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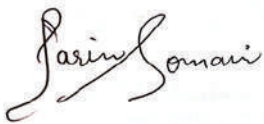
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TO ISSUE 2.

Global Research Journal (GRJ)~ *Sharing Knowledge Through Research*

After the successful launch of issue 1, GRJ is pleased to publish an exciting second issue. Passionate researchers from around the world have chosen GRJ as a platform to share knowledge and publish their hard work embedded within their research. GRJ has a mission to help humanity and spread knowledge through research and create innovative solutions to contemporary challenges in a wide variety of disciplines. Diverse topics have been published within this issue through which contemporary challenges are discussed.

Within this issue of GRJ, we are overjoyed to be sharing unique articles and research papers that maximises opportunities to reach solutions with a multidisciplinary approach. Readers have the flexibility to generate novel ideologies through robust information, and strengthen their knowledge to help global societies. GRJ issue 2 not only contains distinct research journals, but we are please to include a section on Fame Finders which provide services in Media Planning, Branding, Publicity, Public Relations, Events, Media Education & Filmmaking process from concept to final output.

This issue includes an exclusive insight into the much-anticipated Global Research Conferences 2023 being held at King's College part of the University of Cambridge on 6th – 9th May. GRC envisions to help humanity progress through education during turbulent times and offers many opportunities to get involved.

It is our hope that you will gain immense satisfaction from reading this issue of Global Research Journal.

Prof. Dr. Parin Somani
Chief Editor

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CONTENTS

The Role of Literature in Today's Society

Abstract

Literature is a medium through which communication occurs between the writer and readers. The way in which content is written can be misconstrued or taken as a positive source of knowledge. However, the need for authenticity and validity has been questioned in today's society, with the amount of 'fake' news circulating on social media platforms. In addition, literature can make or break an individual's life. This research aims to understand the role of literature in today's society and how it can help towards societal progression. Literature written well can provide individuals with thought provoking ideologies and become a source of inspiration. It is a dominant component of life particularly in the field of research where it provides individuals in today's society with historical artifacts strengthening a nations culture and heritage. Through studying literature written by historic authors and writers including novels, poetic works and research, modern day individuals have a deeper insight into understanding the challenges and beauty of life and relationships. Literature has the power to transform life perspectives and facilitate societal change. From authors like Shakespeare to Karl Marx they have created a great impact upon global societies through their work. Where Shakespeare's work revealed strong themes still relevant in today's society like the power of love, death, free will, power, fate and ambition, Karl Marx was instrumental in providing important ideologies for a society transitioning to industrialisation from agriculture affecting numerous nations.

1. Introduction

Literature is a medium through which individuals can read historical documentation written by individuals to learn about life on earth (Austin, 2022). Through this, readers of literature can culminate a better understanding of notions and ideologies relating to numerous topics, facilitating cultural and societal progression. Literature can enrich the mind of readers on any subject they desire (Magulod, 2018). Within society today, literature is available on a multitude of subjects that can be utilised for educational or recreational leisure purposes. They can provide an insight of historical events, simultaneously provide entertainment for the reader and facilitate personal growth (Somani, 2020). Literature can be found in the form of physical manuscripts, books, journals, artifacts in addition to technological mediums where online literature is available at one's fingertips. The accessibility of literature provides an opportunity for readers to study content and process it as knowledge. Individuals have the intellectual capacity to transform true belief within literature to knowledge and into an opportunity (Peels, 2020). Thereafter it can be applied with positive intentions in today's world, contributing towards societal betterment. However, if knowledge gained is utilised through a negative intention it can result in detrimental results for societies. The way in which content is written can be misconstrued or taken as a positive source of knowledge. However, the need for authenticity and validity has been questioned in today's

society with the amount of 'fake' news circulating on social media platforms. In addition, literature can make or break an individual's life (Clarke, 2021).

Societal progression throughout history is documented through literary mediums which can help measure societal development. Within literature, readers can find common themes transcribed through a multitude of thought processes. Different facets of the lives of individuals in societies are portrayed allowing readers to use their imagination and develop creative traits. When individuals read good literary work, they are subjected to thought provoking ideas and a medium through which knowledge acquisition can be achieved. In contrast, when individuals are not exposed to classic literature, they do not have the opportunity to acquire knowledge and loose an opportunity to be facilitated towards personal growth.

Objectives

This research aims to understand the role of literature in today's society and how it can help towards societal progression.

2. Results and Discussion

Literature written well can provide individuals with thought provoking ideologies and become a source of inspiration. It is a dominant component of life particularly in the field of research where it provides individuals in today's society with

historical artifacts, strengthening a nations culture and heritage. Through studying literature written by historic authors and writers including novels, poetic works and research, modern day individuals have a deeper insight into understanding the challenges and beauty of life and relationships (Zala, 2013). Literature has the power to transform life perspectives and facilitate societal change.

Literature provides a platform through which individuals can record their thoughts and feelings. However, the way ideologies are transcribed is an art that can relate to its readers, generate interest, and provide knowledge. This can be articulated through the language that is utilised, for example poets express their feelings through their poems, writing in a way that relates to readers creating an unspoken bond of understanding between the author and reader.

2.1 Importance of literature in the life of an individual

Literature is an important element of the life of an individual, particularly because it represents diverse

languages, traditions, cultures, and heritages. It provides societies with a multitude of different experiences which can generate understanding and an introduction to novel experiences faced by others. Authors like Shakespeare to Karl Marx they have created a great impact upon global societies through their work. Shakespeare's work revealed strong themes still relevant in today's society like the power of love, death, free will, power, fate and ambition (McMahon, 2022). Karl Marx was instrumental in providing important ideologies for a society transitioning to industrialisation from agriculture affecting numerous nations (Hugh, 2012). They provide individuals with an opportunity to embark upon a journey that can educate the mind while connecting to the imagination and emotions despite being written in words. Individuals are subjected to multiple lenses opening a window into the life of another individuals generating empathy and understanding. It can break

Figure 1

down barriers, as literature has the power to provide an insight into what other people within societies have experienced within history and what they are currently experiencing. The journey of another is documented despite factual or fictional, literature can generate new thought processes and change existing ideologies through knowledge acquisition which is important for personal growth (Somani, UNDERSTANDING THE CONCEPT OF MOTIVATION AND LIFE SKILLS THROUGH LITERATURE, 2021).

2.2 Literature and society

Literature plays a vital role in societal development particularly as it consumes a dual role. It can take a reflective and passive role, alternatively it can be an engaging and active role (Zala, 2013). The act of an individual reading related to the active role, through which individuals then generate concepts and ideas regarding the world and societies. This contributes towards personal development and can only occur when an individual is motivated to read and engage their thoughts. When an individual is at a crossroads within life, or unsure about their next step, they can be motivated through reading works written by renowned philosophers or writers that have cultivated strong ideologies. For example, after reading the work by Karl Marx an individual may agree or disagree with his thought processes and ideologies thereby deciding to embark upon becoming a social activist. Many personal decisions are influenced by reading literature.

In contrast, individuals can read literature to reflect and understand what others in society are thinking and feeling. It also provides an insight into the functionality of societies and why events in the past occurred. Through mistakes made within the past documented within literature, societies can correct mistakes within the future. For example, through the diary of Ann Frank readers can analyse events that occurred and what Jewish children and adults were going through as they hide from the Nazi's in 1942. She was a victim of the Holocaust and is renowned for keeping a diary of her experiences (Museum, 2021).

Through literature, societies can generate empathy for others, impacting attitudes and mindsets resulting in altering societal thought processes. For example, an inspirational literary work can facilitate societies towards feeling motivated and enthusiastic towards creating positive change amongst people within societies. When literature has been successfully written and has resonated with numerous individuals in society, sometimes the literature can be adapted into a film. Harry Potter is an example of how literature has been converted into a film. It is "a film series based on the eponymous novels by J. K. Rowling. The series is produced and distributed by Warner Bros" (Wikipedia, 2022). In contrast, legislation is documented and provides a framework for law to be followed. Legal literature is thoroughly followed setting laws of lands and can be c hallenged if individuals break the law and can have severe repercussions. They provide guidelines for societies to follow and maintain law and order.

Figure 2

2. Conclusion

Individuals that enjoy reading literature are perceived to possess more knowledge to find solutions to challenges that today's societies may face. The quality of literature is dependent upon the writer's mindset and the clarity within which ideologies and notions are conveyed to readers. The write's vision and outlook are documented within the literature and provide seeds of thoughts, and a foundation for future actions for their readers. Therefore, the role of literature is vital in today's society, however readers should cultivate an open mind and seek to understand facts and viewpoints of the writer. Critical thinking skills should then be cultivated to form personal judgements of how teachings from literature can be utilised to help facilitate positive societal progression in today's society.

Behind the Research

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Research Objectives:

To understand the role of literature in today's society, and how it can help towards societal progression.

Bio

Dr Anjula Murmu is an academician, social worker, writer, singer, and an anchor in the domain of Dumka district in Jharkhand, India. Mentoring the students of PG Dept. of English at Sido Kanhu Murmu University, she too serves as an OSD(Academic) in the same University. She has penned down couple of Hindi poetries in two books: 'Ardhashat par Purn Satya' and 'Darpan ko Arpan'. She has edited a collection of poetries, 'Udte Parindon ka Asmaan'. Her works of art has been published in many magazines, souvenirs, books and newspapers.She is multilingual and has passion in bringing up the tribal women by shaping up their future through the words of knowledge and creativity. In India she has been awarded for such activities by different organizations.

Keywords:

Literature, Society, Karl Marx, Shakespeare

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Social Genomics: The role of struggling youths in Indian Society

Abstract

In this technological era genome technology is progressing rapidly and there has been a growth in the interest of social genomics pertaining to the amount genetics are involved in forming and resulting in social relationships. This study aims to understand the role of struggling youths in Indian Society. There is an objective to facilitate the hardships of youth towards societal integration and improved quality of life. A systematic review of literature has been utilised in this study to understand differing social factors affecting genome activity in youths in India. Results have indicated that the youths in India face challenges pertaining to education, mental health including stress and depression, employment, corruption, peer pressure linked to drug, alcohol and substance abuse. Within this study there is a focus on mental health, education, and environment. Results have revealed that genetics do influence attainment levels directly via social mobility and through domestic family environments. An individual's genetics does not solely or directly affect educational attainment levels; however it influences the development of behaviours and traits which result in the success of educational endeavours. Recommendations are made to facilitate the hardships of youth towards societal integration and improved quality of life. The production of new research can provide future opportunities to unravel the genomic factors that influence outcomes for challenges faced by the youth in India.

