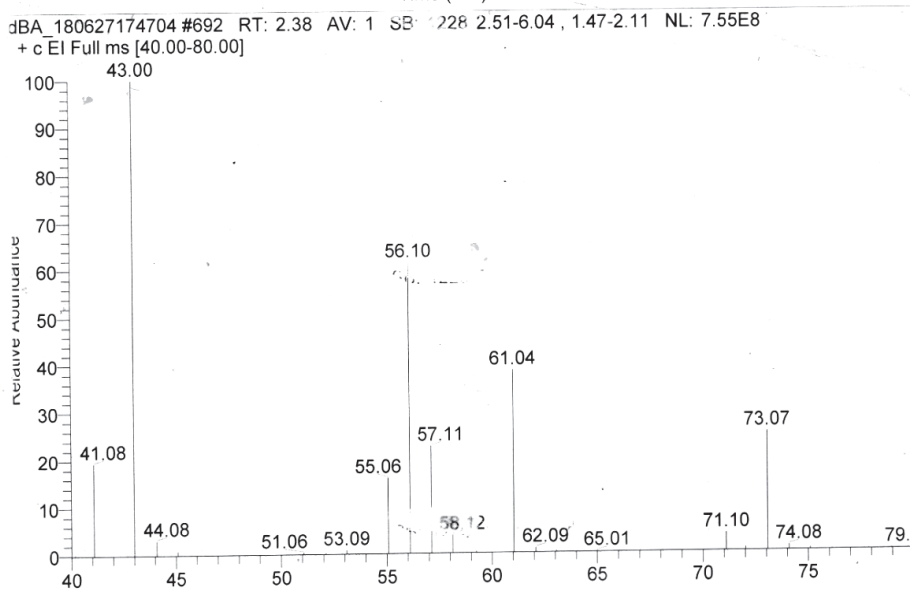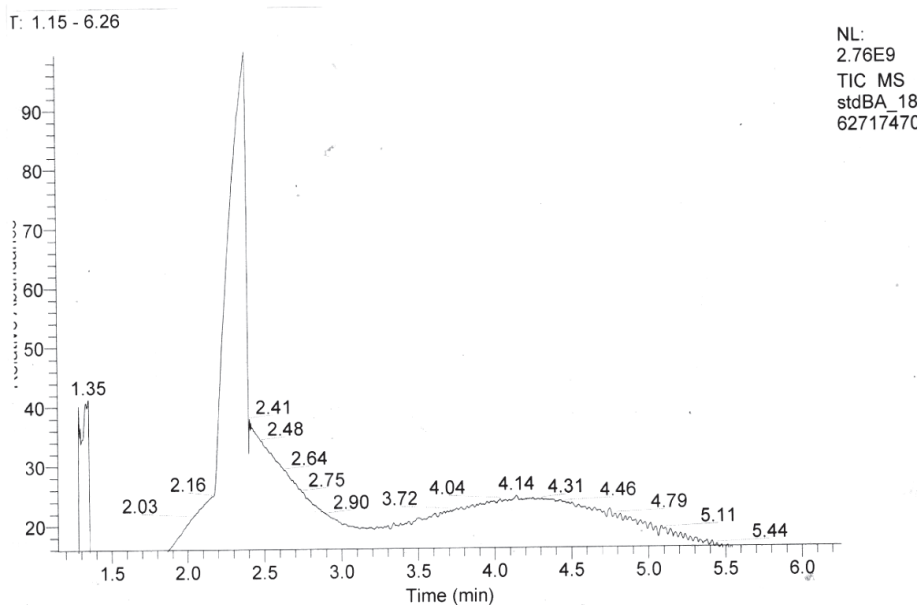
Fig:II- GCMS-n-Butyl Acetate

The mechanism for homogenous catalysis A_{AC2} (Acid catalyzed Acyl-Oxygen cleavage bimolecular)is [17]] also shown.
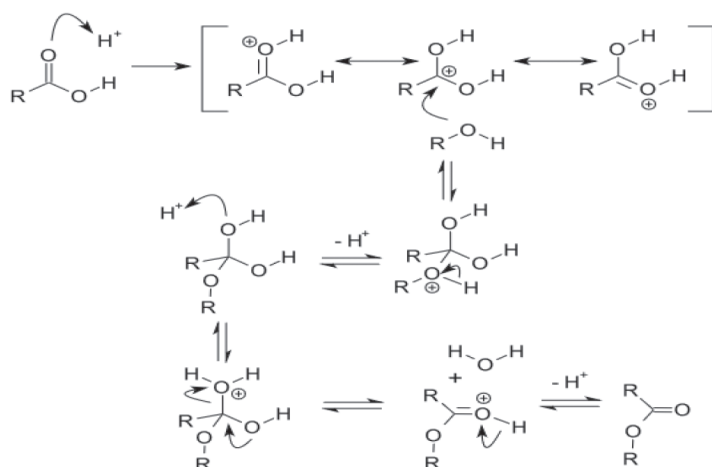
NMR spectra support preferential production of carbonyl oxygen of the acid in the forward reaction (esterification) and of the ester in the reverse reaction (hydrolysis).The equilibrium is normally displaced in the desired direction by using the excess of R'OH.

GCMS is gas chromatography with mass spectral analysis. In mass spectra the compounds are ionized. The ionized molecule often fragments into smaller ions/radicals. The positively charged fragments produced are separated based on their m/z ratio.

$$M \xrightarrow{\text{ionization}} M^{+} \xrightarrow{\text{fragmentation}} M_1^{+} + M_2^{+} + N_1 + N_2 + R_1^{\cdot} + \ldots$$

(daughter ions, radicals,neutrals…)Here the carbon-oxygen bond next to carbonyl group breaks readily because of the formation of resonance stabilized ions called acylium ions by cleavage [18] .***α-cleavage and β cleavage***

α-cleavage at the carbonyl group yields the m/z 43 ion.
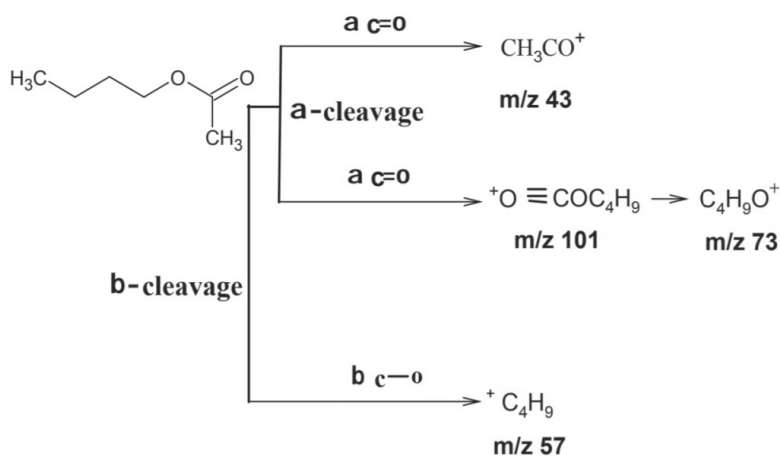
Mclafferty rearrangement