Introduction

In recent years there has been a growth in the interest of social genomics pertaining to the amount that genetics are involved in the formation and outcome of social relationships (Domingue & Belsky, The social genome: Current findings and implications for the study of human genetics, 2017). India is the second most populous country in the world after China, with a population of approximately 1.4 billion inhabitants. Figure 1 illustrates twenty countries with the largest population in the middle of 2021 in millions (O'Neill, Twenty countries with the largest population in mid 2021, 2022).
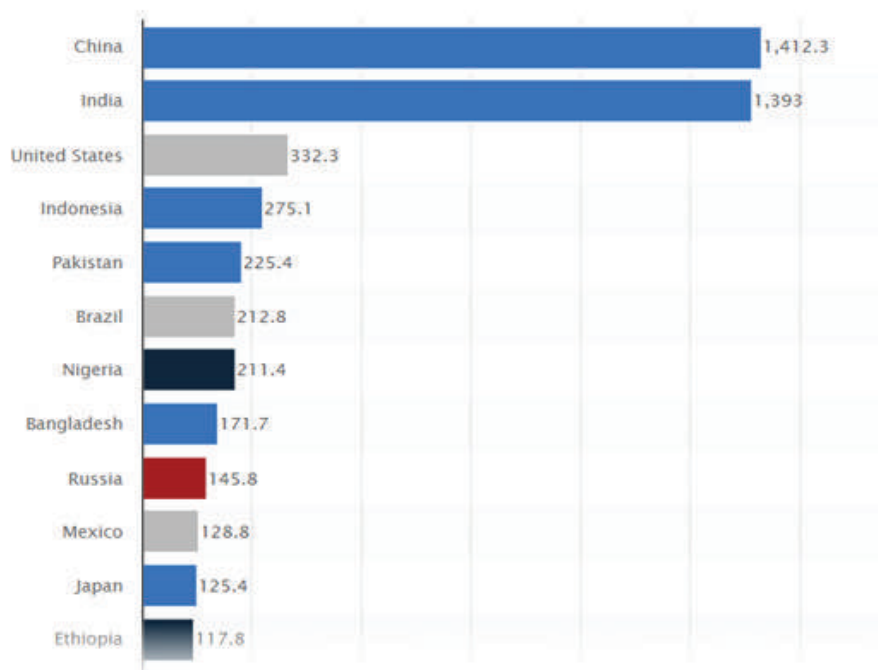

Figure 1 (O'Neill, Twenty countries with the largest population in mid 2021, 2022)

Youth are the future of a nation, and through their actions they contribute towards the future. Figure 2 illustrates the age distribution in India between 2011 and 2021. Approximately 25.78% of the population are aged between zero to fourteen. 67.45% of the overall population are aged between fifteen to sixty-four years. 6.78% of the population are over the age of sixty-five (O'Neill, 2022).
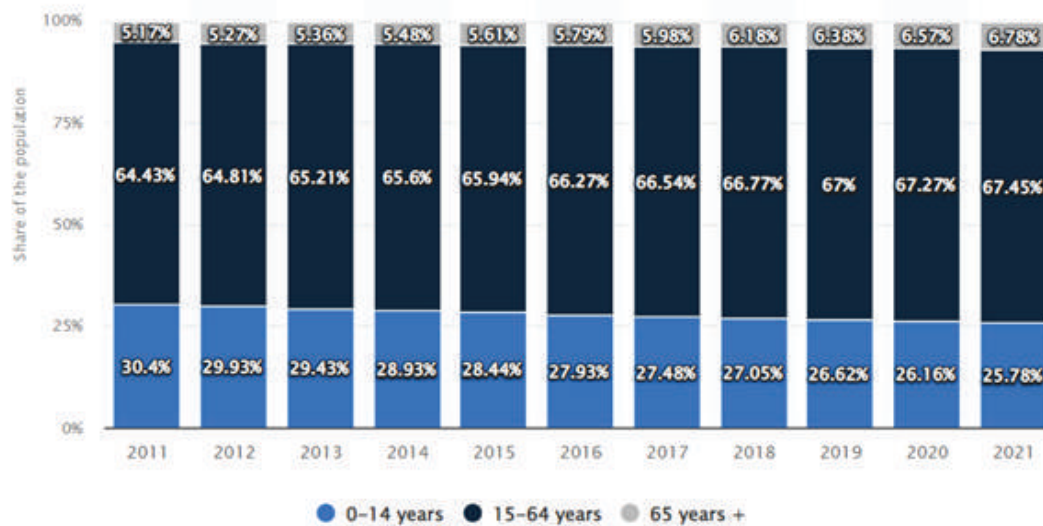

Figure 2 (O'Neill, 2022)

The World Health Organization defines adolescents as individuals who are between the ages of ten to nineteen, while youth or young people are between the ages of ten and twenty-four (WHO, 2022). During this period in their lives, adolescence undergo a period of critical development within which behavioural patterns are formed and the individual's overall mental health is established. It further evolves into adulthood and affected by socioeconomic attainment (Crosnoe, Mistry, & Elder, 2002). In addition, during youthhood individuals form peer networks through which they are influenced and can influence others (Maxwell, 2002).

Objectives

This study aims to understand the role of struggling youths in India Society. There is an objective to facilitate the hardships of youth towards societal integration and improved quality of life. A systematic review of literature has been utilised in this study.

Results and Discussion

Results have indicated that the youths in India face challenges pertaining to education, mental health including stress and depression, employment, corruption, peer pressure linked to drug, alcohol and substance abuse. Within this study there is a focus on mental health, education, and the environment.

Mental health

Negative mental health challenges have become heightened within contemporary life. It has been more evident through the coronavirus (covid-19) pandemic as individuals reported heightened mental health challenges. There was a rise in anxiety, depression, and loneliness (Somani, The Impact of COVID-19 on Human Psychology, 2020) that need to be resolved prior to reaching a global health crisis. With technological advancements in psychiatry, underlying genetic

syndromes can be detected via genetic testing. It can be used to diagnose and treat disorders like "autism spectrum disorder, attention deficit and hyperactivity disorder, schizophrenia, and bipolar disorder" (Pinzón-Espinosa, van der Horst, & Zinkstok, 2022). Although some mental health challenges can be influenced by genetics, genes contribute little to shape individual health when compared to social circumstances. Thus, the youth in India need to focus on the diverse social, economic, and emotional factors that they are subjected to, which are believed to interact with human biology and genes. This is because these factors combined with family relationships, can lead to individuals towards developing mental health challenges like anxiety, depression, obsessive compulsive disorder, in addition to psychosis and bipolar disorder, which are more severe mental

health challenges. Figure 3 illustrates that mental health is shaped by deep personal experiences that define an individua, while social circumstances are circumstances that individuals encounter (Kousoulis, 2019). For example, individuals residing in poverty situations, unemployment, violence etc.

environmental circumstances that have an impact upon an individual's educational outcomes. In contrast, research also suggests that the individual's genetic variation is dependent upon environmental impacts. Thus, genetics and environment can be attributed towards shaping the outcome of an individual. Approximately ten to

consequences for the youths of India. Poor health can arise from the existence of several behaviours and conditions together. This can lead to the initiation of non-communicable diseases like mental health challenges constituting towards a rise in disabilities, morbidity, mortality, and an increase in socio-economic losses impacting Indian economy. Poor sanitation and insufficient funding to help with challenges lead to a rise in communicable diseases and discrimination. Therefore, in order to break this cycle, all youth need to be educated so that well informed decisions can be made for the future of the nation and overcome economical challenges.
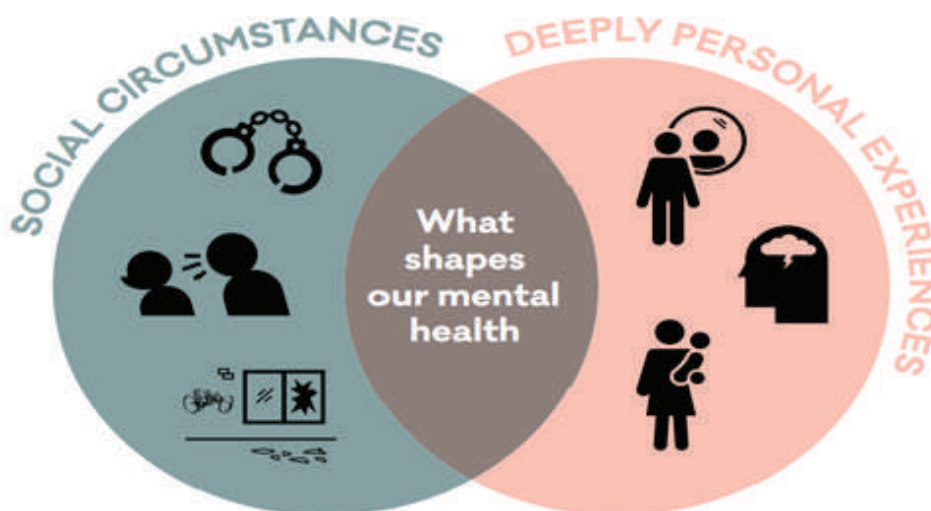
Figure 3 (Kousoulis, 2019)

Education

All individuals have a right to education, however within India numerous inequalities persist in education acquisition. This can be due to financial implications of attending educational institutions, socio-economic inequalities, gender inequalities or family responsibilities (Somani, 2021). "Educational attainment is taken by social genomics as a key socioeconomic outcome that is related to other outcomes such as occupation, social status, wealth, and health" (Williamson, 2022). The genome is fixed at conception therefore it is

thirty percent of youths face challenges resulting from behaviours that impact their health. This can only be overcome through sufficient education, adaptation of policies and healthcare professionals. Youths in India can face nutritional disorders including malnutrition and over nutrition. Other health risks include the use of excessive alcohol, tobacco, and substance abuse. In addition, high risk sexual behaviours and injuries which can result in violence, suicide, and accidents. These impacts can have detrimental

Environment

Research suggests that when youth spend time with their friends within social settings, they have correlated genotypes. Educational assignments are a primary reason for similarities within the genetics between colleagues. Within the educational situation it is believed that social genetic effects impact educational attainment levels. However, in contrast, when the height of individuals was tested there was no association between height genetics and friends (Domingue, Belsky, Fletcher, & Harris, 2018). It is important to have genetic similarities between friends because:

· The social networks that individuals cultivate influence

who they mate with
· Social genetic effects are perceived to alter the genotype of one's ego phenotype (Rauscher, Conley, & Siegal, 2015).

Due to this, social genomics could have undesired consequences in a population pertaining to the distribution of phenotypes on the future populations, A contributing factor is due to the people that individuals choose to mate with. Research has identified that the risk of obesity and educational attainment levels are influenced by the genetics of an individual's social network (Baud, 2017). Social class and genetics could be perceived as a fundamental element of life's outcomes, due to the fact they exist from the outset of human development. They are linked with numerous important outcomes in the life of an individual, and they influence cultures over time (Polderman, 2015). Therefore, it is not surprising that genetics influence social class and education (Branigan, McCallum, & Freese, 2013).

When spousal genotypes have been investigated, research has suggested that a married or co-habiting couple share more genetic similarities when compared to random pairs within the population (Domingue, Fletcher, Conley, & Boardman, 2014). In addition to married couples, long standing friendships that are still present within adult

hood are more genetically similar in comparison (Christakis & Fowler, 2014). When a couple has a child, it was found that individuals "with more education- linked genetics were more successful in comparison to their parents and siblings". However, a mother's education-linked genetics can predict what their child's attainment levels would be. Thus, research has found that there is an environmentally mediated genetic effect on youths.

Conclusion

The youth face numerous struggles within Indian society today, particularly because of the covid-19 pandemic. The primary challenges that youth face include education, mental health including stress and depression, employment, corruption, body image, peer pressure linked to drug, alcohol and substance abuse. Social genomics can be linked to specific phenotypes that are influenced by education, social environment, and obesity (Tropf, 2017). In contrast evidence fails to suggest that height is influenced by struggles faced in Indian society. Instead, it has been found that genetics do influence attainment levels directly via social mobility and through family environments. In addition, genetics do have an influence on social class and education, although the nature of this influence requires more research.

An individual's genetics does not solely or directly affect educational attainment levels; however, it influences the development of behaviours and traits which result in the success of educational endeavours. To facilitate the hardships of youth towards societal integration and improved quality of life, education is vital. All youth should have access to quality education despite their background. Governmental and non-governmental organisations should work together to ensure skill development courses are available for all youth. Adequate support systems should be implemented to support the challenges faced by the youths in Indian societies bespoke to their cultures and traditions with equal opportunities to succeed. In addition, with mental health challenges rising, psychiatric genetic counselling services should be made available with cultural appropriation and the necessary funding available. The array of genomic data available within studies is growing. Hence the production of new research can provide future opportunities to unravel genomic factors that influence the outcomes for challenges faced by the youth in India. There should be an opportunity to implement mechanisms for intervention to help improve the quality of live of youths in India through research findings on social genomics.

Behind the Research
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Research Objectives:

To understand the role of struggling youths in India Society. There is an objective to facilitate the hardships of youth towards societal integration and improved quality of life.

Bio

Lakhmi Chand is the director of BMD FOUNDATION, India. He is a social Activist, Strong Analytical, Educator, Motivational speaker and Multi-National Award Winner. He works for the betterment of society in villages of the district aiding Community Mobilization and Counselling. He helps global societies in Education, Women Empowerment, Youth Development with the aim of building and working together with rural women SHGs with the help of NGOs. He has attended a number of State and National level Seminars, Workshops and Conferences. Lakhmi Chand has also worked in the field of Environmental protection, water conservation and Rural and Social Development. During COVID-19, he has provided rationing to families that live in the slums helped people in need within society. He has done this by distributing more than 3000 rationing kits and more than 10000 masks.

Keywords:

Social genomics, India, Youth, Society

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Kirkpatrick's Model Evaluation in Business English Training With The Humanistic Approach- An Overview

Abstract

Kirkpatrick's Model focuses mainly on five levels. All the five levels are inter-related with one another and the purpose of this model is framed for the evaluations in Business English Training. The model is a process which gives a clarity of what is mandatory in TL Process; learners' basic needs and their involvement; assessment tools; training delivery and its outcomes for the standard quality improvement and the importance in implementation. On the other hand, it acts as the best platform for learning, practicing and in acquiring language skills through some of classroom interactional activities

1.Introduction

Language teaching as a profession plays a pivotal role in facing challenges, competitiveness, growth, joy, enriching and fulfillment and the success of classroom delivery is in witnessing the learners' performance with regard to linguistic proficiency; enhancing required communicational skills amidst multiple – intelligence environment.

Language is a rule governed system which guides a human to communicate and socialize. A comprehensive teaching with a well – defined i.e. humanistic approach will surely gain success in language training and learning circle.

1.1 Humanistic approach

The humanistic approach of language training develops an individuality, insists the role of human values and morals, encourages creativity, active participation and voluntariness in work. The approach is highly optimistic and to be really welcomed because it concentrates on the nobility of human to overcome struggles, frustration, agony in any professionalism.The model deeply concentrates on learners' section by extending some learning outputs, learners' expectation, ability of understanding the concepts etc., it often provides the flexible choices to the learners' exclusively some interactional activities in order to attain the best learning outcomes through specific evaluation and assessment tools.

2. Kirkpatrick's five levels

Teaching and Learning process must complement the traditional methodologies. The levels and its statement with some sample classroom activities are explained below in order, mainly to meet the needs of an assessment and evaluation of the learner's involvement and performance (Prabhavathy, 2021). Figure 1 illustrates Kirkpatrick's five levels.

Figure 1 (Pandey, 2018)

Level 1 Statement:

a) involves the learner's reaction to the teaching
b) focus is on the course & delivery: the teacher, the materials and so on

Level 1 Preparatory Activity:
Materials involving the four basic language skills (LSRW) Vocabulary & Grammar Component related to Professional Development are focussed:

Listening: Listening to TED Talks related to Group Discussion

Speaking: Making oral presentations on to-do lists of GD

Reading: Reading Comprehension; contents/passages taken from Wikipedia, associated to GD

Writing: Creating Web blogs & vlogs - related to employability/career skills Vocabulary: Word Formations

Grammar Component: Adjectives & Adverbs (expressions to be used in self – introduction i.e. describing part)

Level 1 Assessment Question - were the learners' satisfied? with the content delivery by the trainer
Choose the suitable answer:
Level 1 Evaluation – a) completely satisfied b) somewhat satisfied c) never satisfied

Level 2 Statement:
a) relates to the learning (focus is on the learner)
b) involves a pre –test and post-test

Level 2 Preparatory Activity:
Pre - test & Post - test (testing skill) Questions
• Pre - test Questions:
a) Find out the meaning for the words like GD and skills
b) What are the skills associated in GD?
• Post – test Questions:
a) How would you prepare yourself for GD?
b) What are the topics expected in GD?
c) How will you react if teammate disagree with your suggestions?
Level 2 Assessment Question: what was actually learnt? focus on the learner's experience

Say YES or NO for the following:
Level 2 Evaluation:
a) Have you learnt the meaning of GD and the skills associated with it? YES/NO
b) Whether body language plays a major role in GD? YES/NO
c) Is patient listening is necessary in GD? YES/NO

Level 3 Statement:
a) transfer of what has been learned to the workplace
b) focus is on the learner and the workplace

Level 3 Preparatory Activity: utilization of learnt new skills in the workplace
a) Making oral presentation about the history of an organisation
b) Presenting a Report / a Proposal (any particulars related to the fieldwork)
c) Practicing Group Discussions (related to employability - samples taken from web pages – audio texts/transcripts i.e. enriching basic communicational skills)

The above activities are selected for practicing psychometric test skills namely, persuasive skills, negotiation skills, attitudinal skills, employability skills etc., and to utilize the skills at the time of presenting extemporarily either in face to face or in offline mode (digital platform)

Level 3 Assessment Question:
a) What has been learned related to the workplace? i.e. in short, Is the learning work – relevant?
b) Are the learners using their new skills?
Report Writing (consisting of max.3 para):

Level 3 Evaluation:
a) What are the skills to be developed associated to work place? Explain in detail
b) Is the new skills like presentation skills, persuasive skills, telephonic skills , negotiation skills, GD skills, attitudinal skills etc., which have learnt will be used by the learners' in the workplace? If yes, draft a report.
c) Whether persuasive skill will be relevant in work place? If yes, justify it (either stating from your own creativity or it could

be even from others real –time experience)
d) Why attitudinal skills are mandatory while performing GD? Explain briefly

Level 4 Statement:
a) concerned with results
Level 4 Preparatory Activity:
Result oriented task
a) Creating Web Pages - Blogs and Vlogs , related to job - communicative and digital competence
b) Writing a review on a new product launch - developing writing skills i.e. creativity and imaginative skills
c) Establishing any brand promotional over tele – call - developing speaking skills i.e. accuracy and fluency
d) Reading a profile of a successful organization (any sectors)
e) Drafting a circular, flyers, brochures, notices, SOP'S & MoM etc., relating to work place communication)

Level 4 Assessment Question:
a) Has the training resulted in any business impact?
b) Are the learners' more successful in their negotiations?
c) Have their telephonic etiquette improved?

Level 5 statement:
a) looks at the return on investment (ROI)
Level 5 Preparatory Activity:
benefit has the training led to, related to its cost
a) GD with core specialists and expressing inferential / open – ended reviews (enhance learners' with an applicable job context)

b) Paraphrasing (develop learners' language proficiency)
c) Parts of Speech (learning Adjectives add expressiveness and beauty to language – in describing any products, specific brands etc.,)
d) Vocabulary building (help learners' to know more words and its meanings, word formations etc., for example – exclusively related to professionalism

Level 5 Assessment Question:
a) What (and how much) effective has the training led to?
b) Are the learners' feeling satisfied in spending a course cost as a personal worth investment?
Feedback/ Responses Recorded: Submit your valuable suggestions with regard to training sessions which you have undergone these days
Level 5 Evaluation:
a)Once after this training, could you gain some boldness and confidence within you to participate in GD?
b)Could the skills learnt by you will make you to accept the challenging workplace atmosphere?

c)Are you willing to join in any developmental organizations with winning proposals?

The above mentioned five levels of Patrick's Statement and Evaluation Techniques draws a vividness to the trainers as well as the administrators mainly on the course design, delivery and its implementation to meet the standard quality

in training Business English humanistically.

2.1 Optimum balancing

Learning outcomes of the particular course is obtained through the assessment and evaluation done with distinguished tools and the outcomes based on three likely factors
a) Programme Outcomes like questionnaire; surveys, interviews; career offers, salaries; admissions etc.,
b) Programme cum Course outcomes like internship projects; assignments; reports; tests; self - evaluation; portfolios; behavioral observation etc.,
c) Course Outcomes will be derived from written tests matching with learning objectives; written project reports and research proposals etc., Training Modules to be mixed up with the technical competency and teaching competency and for the successful completion of a programme with defined attributes optimum balancing is to be maintained throughout the training program (Baskar, 2022). Figure 2 highlights the learning zone model and how individuals can move beyond their comfort zones.

Comfort Zone
Safe place to reflect.

Learning Zone
Where you grow
and learn.

Panic Zone
Learning is beyond what
you are familiar with and
becomes very difficult.

Figure 2 (MindTools, 2022)

3. Conclusion

To sum up, in order to bring second language teaching closer to the natural acquisition i.e. teaching – learning process followed with the humanistic approach , the five levels of Kirkpatrick's assessment strategies will certainly guide the trainer for proper evaluation of the learner's performance throughout the training.

Acknowledgement

Behind the Research

Dr. P. Prabhavathy

Associate Professor, Coimbatore
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Research Objective:

1. To assess Business Language Teaching and Learning with an optimum balancing.
2. To promote standard quality improvement in training delivery and its effective outcomes .