Esters of long chain alcohols show a diagnostic peak at m/z 61, 75,….from elimination of the alkyl moiety and transfer of two hydrogen atoms to the fragment containing the oxygen atoms. Hydrogen rearrangement gives m/z=61.
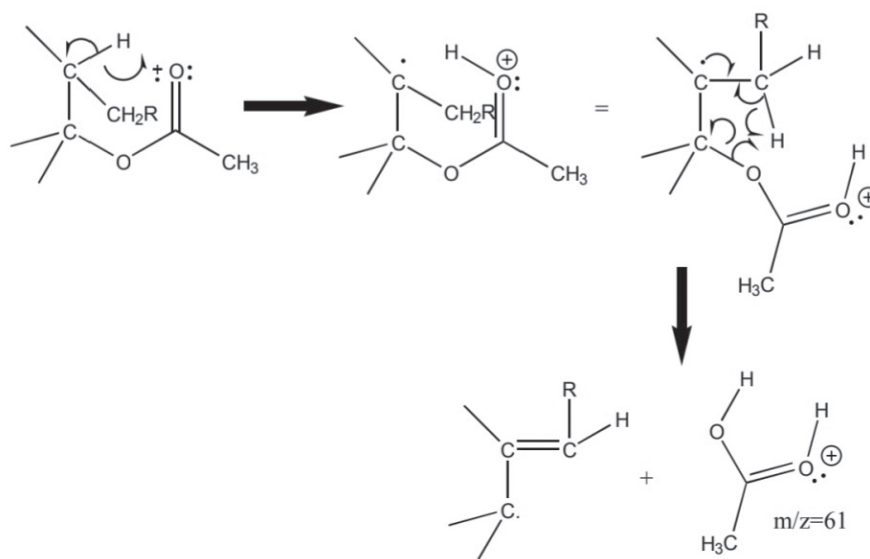
(R=CH$_3$)

In the mass spectrum x-axis represent m/z ratios. The y-axis represent signal intensity for each of the fragments detected during the reaction. From the mass spectral peaks at m/z=**43,57**,61and**73**are characteristics of n-butyl acetate. Here n-decane is used as the internal standard. Its intensity is arbitrarily given the value of 100 and all other values are represented as the base peak. The product n-butyl acetate formed for different oxide system as catalyst decreases in the following order:

60%ZnO-Al$_2$O= 40% ZnO-Al$_2$O$_3$> 80% ZnO-Al$_2$O$_3$. Pure catalysts showed no activity towards esterification.

100% conversion was obtained for the formation of n-butyl acetate. The retention time for n-butyl acetate was found to be at 2-3 and 8.5-9 under different conditions. Theester can be recognized if there are two strong bands owing to C=O stretching and C-O stretching in the IR spectrum. Estersshow carbonyl absorption frequency at 1750-1735 cm^{-1}.Usually all classes of esters show two strong bands in the region 1340-1050 cm^{-1} due to c-o stretching .The characteristic frequencies of õ$_{C=O}$(carbonyl), õ$_{C-O}$(c-o) and õ$_{C-H}$ are shown in Table 4.

Table 4

Samples	$\upsilon_{C=O}$(carbonyl) (cm^{-1})	υ_{C-O}(c-o) (cm^{-1})	υ_{C-H} (cm^{-1})
n-butyl acetate	1739	1232	2939,2960
40% ZnO- Al_2O_3	1712	1070,1035	2931,2958
60% ZnO- Al_2O_3	1712	1070,1035	2931,2958
80% ZnO- Al_2O_3	1712	1070,1035	2931,2958

In all IR spectra C-H deformation peak was observed at 1450 and 1370cm^{-1}.From the IR spectral details also the formation of n-butyl acetate was confirmed.

Both acidic and basic sites are present on the catalyst surface and Al_2O_3 display both sites in similar amounts on the surface and can be called amphoteric. Here relative acidic and basic features may vary in mixed oxides and 60% ZnO-Al_2O_3 and 40% ZnO- Al_2O_3were found to be good catalyst for the esterification reaction(Esterification reaction as an acid catalyzed reaction).It was reported that ZnO contains strong basic sites consisting of O^{2-}ions, and the incorporation of more electronegative cations (Al^{3+}) increases the density and strength of the acidic sites.

During calcination the dehydration of the catalyst surface occurs. During de-hydration, the hydroxyl ions combine to form water molecules which are then desorbed leaving a surface lattice consisting of both O^{2-} and hydroxyl ions. For each molecule of H_2O removed one oxide ion left in the top layer and one Al^{3+} left in the octahedral void in the next lower layer. These Lewis acid sites catalyse the esterification reaction.

CONCLUSION

Mixed oxide catalysis is one of the most important areas of research and as-sume great relevance as an economic alternative to the many homogenously cata-lyzed industrially important reactions. The availability of suitable supports for metal catalysts is of fundamental importance in heterogeneous catalysis. Due to its good structure and mechanical properties and low cost ,ã-alumina is one of the most used supports especially in hydro treating catalysts. Here different composi-tions of ZnO-Al_2O_3 mixed oxides were prepared by co-precipitation method and characterized by XRD, SEM and IR. Particle sizes were calculated by Debye – Scherrer equation .9ĕ/âcoss and it was found that pure and mixed oxide particles are of nano dimensions. Here the type of defect which may be regarded as an abnormally exposed Al^{3+} ion with resultant localized +ve charge, possesses the characters of lewis acid. Interest in the nature of catalytic aluminas has centered mainly on the electron deficient sites on the alumina surface.

The product analysis was carried out using GCMS and TLC. The fragments of n-butyl acetate was formed at m/z values 43, 57, 61 and 73. The product conver-

sion is about 100% for 40% and 60% ZnO-Al_2O_3 and about 40% for 80% ZnO-Al_2O_3. The surface properties of the support considerably improve upon Zinc oxide addition and these mixed oxides are more active than Al_2O_3 due to proper combination of acidic and basic sites.

The acidic and basic properties of oxide catalysts are very important for the development of scientific criteria in catalyst application. Mixed oxide catalysts have found wide application in a variety of industrial processes such as oxidation, reduction and condensation. Synthetic mixed oxides are components of many ceramics with remarkable properties and important advanced technological applications. Knowledge of the interaction of reactants and products with the surface of a catalyst provides valuable information for a better understanding of a catalyst process.

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Man, Travel and Nature: An Ecocritical Reading of Daniel Defoe's Robinson Crusoe and Jon Krakauer's into the Wild

Asher Sabu

ABSTRACT

Ecocriticism is the study of literature and the environment from an interdisciplinary point of view, where literature scholars analyse texts that illustrate environmental concerns and examine the various ways literature treats the subject of nature. It takes an interdisciplinary point of view by analysing the works of authors, researchers and poets in the context of environmental issues and nature. Ecocriticism investigates the relation between humans and the natural world in literature. It deals with how environmental issues, cultural issues concerning the environment and attitudes towards nature are presented and analysed. One of the main goals in ecocriticism is to study how individuals in society behave and react in relation to nature and ecological aspects. This form of criticism has gained a lot of attention during the recent years due to higher social emphasis on environmental destruction and increased technology. It is hence a fresh way of analysing and interpreting literary texts, which brings new dimensions to the field of literary and theoretical studies. Western thought has often held a more or less utilitarian attitude to nature that is nature is for serving human needs. However, after the eighteenth century, there emerged many voices that demanded a revaluation of the relationship between man and environment, and man's view of nature.