Bio:

Dr. P. Prabhavathy is currently serving as an Associate Professor of English in the Department of Science and Humanities, KGiSL, Coimbatore -35, Tamilnadu, India. She has authored technical textbooks, workbooks, reference books and contributed to articles, chapters, research papers etc., for publication in the international conferences, Journals, Magazines etc., She is a speaking cum Written Examiner of BULATS – ESOL Examinations, British Council, Cambridge Assessment and Evaluation, EBEK. Dr. Prabhavathy has been honoured with many awards and recently recognised as an AICTE certified UHV Mentor.

Key Words:

Training, Business, Quality, Assessment, Implementation

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Emotional Intelligence & It's Importance

Abstract

Every individual experience a variety of different emotions during a lifetime. This can range from feelings of happiness, anger, love, jealously, pity, sadness, agony, hate and others. Emotion is what provides individuals with a sense of being alive. They are a response to life's experiences and situations that we encounter through a combination of feelings, thoughts, and action. They constitute towards human behavior and to a certain extent ethical behavior is based on emotion (Goleman, 1995). Human emotion can be separated into two categories including positive emotion and negative emotion that is further accompanied by both physiological and psychological changes. Positive emotions help us to develop joy, interest, gratitude, love in which the person always feel good and remains active with physiological and psychological state of mind. However, when we have negative vibes around then the physiological and psychological state of mind can lead to changes in body gestures, facial expressions, movement of the muscles. In addition, non-voluntary reactions like changes in heat rate, increased pulse rate, high blood pressure and perspiration. The effects of negative emotions always weaken your body's immune system and give you stress, anxious, or upset and lead to demotivation. The demotivation factor will take you loneliness, frustration, anger, emptiness, fear etc. So, one of the best ways to live life positively is to control our emotions by learning and developing Emotional Intelligence in our life.

Introduction

Emotional Intelligence might sound like a contradictory word to most of us. It is believed that two vital elements comprise of emotional intelligence: emotions and intelligence. However, when we put them together as Emotional Intelligence the Oxford dictionary defines the term as "the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically". The psychologist Daniel Goleman popularized emotional intelligence in 1995 and wrote a book "Why It Can Matter More Than IQ" within which he redefines smartness. He suggests that emotional intelligence signifies the ability to observe, monitor and gauge emotions. It is a combination of interpersonal and intrapersonal intelligence involving an individual's ability to monitor their intelligence which is related to their emotions, in addition to respecting the emotions of others.

History of Emotional Intelligence

Approximately 2000 years ago, Plato quotes that "All learning has an emotional base." Therefore, this deepened curiosity amongst masters from various fields who started working towards the importance of feelings. Previously common thought was Emotions should be precise and controlled & they are the road blocker for anyone's success. However, in last few decades, growing research & work in this field has proved it wrong.

In the 1930's social intelligence

was defined by Edward Thorndike as the ability to 'get along' with other individuals.

In the 1940's the term non-cognitive intelligence was defined by David Wechsler as a vital element of life success
In the 1950's Abraham Maslow suggested that the term Humanistic Psychologist meant that individuals are able to build emotional strength.
In 1975 the concept of multiple Intelligences was initiated by Howard Gardner within his book entitled "The Shattered Mind". Furthermore Howard Gardner delves into research further as he explains that interpersonal and intrapersonal intelligence is equally important to IQ within his book "Frames of Mind".

In 1985 further research into emotional intelligence was conducted through Wayne Payne who wrote a doctoral dissertation entitled "A study of emotion: Developing emotional intelligence; self-integration; relating to fear, pain and desire.' (Theory, structure of reality, problem-solving, contraction/expansion, tuning in/coming out/letting go)"

In 1987 the renowned term "emotional quotient" was published for the first time within Mensa Magazine for the researcher Keith Beasley. In contrast it is

believed that this term was utilized within unpublished literature sources namely the thesis of Bar-On.

In 1990 the landmark article entitled "Emotional Intelligence" was published by Peter Salovey and John Mayer who were both renowned psychologists. The work was published within the journal "Imagination, Cognition, and Personality"

In 1995 Daniel Goleman published is book namely "Emotional Intelligence: Why It can Matter More than IQ" which popularized the concept of emotional intelligence.

Components of Emotional Intelligence

1. Self-Awareness
 is a skill to discover & comprehend one's emotions – what we are feeling and why- also realizing how it impact people around us. Self-awareness showcases that one's individuality, regarding thoughts, wants, and needs, is separate from others. Self-awareness can be constructed by true reflection of one's on daily basis. This involves investing quality time to unearth your mind to innate thoughts.

2. Self-Regulations
An individual's ability in controlling their emotions thoughts and behaviors

with the aim of reaching their long-term goals. It is controlling the disturbing needs and feelings, providing an option to either be in control of your emotions or let your emotions be in control of you

3. Social Awareness
The ability to learn the viewpoint of others and commiserate with others, including those from disparate backgrounds and beliefs. It is an important skill to build constructive relationships and take conscientious decisions in society.

4. Relationship Management
Utilizing one's awareness of own emotions and those of others to accomplish interactions. It implicates strong communication and effective conflict handling. It is the bond one builds with others over time due to the ability to inspire other people, conflict management and nurturing teamwork. Through this, individual's have the ability to facilitate others towards the direction they desire. The ability to overcome challenges is not instantaneous, however using EI will ease the process, progressing towards goals.

Emotional Intelligence
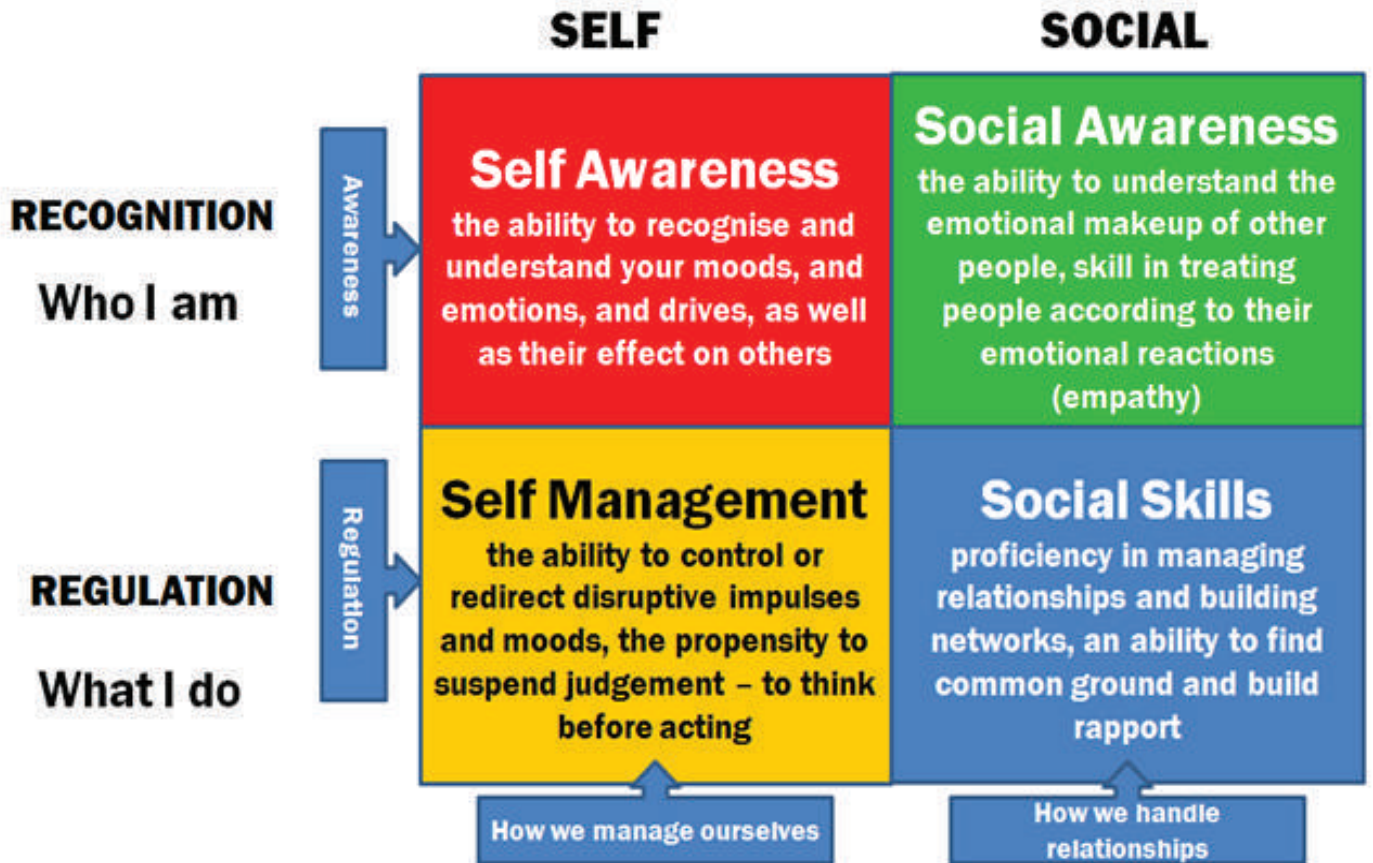
Figure 1 (Support, 2022)

Importance of EI in leadership

The technical skills that aided to secure one's initial growth in an organization may be insufficient to secure their next desired position. If an individual has a goal to possess a leadership position then an element of emotion needs to be considered. It is beneficial in the processes of preparing teams in an effective manner, controlling stress, delivering feedback to others and working in a team. It is believed that EI is the primary factor that differentiates between individuals with high performance rates between their colleagues possessing technical skills and knowledge.

Leaders set the tenor of their association & are integral to overall success of an organization. Regardless of how great leadership is defined, EI is fundamental to it. If a leader lacks EI, then the organization could face detrimental effects including a lack of employee engagement, employee satisfaction rate and a lack of revenue.

Leadership in contemporary life aims to encourage others, help their progress and ignite a passion in others. EI helps to defeat communication flaws that are damaging to any team, therefore when leaders do not possess EI they experience communication challenges and team members do not feel they are heard. Figure 2 highlights the benefits of EI.
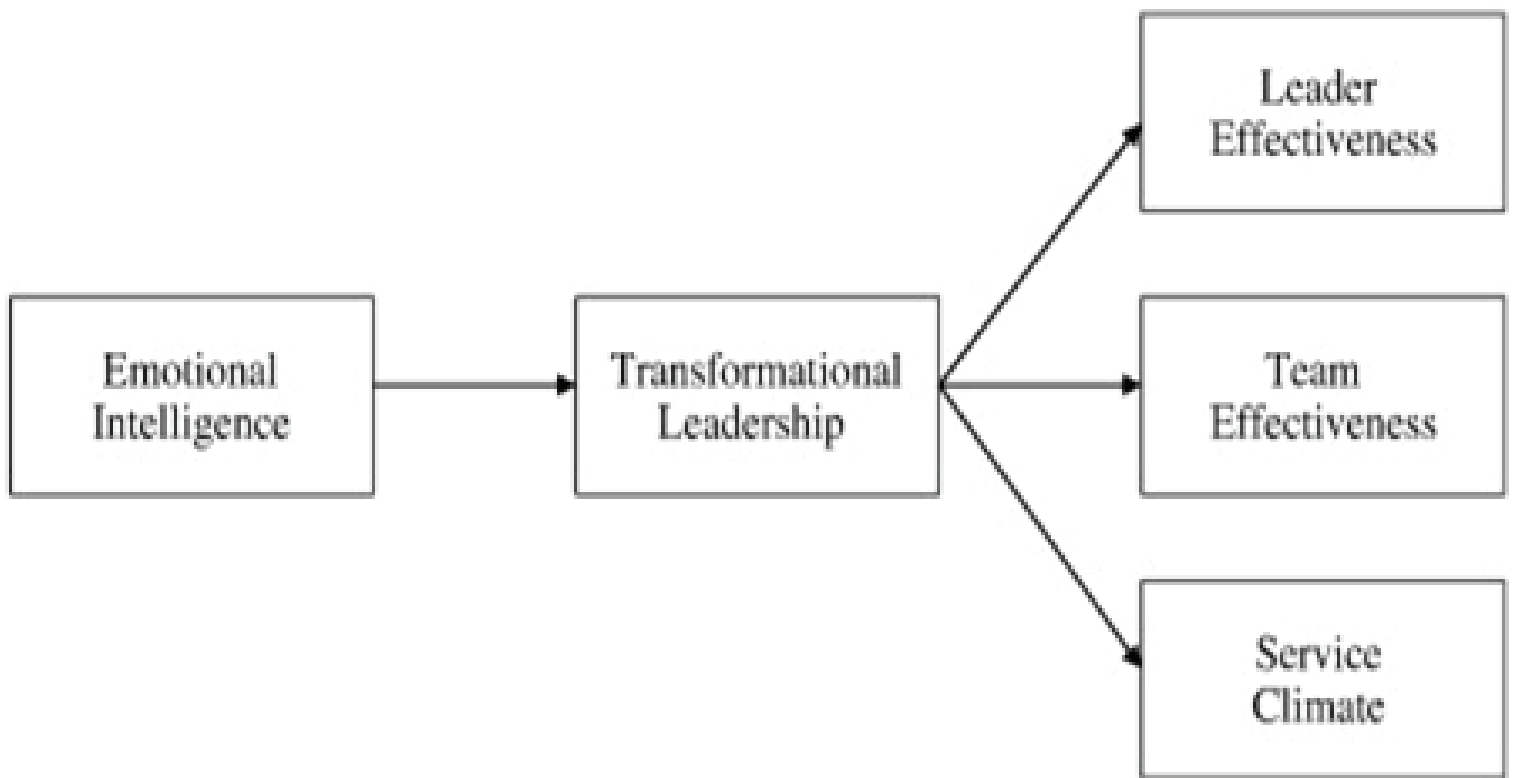
Figure 2 (Hur, Van den Berg, & Wilderom, 2011)

Emotionally intelligent leaders can cultivate and sustain a positive, creative, and efficient workplace whilst continually motivating team members to maximize their efforts. They have well-maintained relations. They build effective relationships within their personal and professional lives. Conflicts are inexorable; however, leaders with EI have the ability to transform a challenging environment into a positive and productive experience through which each team member can benefit.

Conclusion

Emotions and EI is a dominant element of the daily life of everyone. Through good communication skills and when an individual is well organized, interactions with others are positive and good decisions are promoted. When individuals lack emotional intelligence, they do not have internal happiness, they lead a quiet social life and have very few or no loving friends. Therefore, it is important to remember that EI is a trait that can be strengthened and nurtured. It is perceived as even more important than the general intelligence. EI encourages individuals to be true to themselves and it is the easiest wat to lead a complete life. In today's world, where there is a lot of negativities, every individual would like to lead a life that is happy and positive life. This is possible, when the individual aims to cultivate high sense of emotional awareness that will facilitate them of their life's journey.

Behind the Research

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Research Objective:

To outline the role and importance of Emotions and Emotional Intelligence, in todays corporate world, to become a successful people's leader.

Bio:

Naveen Kumar Uppal is an Influential and dynamic corporate professional with over fifteen years of experience. He is a devoted Inspirational Speaker who is specialised in People Management and Skill Development. In addition, Naveen Kumar Uppal is a passionate singer and a lifelong learner who has taken his failures as stepping stones to achieve his goals.

Key Words:

Emotions, Emotional Intelligence, Motivation, Self-awareness, Leadership

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The Choruses of Indianness Flowing in The Expressions of The Dance

Abstract

Man is an emotional and intellectual being. We see the spread of his intelligence in scientific progress, which makes human life convenient. The spread of the same emotional capacity develops artistry in man, due to which the pleasant dimensions of human life develop. The direct expression of the arts can be seen in the dances. Where man communicates his feelings and combines and dispenses the intensity of the feelings. From the beginning of the human race till today, we can clearly see the change in the culture and the dance style and its change in expressions.

In the dance of the castes or tribes where war has been predominant or the life of difficult situation has prevailed, the display of weapons and the dance style of the aggressive creatures of nature have predominance. The same people, who bear the feelings of peace and melody, express the loving Lasya dance. Along with this, the sound of musical instruments in the dance is also serious, intense, and sometimes it is of gentle nature, being an accessory of soft feelings.

The tradition of dance in India is expressed in the form of games of folk and great heroes and the work done by them. For the ideals of MaryadaPurushottam Shri Ram, the entire Braj region remains fascinated by the staging of Ramlila and the rasa-lilas of Lord Krishna's sports. The echo of Hare Rama Hare Krishna is spread over the world. The tribal life of India flourishes on the mountainous terrain where people's dependence on nature is maximum. He lives in the company of animals, birds and rivers. That is why in the footsteps of their dances, the play of animals and birds, sounds and colors predominate.

There is an urgent need for the transmission of the tradition of dance to continue in the modern civilization. With this cultural artistry, the various dimensions of life will remain full of joy and the distorted feelings of human beings will be easily resolved. The intensity of emotion and the multiplicity of themes in the observation of Indian dances attract humanity towards a healthy life, which will make the global creation of an atmosphere of peaceful joy easily accessible.

Introduction

Human life is at the climax of progress among all the living beings of the world. Its consciousness and material expansion are reinforcing culture and civilization. Today when we look at the stages of the development journey of humanity. Then we turn to the arts of his era. There is a spontaneous expression of human emotions in art. Dance is the whole stage of man's arts and his expressions, which has been shaping his forms of joy-sadness, victory-defeat, virility-cowardice etc. from time immemorial. Indian dance tradition has been blessed with transcendental castes such as Yakshas, Kinnars and Apsaras. This is the reason that the vividness of Indian dance expressions assumes totality in itself. Shri

Projesh Banerjee writes for the praise of Urvasi "Urvashi the prettiest among the apsaras is the centre of gravity round who the other apsaras and gandharvas revolve "1

We see that in the dance of the castes or tribes where war has been predominant or the life of difficult situation has prevailed, the display of weapons and the dance style of the aggressive creatures of nature have predominance. The same people, who bear the feelings of peace and melody, express the loving dance. Along with this, the sound of musical instruments in the dance is also serious, intense, and sometimes it is of gentle nature, being an accessory of soft feelings.

The tradition of dance in India is expressed in the form of games of folk and great heroes and the work done by them. For the generalization of the ideals of most dignified man Shri Ram, Ramlila is staged on the festivals of Deepawali and Dussehra. At the same time, the entire Brij region remains fascinated by the Raslilas of Lord Krishna. The echo of Hare Rama Hare Krishna can be heard on the globe. In the 29th chapter of Shrimad Bhagwat, a beautiful description of the Rasleela of Shri Krishna has been given – "All the gopis in the Rasamandal started dancing with their beloved Shyamsundar.

The pyjavas of their feet, the small knots of the girdle, rang simultaneously - during the dance the gopis would move their legs in different ways, sometimes moving forward and sometimes back. Sometimes he would keep his feet slowly according to the speed, and sometimes with a big bag. Sometimes she would move around like a wheel and sometimes she would tell by raising her hands. Sometimes she smiled with full expression of art and sometimes she frowned. While dancing, her thin waist would become flexible as if it had been broken. With the quickness of bending, sitting, getting up and walking, their devotees were moving and their clothes were flying. The squares of their cases were loosening and the knots of the foundation were being opened. Thus Natwar Nandlal's dearest gopis were singing and dancing with him."2

The continuous chain of folk tradition and classical tradition in the country of India provides this country with a unique capital of unity. Which we find in front of us on a bird's eye view of the wide dance tradition. It is the responsibility of all of us to maintain and spread the world, it is religion. Only then can we keep our people alive. In this sequence, seeing the sequence of theatrical and instrumental series of folk consciousness, we feel very proud.

Discussion

The first manifestation of folk was witnessed by Ms. Mridusmita Das Bora and her associates Ms. Ankita Chetia, Neelam Das and Rajeev Kumar Das on stage through Vishnushrotam and Ramkatha expression. The tableau of Rama's entire life was presented through the dance drama of Ramkatha. It has a beautiful depiction of the event of the birth of Rama through dance and move-ment and the feelings of joy and valor organized at the time of his marriage. So after that the tragic disaster Ramavanagaman and Sitaharan have been given expression in artistic style with great skill. Ram-Ravana's war and the use of scriptures, by the successful combination of art and dance, created a rambunctious atmosphere by making the audience heart-wrenching, which is a clear success of the theatre. Again group dance was performed under Vishnushrotam expression. In this, various works performed in the incarnations of Lord Vishnu were staged theatrically. The enticing image of Sudarshan Chakra was worn by the artists standing in a row and the atmosphere became a living Vishnu devotional.

Figure 1 : VishnuShrotram Artist Group

The North-East region is tribal dominated. Here the dance of joy called Daoshri Delai is performed by Bodo tribe on the occasion of marriage and on the arrival of guest in the family. In this, the boys beat the musical instruments on the Drum, then the same girls dance. Their expressions are exactly like that of a bird. Face-to-face twisted movements, getting up and sitting to drink water and wooing each other make the spectator's hand move forward to clap spontaneously. The unique sense of worry-free life and fun style permeates the atmosphere.

Hojaigiri is an important dance performed in Tripura. This is done to get the blessings of Goddess Lakshmi as financial aid is indispensable for smooth and successful conduct of life. In this dance, the foot movement and stage play of the artists wearing a lit lamp on the head, holding a sitari and a plate in their hand, enchant. The climbing and descending of artists on top of each other, wearing a burning flame on their heads, expresses great physical discipline. Dhol-Majira, Pot with flowers, the performances of the artists can be seen on the stage dedicating everything to Maa Lakshmi.