INTROIDUCTION

Ecocriticism will be used in this paper to analyse Daniel Defoe's Robinson Crusoe and Jon Krakauer's Into the Wild. In both the novels, the protagonists

have a different view of their environments. Robinson Crusoe had the urge to go to the sea from his childhood but it was his father who had stood against his dreams, but he followed his passion till he succeeded. Christopher McCandless on the other hand only had the desire to go to Alaska after his graduation, many thought at first he was just like the other dreamers and misfits who wanted to escape from the tensions of the civilised world. Some like the author tell the journey was for him to avoid intense emotional encounters at close range especially to avoid responsibility to those who loved him; as it was evident while he was alive. This paper will also attempt to investigate the social ecological concerns in these novels.

Man, Travel and Nature: An Ecocritical Reading of Daniel Defoe's Robinson Crusoe and Jon Krakauer's Into the Wild

Representations of the natural environment are as old as recorded literature and were prominent in the account of the Garden of Eden in the Hebrew Bible, as well as in the pastoral form inaugurated by the Greek Theocritus in the third century BC and later imitated by the Roman poet Virgil- an ideal depiction of the rural life, viewed as a survival of the simplicity, peace and harmony that had been lost by a complex and urban society. Prominent in ecocriticism is a critique of binaries such as man/nature or culture/nature, viewed as mutually exclusive oppositions. It is pointed out, instead, that these entities are interconnected and also mutually constitutive. Many ecocritics recommend, and themselves exemplify, the extension of "green reading", that is analysis of the implications of a text for environmental concerns and toward political action, to all literary genres, including prose fiction and poetry, and also to writings in the natural and social sciences. Within the literary domain, the endeavor is to elevate the status, or to include within the major canon of literature, the hitherto undervalued forms of nature writing and of local color or regional fiction of authors.

Lawrence Buell defines " 'ecocriticism'... as a study of the relationship between Literature and the environment conducted in a spirit of commitment to environmentalist praxis." Simon Estok noted in 2001 that "ecocriticism has distinguished itself, debates notwithstanding, firstly by the ethical stand it takes, its commitment to the natural world as an important thing rather than simply as an object of thematic study and secondly by its commitment to making connections." Estok in article argues that ecocriticism is more than "simply the study of nature or natural things in literature; rather it is any theory that is committed to effecting change by analyzing artistic, social, historical, ideological, theoreticalor natural environment or aspects of it, represented in documents that contribute to material practices in material worlds." Michael P Cohen has observed that "if you want to be anecocritic, be prepared to explain what you do and be criticized, if not satirized." Cohen says that one of the problems of ecocriticism has been what he calls its "praise-song school" of criticism. All ecocritics share an environmentalist motivation of some sort, but some are 'naturesceptical'.

Thus it shares a sense of the ways in which 'nature' has been used tolegitimizegender, sexual and racial norms, but it also involves scepticism about the uses to which 'ecological' language is put in ecocriticism; it can also involve a critique of the ways cultural norms of nature and the environment contribute to environmental degradation. For the question of what ecocriticism is or should be,

CamiloGomides has offered an operational definition that is both broad and discriminating: "the field of enquiry that analyses and promotes works of art which raise moral questions about human interactions with nature, while also motivating audiences to live within a limit that will be binding over generations"

Ecocritics investigate such things as the underlying ecological values, what is meant by the word nature, and whether the examination of place should be a distinctive category, much like class, gender or race. Ecocritics examine human perception wilderness, and how it has changed throughout history and whether or not current environmental issues are accurately represented or even mentioned in popular culture andmodern literature. Scholarsinecocriticism engage in questions regarding anthropocentrism, and the "mainstream assumption that the natural world be seen primarily as a resource for human beings" as well as critical approaches to changing ideas in "the material and cultural bases of modern society." "Empirical ecocritics" have begun empirically evaluating the influence of eco-fiction on its readers. Other disciplines, such as history, economics, philosophy, ethics, and psychology, are also considered by ecocritics to be possible contributors to ecocriticism.

This paper was intended to analyse how the novels *Robinson Crusoe* and *Into the Wild* treats the subject of nature.The way Christopher McCandless and Robinson Crusoe saw nature was the same in the way that, McCandless had wanted to explore Alaska own his own and to stay at Denali National Park for some time with minimal supplies, hoping to live off the land. Crusoe, on the other hand, had also wanted to travel through the vast seas but at the same time also had a desire to make some money. McCandless had travelled in his Datsun, but in between a flash flood had disabled his car, then and there he removed its license plates, took what he could carry and kept on moving on foot. McCandless never had interest for money as before his travel he refused his parents offer to pay for law school after his graduation and also their offer to buy him a car using the twenty-four thousand dollars remaining in his college fund. Instead, he decided to donate all that money to a charity.

Crusoe's arrival on the island does not make him revert to a brute existence controlled by animal instincts. And unlike animals, he remains conscious of himself at all times. Indeed, his island existence actually deepens his self-awareness as he withdraws from the external social world and turns inward. The idea that the individual must keep a careful reckoning of the state of his own soul is a key point in the Presbyterian doctrine that Defoe took seriously all his life. Crusoe keeps accounts of himself enthusiastically, he keeps a journal to record his daily activities, even when they amount to nothing more than finding a few pieces of wood on the beach or waiting inside while it rains. Crusoe feels the importance of staying aware of his situation at all times. This sort of self-examining thought is natural for anyone alone on a desert island, he teaches nature itself to voice his own self-awareness.

Crusoe's encounters with water in the novel are often associated not simply with hardship, but with a kind of symbolic ordeal, or test of character. First, the storm off the coast of Yarmouth frightens Crusoe's friend away from a life at sea but does not deter Crusoe. Then in his first trading voyage, he proves himself a

capable merchant, and in his second one, he shows he is able to survive enslavement. His escape from his Moorish master and his successful encounter with the Africans both occur at sea. Most significantly, Crusoe survives his shipwreck after a lengthy immersion in water. But the sea remains a source of danger and fear even later when the cannibals arrive in canoes. The Spanish shipwreck reminds Crusoe of the destructive power of water and of his own good fortune in surviving it.

Crusoe's success in controlling his environment, overcoming his obstacles and mastering his situation shows the condition of mastery a positive thing. Crusoe lands in an inhospitable environment and makes it his home. His taming and domestication of wild goats and parrots with Crusoe as their master illustrates his new found control. Crusoe's mastery over nature makes him a master of his fate and of himself. Eventhough Crusoe blames himself for disobeying his father or blames the destiny that drove him to sea, he later on stops viewing himself as a passive victim and strikes a new note of self-determination. In building a home for himself on the island, he finds that he is master of his life; though he suffers a hard fate and still finds prosperity.