Bihu Husouri is an important dance of Assam. It is organized from the first day of the month of Baishakh to commemorate the new year of Assam. At this time, the nature vacated by autumn again embraces the new and the deserted earth blossoms. On the melodious evening of such an occasion, the artist performs a group dance in the sequence of folk singing with dholak and majira in hand. The intensity and rareness of the ascents and gestures in the dance make the atmosphere blissful. Hearing the melodious sound of whistling from the mouth along with the instruments, feelings of affection arise easily in the heart of the beloved.

The state of Manipur is represented in a dance called Pungghol Cholon. The dancers act to fill and release the atomizer with

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their hand in their body configuration. In the intensity of the dance, the scarf of the dress worn or say the top of the head falls. Feelings like pouring colors on each other and hugging face to face bring this dance to the stage of latent dialogue of mankind. The beats of the dholak and drum bring beauty and melody to erupt not only from the dancers but also from the heart of the audience.

The dance of Mizoram is Cherovuzai. This Chapchar Kot is performed during the festival. In the last fortnight of March, when the crop is harvested and comes to the house. Then there is an atmosphere of happiness all around. The dancers create a festive atmosphere of joy by expressing the physical expression of the tireless labor that goes from preparing the crops to coming home. The face-to-face expressions of boys and girls with a circular circle, the position and body movement fascinates the mind. Extremely sharp artistry and ever-so-smooth movement keep the atmosphere of the stage alive. Or say the motion remains constant in the function. Laljem Lowa and Lal Roding Dui along with their comrades made excellent creation of the Mizoram environment.

The dance performed in the state of happiness and joy of Nagaland is Thuna selepheta. In this dance, the dancers wear feathers and beak-like clothes of a rooster (beepbamdad) and come wearing a rooster-like palanquin on their head and after drinking alcohol in the group, dance in a fast rhythm. It is important to note that every day the chicken goes to be cut one by one and each chicken feels its condition. When the butcher tries to catch him, he tries to escape and escape. In this chicken dance, the dancers jump here and there, run fast and the movement of the limbs is very vigorous which expresses their sense of vitality. The joy and fun of the Nagas spreads automatically in the atmosphere through this dance.

Chhau dance of Purulia West Bengal depicts the intense drum beats and Mahishasura Mardini form of Goddess Durga. The goddess is wearing weapons and weapons in extreme anger, which gives the atmosphere a scary and destructive form. Seeing this form of Shakti, we easily bow down at the feet of Mother.

The famous tribal dance of Chhattisgarh is Karma. It is dedicated to the deity Karam. Mahua dance is performed on Karma Day to give the message of awareness regarding the concern of nature and environment. In this, girls go to collect Mahua and dance. Ghotul takes place on the day of worship of Karam Devta. The young men and women who go to Ghotul are married with joy and laughter, congratulations, dances go on in which both the bride and the bridegroom drink alcohol. Is. Have fun dancing. Under the dance, singing and playing also go on in parallel and the drums of ascending and descending, the voices of Majira disturb the sleepiness of the atmosphere and transmit energy like electricity to the feet of the dancers. Thus the tribal night turns into a sweet night with this dance.

Figure 2 : Chaudance-West bangal (India)

Khoiya dance is performed on the occasion of marriage in Madhya Pradesh. It is completely satire oriented. For the wedding, when the people of the groom's side take the procession and leave for the bride. Then only the women of the groom's side are left at home. On such occasions some women wear men's clothes and ornaments. Then she goes out dancing and singing along the way. At some places, making a wooden mare, sitting on it, dances and draws weapons like men. It is a multi-faceted dance festival, presented by women, embracing courtship and valor. One who attains efficacy by combining instruments like dholak, majira, thali.

Himachal Pradesh is a mountainous state of India, where the spirit of grace, colour and enthusiasm is often reflected in the folk life. Where do we see these feelings? That is dance. Here we are discussing the important dances of Himachal Pradesh, in which there is a sad expression of Saarlamkaya. When a man's young boy dies. Then this dance is performed by placing a stone on the chest for the peace of his soul. The slow instrument and the breaking footsteps express the sorrow of this dance.

Another important dance is the Polouclo. It is soothing. On the occasion of celebration, boys and girls dance after drinking alcohol. This dance tradition was told by the dancers to start from the

Figure 3 : Shakti Dance- Maharashtra (India)

6th century. Another game is Khelkhon dance. In this, in a state of joy, the girl and the boy intoxicate the liquor. When the girl is falling due to a strong intoxication, then how the boy saves her, the same expression of this emotion is found in this dance. Its group presentation was done by the team of Devi Thomtala and Devi Lai.

The collective dance ritual of Shakti Aradhana was presented by the team of Bharti Pune. The crew included other artists including Sayli Kane, Suja Tikar, Rashmi. The Shakti Sadhana i.e. Durga Puja performed by them in different parts of the country was expressed in dance through their physical duties. How the feet are worshiped in a row for the

worship of the girl, it happens in front of us in a moment. Under Garba, there is a beautiful event for nine days for the happiness of Dandiya Devi. It is in Gujarat style.

Gondad is a dance approach dedicated to the cultivation of Shakti in Maharashtra whose expressions generate energy in life. Beautiful clothes, sweet smile, melodious song and agility of limbs make life enjoyable in the true sense. Under the Sindoor Kheda dance, the goddess devotees dance and play vermilion Holi. Which is a sign of a state of great joy.

Conclusion

The overall expression of folk and tradition becomes fruitful in the combination of these dances. In the above-mentioned events, there is a solo performance of the dance and sometimes a group performance. The Indian folk dance tradition has been capable since time immemorial in the suitability of the subject matter and its full disclosure and this tradition is in constant flux. This we see in the interviews of the artists that in Karma dance, the groom turned hero has passed, the same woman is initiated by Shakti Pupd of Shakti Puja. Today we need not to be worried but to reach our cultural potential to the entire mass society. Our rich folk stage is not only capable of challenging the modern disco but has been able to go beyond that to create a steadfast passion in the mind of the audience. This is the custom of the people and this is the policy. Expressed in folk dances, this art should reach the masses and reach the masses. That is the responsibility of all of us. "The Spectators come form all classes of society without any distinction, but are expected to be at least minimally initiated into the appreciation of theatre. "3

Behind the Research

Dr. Lokesh Tiwari

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Research Objectives:

1. Using Indian traditional dances to foster global unity
2. Indian dances reveal the art and humanism they contain.

Bio

DR. LOKESH TIWARI holds a PhD in Hindi literature. He is a writer from Jiwaji University Gwalior and has a passion for research. In addition, he is a (M.P.) India Excise Sub Inspector, Office Deputy Commissioner in the Excise divisional flying squad, Gwalior, Madhya Pradesh.

Keywords:

Indian culture, Traditional dances, folk dances, Indian dances, dance and emotion.

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4- Direct observation of the performance and discussion with the artists.

Henry C. Chung, Sally P. Waterworth , Ina Shaw, Chris J. McManus, Brandon S. Shaw

Genetics and exercise health in strength training: A brief overview and commentary

Abstract

This brief overview and commentary explores the effect of exercise training on muscular strength, and the influence of genetics on the level of response and adaptation between individuals. We aim to outline and explore some limitations within the current research and discuss how future research could address these.

Muscular strength is a vital component of health-related fitness, and is needed for exercise performance, health, general mobility, and activities of daily living (ADLs). The improvement of strength, especially in those that are physically inactive, is critical to improve and maintain an individual's health and fitness. In this regard, current research supports the notion that an individual's genetics play a significant role in the strength adaptions following training. It has been reported that up to 80% of the inter-individual variability following exercise training between individuals, can be explained by one's there are significant differences in the improvements of strength between separate allele specific groups, following a standardised 12-week exercise intervention. Yet, an important omission in current research studies is that this genetic information in not clearly provided, meaning that results are over-generalised and difficult to compare to other studies, effectively reducing their ecological validity. We, therefore, propose recommendations for future research to address the current gaps within strength training and genetics. Furthermore, we suggest that future studies, where possible, try to employ a more transparent method of reporting genotype information.

Background

Over the decades, there has been an exponential increase in the pandemic known as physical inactivity and the concomitant increase in poor health, obesity, and disease cases (Blair, 2015). According to public health figures, physical inactivity is the cause of 1 in 6 deaths in the United Kingdom (UK), leading to many chronic conditions and diseases. This is estimated to cost a total £7.4 billion annually (approximately, £1 billion to the National Health Services (NHS) alone). The UK population is around 20% less physically active when compared to the 1960s and if this current trend continues, it is projected to increase to 35% by 2030 (Gov.uk, 2022).

This increasing concern is well supported by the UK national health statistics and reducing physical inactivity has become a priority for many reasons. In an effort to attenuate the rise in physical inactivity, there has been an increase in the information provided to the general public. The UK Chief Medical Officers' Guidelines encourage individuals to take action by partaking in: 1) more moderate- or vigorous-intensity activities, or a mixture of both, 2) muscle strengthening activities at least twice per week, and 3) reducing extended periods of sitting (Gov.uk,

2022). Of particular importance is the fact that muscular strength recommendations are becoming increasingly important in recent decades, since scientific evidence demonstrates that muscular strength is associated to many types of morbidity and mortality (Shaw, Shaw & Brown, 2011).

This is because an individual's muscular strength is an important health-related component of fitness and is vital for everyday activities and quality of life, highlighting its integration into many updated health recommendations (Ratamess 2012). Muscular strength is necessary in many situations, including sports performance, exercise, or general mobility and lifting, and is essential for all lifestyles, age groups, and genders. Muscular strength has been linked to survival, injury prevention, health longevity, suppression and prevention of many chronic conditions and more (Landi et al., 2020; Lavie, Kachur & Sui 2019; Rantanen et al., 2012; Versteeg et al., 2018). Improving this health-related component of fitness is therefore fundamental, irrespective of individuals initial level of fitness (Peterson, Rhea & Alvar, 2005).

It is well established that strength is an adaptive process and can be improved via changes in muscle tissue morphology and neuromuscular function, as a result of specific resistance training modalities including, calisthenics and weightlifting (Vingren et al., 2010). Evidence indicates that individuals' strength adaptations occur at different rates, even when matched to similar exercise protocols, training loads, and training volumes (Chung et al., 2021). In this respect, research has suggested that responses to exercise training, in general, have a heritable and veritable genetic component that influences the adaptation process (Spurway 2006). This is not surprising due to the many interaction's genes have with energy-pathways, metabolism, muscle composition, tissue and cell growth, development, hormonal and enzyme interactions, that form the building blocks of life (Keiller and Gordon, 2020). Yet, there is a need for more research within this rapidly expanding field of genetics in exercise, especially in strength phenotypes.