When Crusoe had gone on a tour around the island, he had discovered a delightful valley in which he decides to build a bower. This bower contrasts sharply with Crusoe's first residence, since it is built not for the practical purpose of shelter or storage, but just for the sake of pleasure since he was enamoured of the place; from then on he never solely focused on survival. The bower symbolizes a radical improvement in Crusoe's attitude towards his time on the island. The island was no longer was no longer a disaster to suffer through.

Eventhough Crusoe had loved the island which he had lived in he lived each and everyday of his life trying to escape from it. In order to escape from it he had not just made calculations of the days he had lived their but had also been precise in assuming the weather. In order to escape from the island Crusoe had spent a long time making his canoe; it had precisely took him twenty days to fell the tree and fourteen to remove the branches. According to him the tree was "five foot ten inches in diameter at the lower part...and four foot eleven inches diameter at the end of twenty-two foot." All this shows Crusoe's preciseness in his calculations, but here the question arises, whether he was successful to escape his isolation all by himself? Without the help of nature Crusoe would never have been able to survive in that island.

Crusoe's ability to adapt to nature is also the reason he could survive especially in the case of food. The availability of goats and fowls was indeed a relief for him. He soon provides himself with food, and indeed each new edible item marks a new stage in his mastery of the island, his food supply had become a symbol of his survival. His securing of goat meat staves off immediate starvation, and his discovery of grain is viewed as a miracle. His cultivation of raisins, almost a luxury food for Crusoe, marks a new comfortable period. The images of food convey Crusoe's ability to integrate the island into his life, just as food is integrated into the body to let the organism to grow and prosper. But no sooner does Crusoe master the art of eating than he begins to fear being eaten by himself. The cannibals had transformed Crusoe for the consumer into a potential object to be con-

sumed. Eating is an image of existence itself, just as being eaten signifies death for Crusoe. Life for Crusoe always illustrates this eat or be eaten philosophy, since even back in Europe he is threatened by man-eating wolves.

When Robinson Crusoe was trying to escape the isolation, Christopher McCandless was in the quest of ideal independence and isolation. By Jon Krakauer's interview with many people about Christopher McCandless (also included in the book), we come to know that many people had helped McCandless at the same time he claimed he wanted to leave everyone behind. In his trip to the Stampede Trail which is considered to be his last trip of his life. McCandless decides to remain in an abandoned bus instead of making a shelter of his own. Since McCandless was too weak to forage in the end he couldn't save his own life. If he had not decided to leave human contact behind entirely, he might have been able to receive help.

The unconquerable, unpredictable side of nature appears in *Into the Wild.* The people of Alaska for instance consider people like Christopher McCandless as fools to approach the wild with the idea that its vast beauty will solve their emotional or spiritual difficulties. Many explorers just like McCandless mentioned by Krakauer doesn't succeed in their plans and nature confounds nearly all of them. McCandless studies his edible plant guide and makes no mistakes in identifying species he can use to supplement his diet. He had succumbed to a mold growing on a seed he thought was safe to eat. A flooded river blocks his way when he decides he wants to head back to civilization. Many of the book's events, including its final outcome, reflect the tragic irony of the idea that nature can be controlled. Too much of nature is both invisible and too unpredictable for McCandless to survive.

CONCLUSION

In *Into the Wild* Jon Krakauer loads the text with descriptions of natural phenomena, flora, fauna, weather patterns and geological formations. Most notable among this plethora of details are the key passages that note mountain ranges, glaciers and rivers, especially rivers in flood as sublime or frightening. These include Krakauer's description of the Alaska Range near Mount McKinly, where Christopher McCandless spends his last days. *Into the wild* is book where the author asks its readers to see how close they can come to the mystery of nature, which apparently cares nothing for human beings, and whether nature can be considered beautiful, given that its primary aspect is inhuman or even opposed to human life. These descriptions of sublime nature also pose a secondary, more complex question about whether nature writing can ever do justice to its subjects.

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An Atypical shift in the space of Africa and Women owing to Racism and Colonization in Chimamanda Ngozi Adichie's *Half of a Yellow Sun*

Ajesh Raju

ABSTRACT

The terms colonization and racism had shaken the world during a certain point of time in the history of the world. These could be considered as the most captivating and the most terrible terminologies of the history of mankind. These all began with the inhuman practices began with the British people. They have paved the way for the greatest brutalities that the world witnessed. Of those, the most brutal one is the colonization process. British people colonized most of the countries and put in under their control. They had stolen the precious things and the wealth of each countries which they had colonized. They made larger benefits out of this, like economic benefits and they had taken control over the trade and enslaved people in these countries. Even India was once a British colony and the aim of the British people were the valuable spices of India. But the greatest victim of the British colonization is undoubtedly Africa. No other countries suffered as Africa had under the ferocious colonial rule of Britain. The major reason for that was the Africans were illiterate and their land was once a place plenty of resources which had completely stolen away. They were not aware of their rights and were voiceless. Even in this post-postmodern age, things have not changed. They are not still free from the strict bonds of racism and the world now looks at Africa and the Africans with an eye of discrimination, that of colour.Africansare the prime victims of racism and they are facing it all over the world and people harassed them by calling them with their colours.

INTRODUCTION

Half of a Yellow Sun is a postcolonial novel written by the Nigerian novelist Chimamanda Ngozi Adichie and this novel is a great accountof the colonization and racism issues faced by the Africans and they are facing it now also. Chimamanda Ngozi Adichie is a well known writer and she is known for portraying the African issues through her writings like the novels *Purple Hibiscus* and *Americanah* and these novels has a touch of Africa in it. In the novel *Half of a Yellow Sun*, she is contrasting the difference that happens over Africa and the native women due to the Biafran Civil War. The author is just narrating a story and mentions the problems that the Africans faced. But in the novel, there is no deep observation about the problems and it is not bothered about its after effects, which is so relevant to the context. There is no close study of the issues as reading the novel feels like a plain narration of the issues. The novel was published in the year of 2006 and it was the modern era, where things had not much changed from that of the novel. A close study of the issues mentioned in the novel and a comparison of it with the present situation will unveil many hidden consequences. There is a change in the space of Africa and the native women and the paper will further look forward into these serious matters.

The novel begins by showing an occasion where Ugwu, the protagonist of the novel joins Odenigbo as his houseboy. Ugwu is the most important character in the novel as he is the prime victim of the colonization process. In the beginning of the novel, he was an innocent boy and the partition of Nigeria and the colonization by the British makes things worse and he was tempted to join the army where he takes part in several brutal and inhuman activities and he rapes a girl who belongs to his own community. This case shows how dangerous the colonization process was. Chimamanda Ngozi Adichie in *Half of a YellowSun*, articulates the place of women characters in the Nigerian society. This novel is set in the colonial and postcolonial era: before, during and after the Biafran Civil War in Nigeria, that took place from 1967 to 1970. Nigerian women in the novel face numerous challenges as they attempt to establish their place in the society. The major women characters in the novel are Olanna, Kainene, and Baby. As said earlier, the African women are attempting to mark their own place in the society.

After the British left Nigeria, especially Africa, their rules had been taken by the Africans themselves. That time, Africa was facing a great depression as the colonizers robbed their wealth and their possessions. Due to this, women sought sexual jobs to earn money and such a situation is portrayed in the novel. Olanna's father was a great business man and he encouraged his daughter to prostitute herself for gathering business from the corporate giants. This is a great effect of the colonial rule in Africa and Chimamanda Ngozi Adichie had misrepresented Africa in some ways. She portrays the women as a sexual commodity and didn't mention its reason behind it. It is visible in the novel that there is no stability in the relationships, like Olanna's sister Kainenewas in a relationship with Richard and in a false conception, Olanna sleeps with Richard and in anger, Kainene sleeps with Odenigbo. These kinds of unstable relationships are present in the novel and itis intentionally degrading the women in Africa. The author herself is an African and she also falls into the issues that began with the colonizers that she mocks her own community.

The sexual acts done by the African women is not an intended one, they fell into it due to the colonization. Colonization had left a larger threat to Africa where they practiced people to treat their own community cruelly. In the novel, the women in the refuge camps had to sell their chastity to the authorities in order to get food and the basic essentials. The church father Marcel also fucked many women in the refuge camps and no one questioned it because they were not meant to do so, they were sealed as the downtrodden, illiterate, and they were considered as the lowest level of the mankind. The women in Africa were sexually exploited by people all over the world and it has become so due to one reason, that of colonization.

The space of women before the Biafran Civil War was same like the women in other countries. But during the Biafran Civil War and the colonization process, things had changed completely and after the Biafran War, things continued in the same momentum. The space of women before these events was that of a mother. She used to take care of her family and even in the recession period, she used to collect food from the refuge camps as men were killed by the army if they come off their homes. From the space of motherhood, the space of women shifted to that of a sexual object. They are no longer the embodiments of motherly image, rather they had become a sexual material where authorities fulfilled their lustful desires. Seeing this forth, aunt Ifeka in the novel said that, "You must never be-have as if your life belongs to a man. Do you hear me? Your life belongs to you and you alone"(Adichie368). Thus Africa had become a paradigm for women sexuality as they were exploited largely and it could be said that violence against women has its roots in Africa.

In this situation, Martin Luther King's rhetoric speech *I Have a Dream* is very significant. In this historic speech, Luther shares the dreams that he had and he delivered the speech after Africans got freedom. Luther says that they are com-pletely free from the strict bonds colonialism, but it's not a fact because still they are not completely free from one issue, that of racism. Luther says that, "I have a dream that one day down in Alabama, with its vicious racists, with its governor having his lips dripping with the words of "interposition" and "nullification", one day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers"(King).

His dream has not yet been fully satisfied and the 2006 novel is an absolute account which draws this situation clearly. The Africans are still facing issues with their race and they are being discriminated in the name of it. Adichie brilliantly portrays these issues in the name of racism in her novel and she gives apt ex-amples for it through specific characters who stood as an embodiment for the White superior people. Whites considered themselves as superior and treated oth-ers, especially the Africans as an inferior race. Susan is one such character who stands for the British side and she clearly makes a distinction between the Whites and the Blacks in the name of race. She was the first girlfriend of Richard and she was a jealous racist who always looks down on all the Nigerians. Susan says that, "Of course. We all hate somebody, but it's about control. Civilization teaches you control"(Adichie 98).

Susan, a British expatriate, expresses a racism rooted in the assumption that Nigerians need the "civilizing" influence of British hegemony. Susan sets up a

dichotomy, where the British are civilized and the Nigerians are not, and the Igbo are particularly uncivilized given they've had less contact with the British than other groups such as the Yoruba. Susan lacks self-awareness, as well as any critical sense of her own racism, and sees herself as having more self-control than Nigerians despite her out-of-control drinking and jealousy. Susan thus appears as an unstable character whofavoured the White race and degraded the Blacks because she was a product of the White settlers. The Whites made all people believe that they are doing the right thing and people who believed didn't considered them as humans and penalised them in the most treacherous ways.

The author herself said in the novel that, "greatness depends on where you are coming from"(Adichie 417).Africans were not great because the place was a determining factor. Their place had been misused by the colonisers and it was devalued by the world. No one is aware about its truth and the truth had become an insult for them. Richard Churchill is an English expatriate and journalist and he had come to Nigeria to study about their culture and the narrator in the novel *Half of a Yellow Sun* speaks to Richard that, "Of course, I asked because you are White. They will take what you write more seriously because you are White"(Adichie 382). This shows how the Whites decide things and it also reveals their mind set. They considered their stance as the ultimate, the truth and fail to consider other's side. They took decision on their own, whether it is true or not doesn't matter for them. In the above quoted narrative, Whites are treated better and respected more due to their class status. It is Whites who is totally responsible for bringing the class status of Africa to a lower level, to a suppressed degree, neglected magnitude and much more.

Adichie in her novel *Americanah* stated that:

"The only reason you say that race was not an issue is because you wish it was not. We all wish it was not. But it's a lie. I came from a country where race was not an issue; I did not think of myself as black and I only became black when I came to America. When you are black in America and you fall in love with a white person, race doesn't matter when you're alone together because it's just you and your love. But the minute you step outside, race matters. But we don't talk about it. We don't even tell our white partners the small things that piss us off and the things we wish they understood better, because we're worried they will say we're overreacting, or we're being too sensitive. And we don't want them to say, look how far we've come, just forty years ago it would have been illegal for us to even be a couple blah blah blah, because you know what we're thinking when they say that? We're thinking why the fuck should it ever have been illegal anyway? But we don't say any of this stuff. We let it pile up inside our heads and when we come to nice liberal dinners like this, we say that race doesn't matter because that's what we're supposed to say, to keep our nice liberal friends comfortable. It's true. I speak from experience" (Adichie 278).

This quote by Adichie makes it clear the role of the White colonisers in making things problematic by creating a racial issue in the land of Africa which later spread all over the world. Race is not an issue when a Black stands with the White, but the moment he steps off, race is an issue and it matters. It is merely a constructed thing which the Whites used to evoke protest and gain wealth and popularity for their land.

The space of women before, during, and after the Biafran Civil War is totally different. They were seen as mothers before the war and their image has changed a lot during the war and it continued. Their space in the society has changed far from our conceptions and there lies an irony where a woman with motherly image has become a sexual commodity. The place Africa has became a synonym for colonization and racism and it had been made so by the European imperialism and the space of Africa in the world history is of a minor, isolated role from the Eurocentric point of view.