In a recently published meta-analysis, a number of health-related fitness markers, were shown to be associated with certain candidate genes, in untrained, less active populations (Chung et al., 2021). Pooled results from the analysis showed significant improvements in strength variables, such as one-repetition maximum (1RM) of 22.1 ± 10.1%, when groups were exposed to a strength training intervention. A list of genes were identified to be associated with strength (see Figure 1).

More interestingly, subgroup analysis revealed that up to 72% of the total variability in this increase in strength was explained by genetic distributions. These outcomes are consistent with previous observations, which reported variabilities of up to 80% in a number of health and fitness phenotypes (Bouchard, 2012; Del Coso et al., 2019; Hautala et al., 2006). Such findings emphasise the importance of assessing an individuals' genes, thereby, making these findings relevant in all populations in both a heath and performance settings.

Figure 1: Meta-analysis forest plot of strength. Improvements in strength (1-repetition maximum) post-training intervention across studies. Adjusted for study weighting and genetic subgrouping.

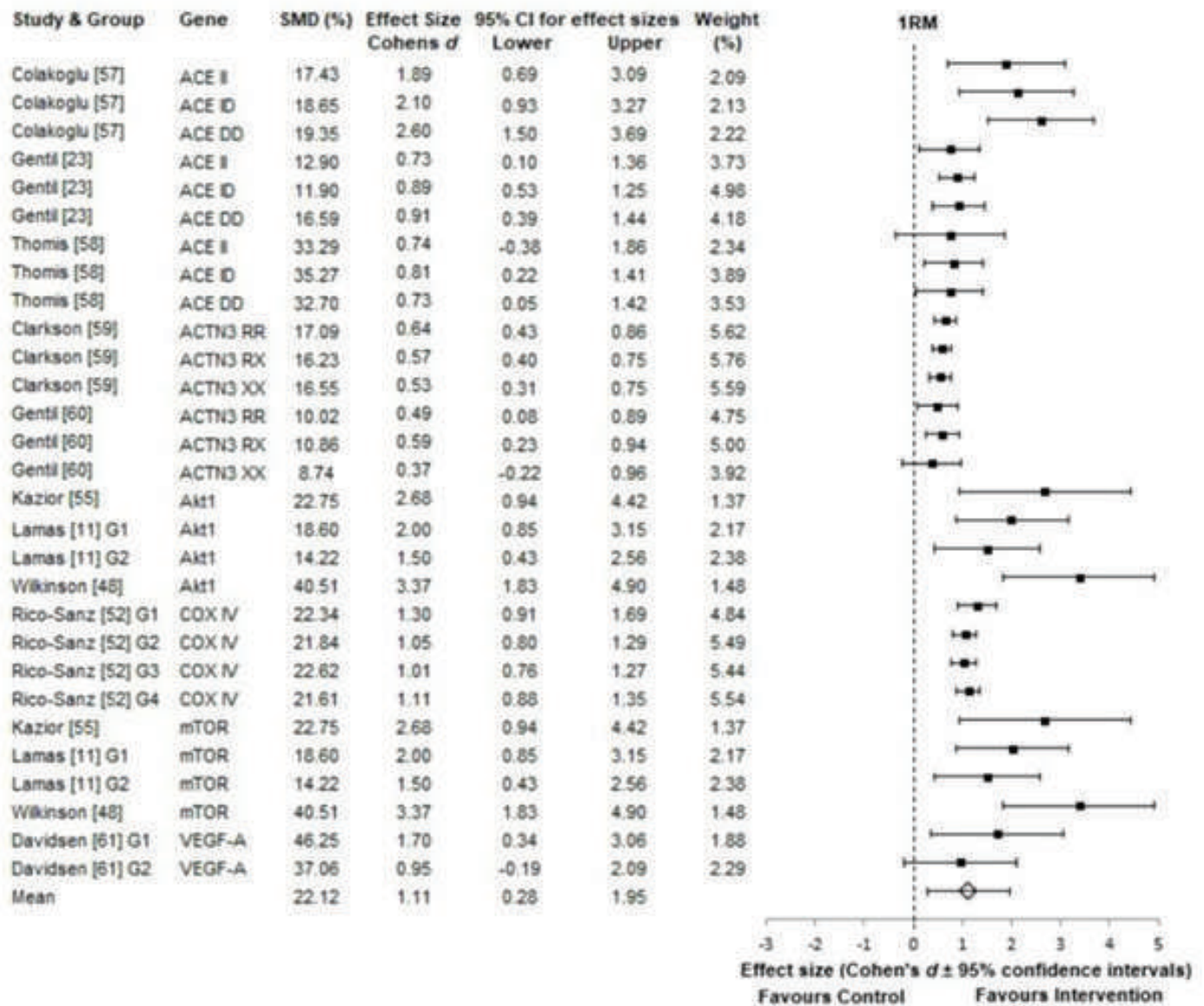| Study & Group	Gene	SMD (%)	Effect Size Cohens d	95% CI for effect sizes Lower	95% CI for effect sizes Upper	Weight (%)
Colakoglu [57]	ACE II	17.43	1.89	0.69	3.09	2.09
Colakoglu [57]	ACE ID	18.65	2.10	0.93	3.27	2.13
Colakoglu [57]	ACE DD	19.35	2.60	1.50	3.69	2.22
Gentil [23]	ACE II	12.90	0.73	0.10	1.36	3.73
Gentil [23]	ACE ID	11.90	0.89	0.53	1.25	4.98
Gentil [23]	ACE DD	16.59	0.91	0.39	1.44	4.18
Thomis [58]	ACE II	33.29	0.74	-0.38	1.86	2.34
Thomis [58]	ACE ID	35.27	0.81	0.22	1.41	3.89
Thomis [58]	ACE DD	32.70	0.73	0.05	1.42	3.53
Clarkson [59]	ACTN3 RR	17.09	0.64	0.43	0.86	5.62
Clarkson [59]	ACTN3 RX	16.23	0.57	0.40	0.75	5.76
Clarkson [59]	ACTN3 XX	16.55	0.53	0.31	0.75	5.59
Gentil [60]	ACTN3 RR	10.02	0.49	0.08	0.89	4.75
Gentil [60]	ACTN3 RX	10.86	0.59	0.23	0.94	5.00
Gentil [60]	ACTN3 XX	8.74	0.37	-0.22	0.96	3.92
Kazior [55]	Akt1	22.75	2.68	0.94	4.42	1.37
Lamas [11] G1	Akt1	18.60	2.00	0.85	3.15	2.17
Lamas [11] G2	Akt1	14.22	1.50	0.43	2.56	2.38
Wilkinson [48]	Akt1	40.51	3.37	1.83	4.90	1.48
Rico-Sanz [52] G1	COX IV	22.34	1.30	0.91	1.69	4.84
Rico-Sanz [52] G2	COX IV	21.84	1.05	0.80	1.29	5.49
Rico-Sanz [52] G3	COX IV	22.62	1.01	0.76	1.27	5.44
Rico-Sanz [52] G4	COX IV	21.61	1.11	0.88	1.35	5.54
Kazior [55]	mTOR	22.75	2.68	0.94	4.42	1.37
Lamas [11] G1	mTOR	18.60	2.00	0.85	3.15	2.17
Lamas [11] G2	mTOR	14.22	1.50	0.43	2.56	2.38
Wilkinson [48]	mTOR	40.51	3.37	1.83	4.90	1.48
Davidsen [61] G1	VEGF-A	46.25	1.70	0.34	3.06	1.88
Davidsen [61] G2	VEGF-A	37.06	0.95	-0.19	2.09	2.29
Mean		22.12	1.11	0.28	1.95	

Figure 1: Chung, H. C., Keiller, D. R., Roberts, J. D., & Gordon, D. A. (2021). Do exercise-associated genes explain phenotypic variance in the three components of fitness? A systematic review & meta-analysis. PloS one, 16(10), e0249501.

Shortcomings

Although findings between strength gains and genetics seem promising, there are several research limitations. In terms of applying genetic information in exercise studies, a major omission that is continuously repeated within the literature (especially in less researched genes), is the lack of allele and mutation variant specific information (genotype). In genetics, a gene may have many variants / polymorphisms, which could be identified more specifically (i.e., by rs number). Further, there are also different alleles that occupy that gene's loci. Many studies fail to report these observations or generalise their findings for that gene. This information is key to differentiate specific genes and their roles, as without this information, it is increasingly difficult to replicate study observations and identify genotypes. This is important because one allele variant might be significantly more beneficial to positive responses when compared to the alternative versions that might respond differently in the same situation / environment (Clarkson et al., 2005; Silva et a., 2015).

For example, the well-studied α-actinin 3 (ACTN3 R577X: rs1815739)

has three different variants made from two alleles (Homozygote: RR and XX; Heterozygote: RX). In theory, the X stop codon allele, should promote greater ACTN2 expression and suppress ACTN3. This genotype has been shown to be overrepresented among endurance athletes, due to interactions with ACTN2 and type I muscle fibres that affect aerobic endurance ability (Del Coso et al., 2018; Gentil et al., 2012). In turn, the R allele, which promotes increases in strength phenotypes through ACTN3 expression, is overrepresented in strength and power athletes (Keiller and Gordon, 2019; Silva et al., 2015). Conversely, research has also shown that there are mixed results in observations in the influence of ACTN3 polymorphism (Chung et al., 2021; Clarkson et al., 2005; Gineviciene et al., 2016), in a wide cohort of 743, 602, and 1,524 participants, respectively.