CONCLUSION

Africa has became a synonym for colonization and racism and the majority of the population who hears these terms will relate it to Africa because things were much controversial due to the colonization process which was a result of the European imperialism. Africans had suffered a lot under the brutal colonial rule and the issues still persists. The main items traded were gold and salt. The gold mines of West Africa provided great wealth to West African Empires such as Ghana and Mali. Other items that were commonly traded included ivory, kola nuts, cloth, slaves, metal goods, and beads. European powers, such as Britain, France, Germany, Belgium, Spain and many other colonial powers colonised Africa to gain their wealth thus to improve the economy of the Whites. After they conquered Africa, Africans face utter poverty because their possessions had been stolen away by the European powers.

Women were extremely exploited sexually and the point is they were raped by men who belong to their own community, the Igbo community. This was a tendency which was deeply rooted in the European powers as they had used the African women to fulfil their sexual desires, only for the pleasure they gained. Women were seen as a mother before the problems and they were changed as a commodity, a sexual commodity. A 2009 census report shows that "South Africa has the highest number of people living with HIV/AIDS in the world which counts to 7.7 million"(Kaiser). This makes it clear that they are still facing sexual exploitation and they are not free from it which had begun by the Whites.Colonization had created only problems for Africa and what they did in favour of Africa is minimal. Thus the space of women changed a lot in Africa and the space of Africa itself had undergone a great shift where a land full of gold, salt etc. hadbecome s place of utter poverty, corruption, unemployment, and insecure sexual contact led to a larger population growth and so on.

Racism was the other issue which was very dangerous than people's conceptions. Racism in Africa was originally strengthened by the European colonialism and this racism was one of the root causes of the Biafran Civil War. They faced a lot of discrimination in the name of their race and colour and they were denied basic human rights and the world treated them miserably. So this paper aims to make a stance that there should be no such situation on other countries and on women. The account of Africa is thenovel *Half of a Yellow* Sun is atypical and there should be no other condition like this, instead there should be a perfect world which is free from all these problems. Adichie's account of Africa shows an atypical shift which stands against the norms and notions of the post-postmodern world

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The Propagation of State Politics through Internet with Emphasis on Trolls and Social media

GOVIND S.

ABSTRACT

Cyberculture is a term that is used to denote culture that we are going through at the moment with reference to the practices that exist within the cyber realm.We as a collective community has entered the cyber world. It has become an inseparable partof our lives in which we project our representations and build our own identity.Thishas become a practice and has been fully absorbed into our ways of living to the extent that it has become part and parcel of our culture.Discourse on culture cannot leave out cyberspace.

Keywords : Trolls, Social Media, Politics, Cyberculture

INTRODUCTION

"Cyberculture comprises a set of technologies, material and intellectual, practices, attitudes, modes ofthought and values developed along with the growth of cyberspace, a non place where people from several places, with pretty different cultures, values of all sorts and habits, coexist and communicate. Cyberculture has utterance by practices included but not limited to global sharing, distributed creation, social networking, streaming, mass collaboration, collaborative assessment, social bookmarking or cloud computing. These routines encourage commitment, participation and empathy; making us irrevocably involved with and responsible for each other and provoking that experiences lived on cyberspace have an influence into ourselves, by changing the way we think, the form of our communities, and our very identities" (Diago, 2).

By using social networks, by accessing virtual worlds, by publishing their ideas on blogs or websites, people share their thoughts, allowing others to know and to integrate them. Therefore, users who are far away geographically can be closer by sharing a message through the multiple tools or devices available.

Digital or electronic literature has been on the ascent.It has slowly started to replace other traditional forms of literature. This has happened after it started to gain acceptance among the tech savvy youth and the digital migrant population. They have rode the cultural wave that has launched them into a new world. One of the prominent things about digital literature is its accessibility. It is accessible to people of diverse cultures and places. Information from one corner of the world can find its way to another through internet.

Artists and authors have experimented with creative computation since the computer's genesis, with early works such as Christopher Strachey's *Love Letter Generator* for the Manchester Mark II in 1954 (Wardrip-Fruin 2008, p.134).Since then electronic literature has gained traction as a serious artistic endeavour. Electronic literature broadly encompasses literary works which exploit the processing power of the computer to enhance the text's poetics beyond using the computer as a networked distribution medium. Critics and practitioners of these new forms assembled around the term electronic literature through the establishment of the Electronic Literature Organization in 1999: a non-profit organisation designed to promote creative and scholarly work around new digital textual genres. The term covers a range of genres and material forms including Camille Utterback&RomyAchituv's TEXT RAIN (1999), where readers interact with projections of falling words, altering the trajectory of individual characters' descents; Joseph Weizenbaum's ELIZA (1966), a linguistic automaton that engages in conversation with users through pretending to be a Rogerian psychoanalyst and Josh Tanenbaum et al. The Reading Glove (2010), an installation that encourages the user to explore the history of several objectsthrough picking them up with an RFID-enabled glove to listen to an emerging narrative. The electronic literature community positions their work against print culture, which allows the form to be seen as dynamic, innovative and multimodal: an evolution from print. In this article, I argue that historicizing contemporary practice within the tradition of avant-garde literature that pre-empts the field's development is more useful than arguing for a clean break. For example, Sherman's (2008) inquiry into the Renaissance's remix culture provides rich evidence for the long gestation period of genres associated with digital media. In this article, I trace the common juxtaposition of electronic literature with print culture and how this ignores the full range of physical literature, the complementary form to electronic literature" (Rowberry, 1)

Trolls or memes have emerged and have gained worldwide acceptance.It has become a very contemporary thing as it attacks issues or put up contemporary problems in the public space.It can be used as a means of conveying a message to the society and has also become a platform for public opinion and argument.

"In literature, new genres are born because of the ceaseless human quest to find new and improved modes of communication. From Donald Trump to Brexit, some of our most profound, witty and honest observations are communicated through internet memes. Used for humour, therapy, gratification and protests,

memes serve the internet generation well for they are free, instantly obvious and loaded with cathartic qualities" (Ejaz).

"If we analyse memes as a genre, we will find that it has more in common with traditional forms of storytelling, like fable and parable, than it has with the novel. Novel is a reflection of Capitalism in literature. It is formal, measured, commodified and portable. There is a standard version of the text, and an author to claim credit and royalties. Memes, on the other hand, are a return to fable in many ways. Just like fable, memes are community-driven, anonymously produced and open to modification. There is no need for a specialized degree or slick linguist skills to produce memes, for they rely on thought rather than abstract language" (Ejaz).

"Origins of memes lie in newspaper cartoons and comic strips. A typical meme consists of text on an image, the former originates from text messages and the latter follows from photography, which in turn is a successor to painting. On a more primal level, however, they stem from our insuppressible urge to engage in gossip, spread rumour and be the first to break news" (Ejaz).

"The central feature of memes is what art philosopher Walter Benjamin would have called a Quotable Expression. Just like a piece of text can be quoted and used in different settings, an expression used in memes is quoted by way of screengrab, painting, photography or digital artwork. Unlike films, poems and novels, memes are concentrated visuals depicting a limited number of scenes — mostly one. Now that internet has enabled ordinary people to connect for the first time in history, memes have brought forth the universality of quotable facial expressions. People who live in different cultures, speak different languages and have evolved in different climates are readily able to identify universal facial expressions like that of happiness, sadness, guilt, gratitude, annoyance, fear and disgust. In this hyper-connected world, memes allow transcultural expression. They even go one step further and project those emotions onto animals, like the famous Grumpy Cat, and anime objects" (Ejaz).

Trolls hopes to plant the seeds of self-doubt in the brain of every skeptic and freethinker through humour. It has evolved into an art form which is widely accepted and appreciated. The trolls which we read and share has greater implications than we think and therefore cannot dismissed lightly. There is a popular dictum, "art for life's sake". Trolls, especially political trolls seek not to just entertain but also influence. Troll pages in various social media platforms especially, Instagram and Facebook make it a habit to attract and influence the pattern of thinking of the viewers in a way that it brings about a subtle change in them. The pages compete with each other raising the quality of each other's works. The most popular trolls are the ones linked and intertwined with politics. They are politically charged and can make a lot of noise. It seeks to influence people and make them rethink their opinions on issues. To make people think is often perceived as the most important function of art.

Humour is the prime weapon of all troll creators. It is the weapon that disarms the dogmatism of the reader. However, it is not to mean that trolls make every human being a changed man. It is just that the greater the degree of humour, the higher the possibility of rate of influence of trolls. Humour in art has been underestimated as a potent tool.

The psychology of humour affects our brain and how it influences us to think is not so straightforward. There have been many theories to illustrate the same but the paradigm adopted by Rod A. Martin stands out:

"What are the characteristics of a stimulus that cause us to perceive it to be funny?

As we will see in the next two chapters, this question has been a topic of much scholarly debate and research for centuries (see also Roeckelein, 2002). Most investigators would agree, however, that humour involves an idea, image, text, or event that is in some sense incongruous, odd, unusual, unexpected, surprising, or out of the ordinary. In addition, there needs to be some aspect that causes us to appraise the stimulus as nonserious or unimportant, putting us into a playful frame of mind at least momentarily. Thus, the essence of humour seems to be incongruity, unexpectedness, and playfulness, which evolutionary theorists Matthew Gervais and David Wilson (2005) referred to as "nonserious social incongruity." This constellation of cognitive elements appears to characterize all forms of humour, including jokes, teasing, and witty banter, unintentional types of humour such as amusing slips of the tongue or the proverbial person slipping on the banana peel, the laughter-eliciting peek-a-boo games and rough-and-tumble play of children, and even the humour of chimpanzees and gorillas. Arthur Koestler (1964) cod the term bisodation to refer to the mental process involved in perceiving humorous incongruity. According to Koestler, bisociation occurs when a situation, event, or idea is simultaneously perceived from the perspective of two self-consistent but normally unrelated and even incompatible frames of reference. Thus, a single event "is made to vibrate simultaneously on two different wavelengths, as it were" (p. 35). A simple example is a pun, in which two different meanings of a word or phrase are brought together simultaneously (e.g., Two cannibals are eating a clown. One says to the other, "Does this taste funny to you?")(Martin, 15)".

The greater the beauty of representation, the higher the truth which is associated with it. This is how most arts function whether its literature or music or painting etc. Art cannot be just contained in the sphere of art itself; it has to come out of its shackles in proportion of its quality. The quality is determined by the depth of the Craft of the creator and hence as all crafts are different, so are all the craftsmen.

"Thus representations mediate the reality for us. Representation bestows identity and this identity is taken as true. The true reality is simply the truth value we associate with a representation of that reality. Reality is interpreted when it gets represented. Meaning is attributed to an object, a person, a group, or an event through the process of representation" (Kundu, Nayar, et al., 32).

Poetry used to be the most popular art. There were times when drama ruled the fray .Thereafter came the age of novels. Then, we could see lighter forms such as novellas and pamphlets joining and enjoying their stint of popularity. Trolls by no means are a major genre. It might be a precursor to something bigger or simply an interlude between the ages.

It is to be accepted that we are still new to the digital age. The digital age has brought with it many new forms as far as literature is concerned. New forms of

digital literature from micropoetry to tweet novel has come up with the advent of the digital age. But, then, again, what is the aim of digital literature? It is to "showcase innovation and creativity in storytelling for digital media and new directions in contemporary literary practice informed by technology" (Groth). Reading traditional forms of literature like the novel on digital screens has come into practice. This made gained a lot of popularity as it is much easier to hunt down books that one has to read. Contemporary genres has undergone a type of evolution in the era of the new age. E-books has not only democratized readership but also authorship which has made many young authors and budding talents enter the fray.

Political trolls might not have originated as such. It was only after the advent of sarcastic trolls that it might have found its foot as a coherent group. In the political domain of Kerala, one can see the pages that explicitly support political parties and make trolls in favour of them and criticise their opponents. They might or might not be an official wing of the political party but definitely the harbingers of respective political ideologies. These pages, especially seen in most popular forms of social media like Facebook and Instagram, compete for the count of followers and likes. There are also pages that does not explicitly support parties but make attacks on some political parties and praise some others. Their political alignment can be found out from the observation of previous political opinions and trolls which can make the pattern visible.

The last type of troll pages that are rarer in number are the ones which make varying political opinions across the political spectrum. It is debatable whether they are objective or pretending to be so as to enter into the minds of people. They can be appreciated on that level to an extent as they are not trying to please a particular faction. The real battleground of all political trolls is the comments section. This is where all people of varying political ideologies take to like, comment and reply to each other's comments. Emotions and political fervour run loose in these spaces of political expression.

The case of overtly political content getting reported and taken down are rare, both on Instagram and Facebook. The mechanism of these social media giants to track hate speeches are not that developed owing to problems regarding algorithm and debate on free speech and censorship. This means majority of trolls are not taken down and they continue to exist in the realm of social networking.

The themes of trolls are often happenings in contemporary spheres. This is why it makes it all the more popular. People reading these trolls have seen the topic elsewhere or if they have been introduced to the same, greater the effect. It is definitely the contemporaneity of the trolls that gives it the higher importance as such themes are the ones that need to be discussed and debated upon.

Politics has been using social media for its benefits since the last decade. This is especially true during the time of elections. India is the largest democracy as well as one of the largest internet using countries in the world. India is the largest market for Facebook and the second largest for Instagram. It is also one of the largest markets for twitter and has many prominent popular political accounts.

More than the fact that India has the largest democracy, what is more important is the fact that the country has the largest youth population in the world. It is

this youth population that the BJP has tapped in to win the 2014 Loksabha elections. The youth have been largely won over by the political propaganda that the youth could see through social media. The BJP had steamrolled the opposition by extensive campaigning in both the virtual and real world. The realm of social media is the best to attract the youth with the offers in the manifesto. The other parties were playing catch-up as far as social media popularity was concerned in 2014 elections, but in the recent 2019 elections, it is debatable whether social media had a significant say in the state of affairs.

Fake news has sort of developed into an attribute of social media. With Whatsapp leading charges of false news followed closely by other social networking apps. Fake news spreads like Forest fire from phone to phone and from group to group. This is especially true during the time of elections when it occurs more regularly. From lynchings to deaths, its aim is to provoke the society. Thus, reducing the credibility of social media and bringing it under much needed scrutiny.

"Social media for news consumption is a double-edged sword. On the one hand, its low cost, easy access, and rapid dissemination of information lead people to seek out and consume news from social media. On the other hand, it enables the wide spread of "fake news", i.e., low quality news with intentionally false information. The extensive spread of fake news has the potential for extremely negative impacts on individuals and society. Of course, for these tools to be of any use, social networks have to exist as a platform for spreading propaganda. With people spending more time on these sites as a way to get the latest news and information, their importance in spreading fake news cannot be underestimated. However, there's a difference between simply posting propaganda and actually turning it into something that the target audience consumes. We show what kinds of techniques are used by spammers in order to lure users into viewing their stories" (Shu, Sliva et al).

Whatsapp is probably the most underrated platform when it comes to political marketing. This is because of the fact that it does not directly appear as a platform for marketing. This is where the invisible undercurrents inevitable yet not seen develops. Apart from that, it is through Whatsapp that many messages, both fake and real gets circulated across groups and individuals.

Instagram launched in 2009 was only slowly accepted in India because of the Indian's affinity towards Facebook.The social media platform achieved great popularity during the following years making it one of the most widely used platforms. The 2014 elections saw the facility of the platform to share pictures through posts and stories and reach thousands of people being used to the advantage of political marketing. Many hashtags on Instagram in 2019 Loksabha elections like, #namo4india, #ragaforindia gained widespread popularity. Most Instagram photos during the Loksabha elections saw the youth of India showing the inked finger to show to the world that they have voted.

Facebook being the most popular and one of the oldest social media platforms have shown great interest in propagating news and incidents of elections. Being a social media platform which can easily function as a blog it has been the stage for the conflict of political opinions.The comments section that comes below the posts has democratised opinions across social media.

Everyone can make a post or comment across social media. This has made it possible that anyone can make a sizeable and significant impact on social media. In a way, social media has democratised democracy through itself. It has become a space where people can truly transmit their opinions and can have meaningful political discussions.

"The American public's use of social media increased rapidly in the period following the 2008 presidential election. Reliance on social media for news and political information has increased steadily over the past decade. According to the Pew Research Centre, 68% of American adults in 2018 got news from social media at least occasionally, and 20% relied often on social media for news (Shearer and Matsa, 2018). The article presents data from the Pew Research Centre indicating the percentage of Americans who regularly used at least one social-media site like Facebook, Twitter, or LinkedIn over time. Few people were active on social media between 2005 and 2008. Even during the watershed 2008 campaign, only 21% of the public was on social media. By 2009, however, the number of people online had spiked to 42% as social media took hold in the political sphere in the run-up to the 2010 midterm elections. The Tea Party, a loosely-organized populist movement that ran candidates who successfully attained office, relied heavily on social media as an alternative to the mainstream press which they regularly assailed. The mainstream press was compelled to cover the Tea Party's social-media pronouncements, which helped digital platforms to gain in popularity among voters. Social-media users who remained loyal to the Tea Party were prominent among supporters who actively worked on behalf of Donald Trump's campaign by mobilizing voters in their networks (Rohlinger and Bunnage, 2017). By 2013, over 60% of the public was using social media. The percentage of social-media users has levelled off at near 70% since the 2016 presidential election" (Owen).

"The shift in the public's media allegiances toward digital sources has rendered social media a far more viable and effective political tool. A decade ago, only the most interested and tech-savvy citizens used social media for politics. Young people were advantaged in their ability to leverage social media due to their facility with the technology and their fascination with the novelty of this approach to politics. The age gap in political social-media use has been closing, as have differences based on other demographic characteristics, such as gender, race, education, and income (Smith and Anderson, 2018), which has altered politicians' approach to these platforms. In the past, elites employed social media primarily to set the agenda for mainstream media so that their messages could gain widespread attention. Today, political leaders not only engage social media to control the press agenda, they can also use these platforms effectively to cultivate their political base. In addition, elites use social media to communicate with one another in a public forum. In 2017, Donald Trump and North Korean president Kim Jong Un traded Twitter barbs that escalated tensions between the two nations over nuclear weapons. They exchanged personal insults, with Trump calling Kim "little rocket man" and Kim labelling Trump a "dotard" and "old lunatic." Trump also engaged in a bitter Twitter battle with French President Emmanuel Macron and Canadian Prime Minister Justin Trudeau about tariffs and trade that prompted the American president to leave the G7 summit early in 2018" (Owen).

It is hard for social media to be objective. In the age of postmodernism and post truth, it is hard to encompass news in a nutshell of objectivity. The answer, if you're wondering, is no, and there are several reasons why. First, many of the features of today's 'post-truth' era are not new at all. Politicians have always lied and news reporting has always been biased". The objectivity of news that is fed to us has to be ascertained by us.

There is a lot of political influence on media to work in a certain way as censorship is the watchdog of those in power. The censorship practice always favours the capitalist giants as they do things in favour of them. There are no regulations for these capitalist giants and they are free from the scrutinising procedures of censorship. Media houses with little influence find it hard if they stick on to the truth.

"Although you may not realize it, media censorship happens to your news on a regular basis. While news stories are often simply edited for length, in many cases subjective choices are being made about whether to keep some information from becoming public. Sometimes these decisions are made to safeguard a person's privacy, other times to protect media outlets from corporate or political fallout, and yet other times for concerns of national security" (Halbrooks).

"Journalists make difficult choices every day about what to share and what to hold back. Not only that, but they often experience pressure from outside forces to suppress information. It's important for the public to be informed about the choices those who deliver the news face, and why they might decide to keep certain information private or not. Here are five of the most common reasons for censorship in the media" (Halbrooks).

Social media escapes political pressure and this is where it precisely it scores over conventional forms of media. This is never to suggest that social media is devoid of biases. Social media is often a tool for the propagation of political views. The average recipient of the views of social media is often erroneous in making claims and statements in haste. This is the major problem.

"People read it and believed it. And while it was great that a corporation like Monsanto was exposed, urban myths also spread like wildfire" (Askew). The greatest facet of social media as a source of information comes because of its free will. The Asifa rape case was largely ignored by national media owing to political pressure of BJP which was the ruling party. This is where social media showed it's blade of justice. Social media put the case in the light where common people could see it. Then, the news spread like wildfire bringing the case to the court. The circulation of hoaxes and fake news is still a serious downside of social media. This problem can only be dealt with if the public is educated to think before they act. The government seriously needs to fund for serious cyber education for students who are stepping into the cyber world. Many values have to be inculcated to the modern generation who will be tech savvy and cannot resist the world of social media. If they cannot resist it, it is better if they learn to endure it.

CONCLUSION

To gain an objective understanding of things, one has to evaluate the sources as well as gain information from multiple ones. This can only be achieved if the reader is not content with what is offered to him/her. This rarely happens as the

average reader is triggered into a rollercoaster of emotions as soon as they come across sensational news. The reader has to develop an analytical and objective mind so as to escape the lure of the0 social media for political manipulation.

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