Figure 2 illustrates the overall effect of the ACTN3 gene on training improvements in strength over 12-weeks. However, depending on the specific genotype the improvements are significantly different between groups (p = .007). In this example, those that possessed the XX genotype had greater improvements in strength even though the training was standardised across all groups. This means that those possessing the XX genotype were at a greater advantage com

pared to those that were in the RR and RX genotype groups. Therefore, this reinforces the notion that gene information alone, without specifying the specific polymorphism and allele information has little merit when studying the genes effect on phenotypic health and fitness outcomes.
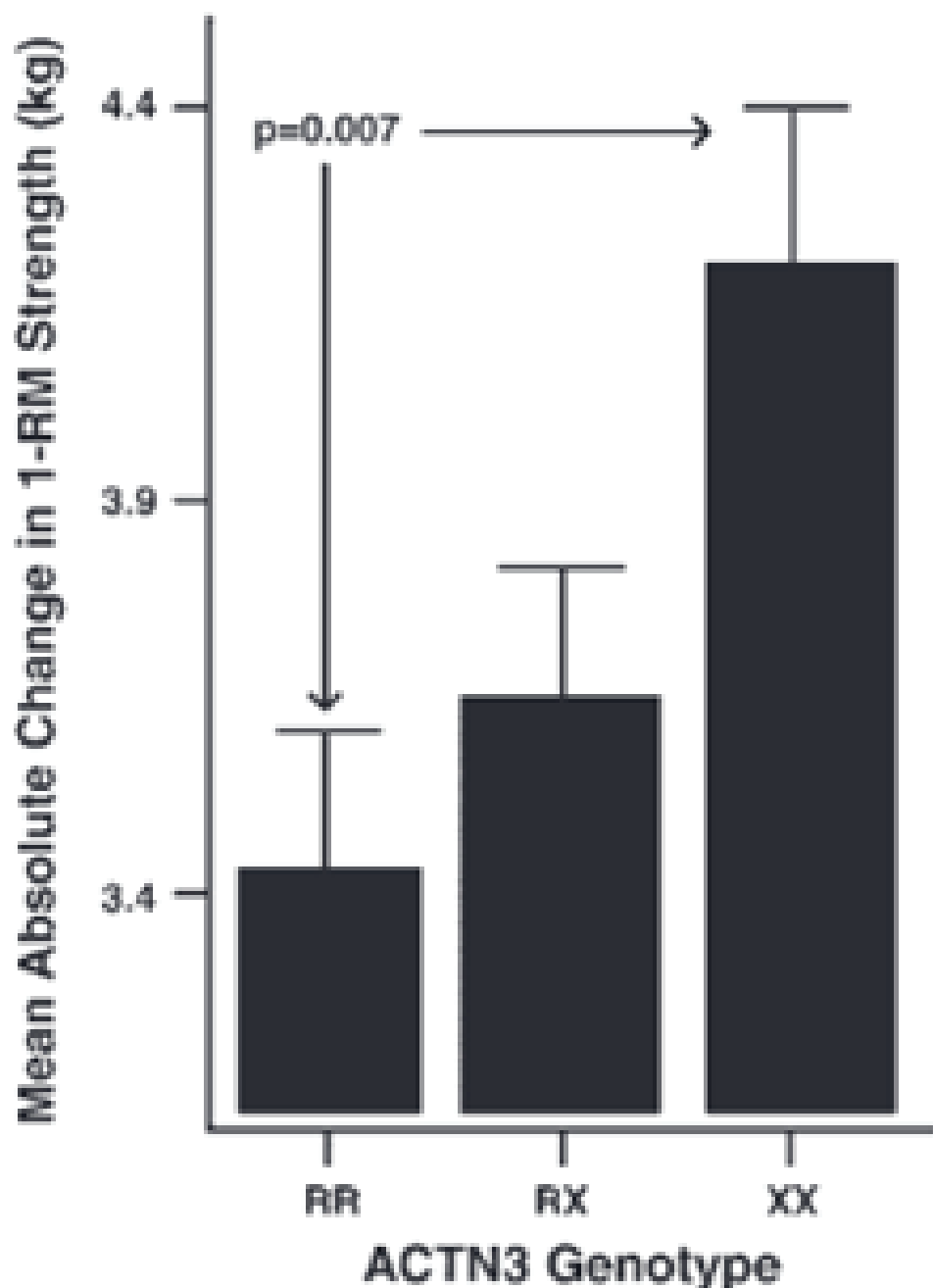

Figure 2: Gene-specific allele differences in 1RM. ACTN3 genotypes respond differently to standardised match exercise training, where XX genotype group improved the most.

Source: Clarkson, P. M., Devaney, J. M., Gordish-Dressman, H., Thompson, P. D., Hubal, M. J., Urso, M., ... & Hoffman, E. P. (2005). ACTN3 genotype is associated with increases in muscle

strength in response to resistance training in women. Journal of applied physiology, 99(1), 154-163.

Another limitation of many mixed gender studies is, whether it be strength, genetics or both, that the results and effects are often blended without adjustments or covariance. In a transcriptome meta-analysis of muscle strength pathways (Pilling et al., 2016), researchers found that there were clear differences in strength developments between males and females. This is relatively unsurprising, considering the role that testosterone has in males and the relatively low amounts in females that combines with estragon, which again could be linked to genetics (Vingren et al., 2010). However, conflicting studies have displayed no association between testosterone and strength phenotypes (Alexander et al., 2021). Despite this, it must be noted that this evidence does not suggest that females cannot observe significant improvements in muscular strength phenotypes in the presence of exercise training (Kostek et al., 2005). However, it is clear that the genetic processes between males and females differ, as do the baseline strength and improvements from exercise training. Regardless, these are factors that should be considered and adjusted for in research but are often overlooked.

Finally, it is important to note that studies investigating how much genetic variability explains phenotype changes, often link this as a measure of association. Although this is an important measure, this is not necessarily correct in terms of establishing relationships between variables, but rather, only the precision and dispersion of them (Roberts, Ashrafzadeh & Asgari, 2019). Therefore, studies should also be mindful of the specific statistical inferences that have been made.

Future research

Observations in the current literature provide evidence that certain genetics play a critical role in determining health responses and trainability. However, this is much more complex and requires further detailed study considerations. There is currently no common panel of genetic variants that can predict how well someone will respond to exercise training (Williams et al., 2021). We understand that research on genetics and exercise health following strength training is an area of increasing activity, and that many other disciplines contribute to the battle against physical inactivity and improvement in health. We, therefore, encourage research within this field make their methods and results as transparent as possible.

Furthermore, it is doubtful that a single independent gene or polymorphism is dependently responsible for the change in a phenotype due to the human transcription network of signalling, which interlinks with other pathways and processes causing a cascade effect in genetic expression (Ahmetov et al., 2016). In addition, the shortcomings that have been highlighted in this commentary also provide insight to the current limitations within the research area.

We would therefore like to propose two necessary explorations that are currently lacking within the field:
1) Comprehensive systematic literature reviews and/or meta-analyses be undertaken to encompass research on the currently explored and verified gene polymorphisms and alleles, to specifically establish a list of genetic variants relevant to strength phenotypes.
2) Acute and longitudinal strength training intervention studies be undertaken to investigate a number of genes and their variants and their combined association in strength phenotypes.
In conclusion, we propose that epigenetic research in response to strength training might provide valuable information to clinical and nonclinical professionals. Such information could serve as markers or outcome measures for the design and/or management of optimized and individualized training protocols or even as a prognostic tools to predict strength training adaptation.

Behind the Research

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Bio:

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Behind the Research

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Exercise Training, Genotype, Physiology, Muscular Strength

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Importance of Effective Communication Skills during Campus Interview

Abstract

Thousands of bright students leave college each year with the intention of finding employment to pursue their aspirations. Some people are fortunate enough to land a job through campus interviews, while others must look for work on their own. Do you count among them? Why should the hiring manager choose you over your friend or any other recent graduate from a different college for the open position? You can claim that you are the ideal candidate for the position or that your academic record qualifies you for the position. The interviewer will look for more than just your academic background, though, unless you are applying for academic positions. Any campus interview has a number of selection phases that vary depending on the university and degree. Your attitude, aptitude, academic knowledge, extracurricular activities, verbal, strategic, analytical, and other skills are frequently evaluated. When it comes to interactions between interviewers and interview candidates, these are the major fields which are being evaluated. Communication skill development is a self-improvement process, and as such, it has good consequences on personality, mood, and overall quality of life. Communication skill development is a self-improvement process, and as such, it has good consequences on personality, mood, and overall quality of life. Even the most basic "how to enhance communication skills" templates will have positive results in some cases. In this research paper, we have tried to focus on the importance of communication skills for campus interviews.

Introduction

Any campus interview has a number of selection phases that vary depending on the university and degree. Your attitude, aptitude, academic knowledge, extracurricular activities, verbal, strategic, analytical, and other skills are frequently evaluated. When it comes to interactions between interviewers and interview candidates, we've developed a few pet peeves through the years in the different administrative and management jobs we've held. We gladly share the many lessons that these experiences have taught us. One such annoyance was reading a candidate's résumé who listed communication skills as one of their biggest assets, but whose resume and cover letter were jam-packed with typos and a variety of other errors. We would occasionally, but very infrequently, ask a candidate for an interview if we thought they had a little bit of potential, and one of our first queries would be, "Tell about your good communication abilities." They often started by focusing on verbal communication and hardly ever mentioned writing or listening as alternate forms of communication.

When we think of "communication skills," we immediately think of speaking and language abilities, which are academically relevant and mostly used in our personal life. We frequently disregard its usefulness and significance in our line of work and career. Effective communication skills are a need because we all need to interact

Figure 1. (USAHA, 2020)

with peers, co-workers, superiors, and both internal and external customers and moreover we need good command on communication skills at the time of interview, that too, when it is for a fresher. Figure 1 highlights elements of effective communication skills.

It's not the simplest chore to learn how to communicate effectively, especially if you don't know how to approach self-improvement in general. Any person or a fresher can be benefited greatly from developing their existing interpersonal skills and their ability to communicate effectively. Developing one's communication skills will

have good effects, including a rise in happiness and productivity at work and at home. Increased connection fosters greater trust and understanding, which help you and those around you form more enduring and fulfilling relationships.

Simply because humans are creatures of habit,

many people struggle greatly to improve their communication skills. Through childhood and into adulthood, we strengthen our communication skills. They take time to develop and adapt to; they are ingrained firmly within us. It takes courage to step outside of our comfort zone and remove our armour against the opinions of others in order to make changes, even positive ones, to our tactics and ways of interacting. We have to let go of our defences and plunge headfirst into the turbulent sea of life. It is a frightening thought. People frequently find it difficult to give up the tools and protections that have prevented others from seeing them as they think they would be. They say that the first step to solving a problem is acknowledging that you have one. However, often people are reluctant to accept that they need help or that their abilities need to be improved.

Figure 2 illustrates a nine-step problem solving model that can be followed to help find solutions to problems.

A thorough assessment of current abilities as well as a determination of where and how to make improvements is the greatest place to start when trying to improve communication abilities. The ideal way to complete this process is with a partner. Since communication skills are built from a young age, it's possible for people to form patterns that lead to "blind spots"—areas or talents they lack but are unaware of. Other times, people acquire specific abilities earlier in life, and as a result, their personalities evolve around certain communication skills to the point when employing other skills feels like they are acting like someone they are not. However, it's crucial to avoid taking the procedure personally.

Nobody is attempting to alter who you are; instead, they are merely attempting to provide you with more means of expressing who you are. Your ability to communicate better can increase your likeability, diversity, and emotional stability. Avoid using any cookie-cutter templates to assess or develop your communication skills; as people differ greatly from one another, their improvement process should take into account all of their peculiarities. The crucial variations come in the form of taking the less-travelled path. The consequences should all be similar, though, as a well-rounded set of communication abilities should appear almost the same for everyone. Some people will have more to learn than others, and people learn in a variety of ways and at varying rates. Some people will need to practise their abilities more to make sure they are fully assimilated into their toolkit of efficient communication techniques. Every person will also have varied schedules and time constraints that must be accommodated for this self-improvement.

Communication skill development is a self-improvement process, and as such, it has good consequences on personality, mood, and overall quality of life. Even the most basic "how to enhance communication skills" templates will have positive results in some cases. Finding
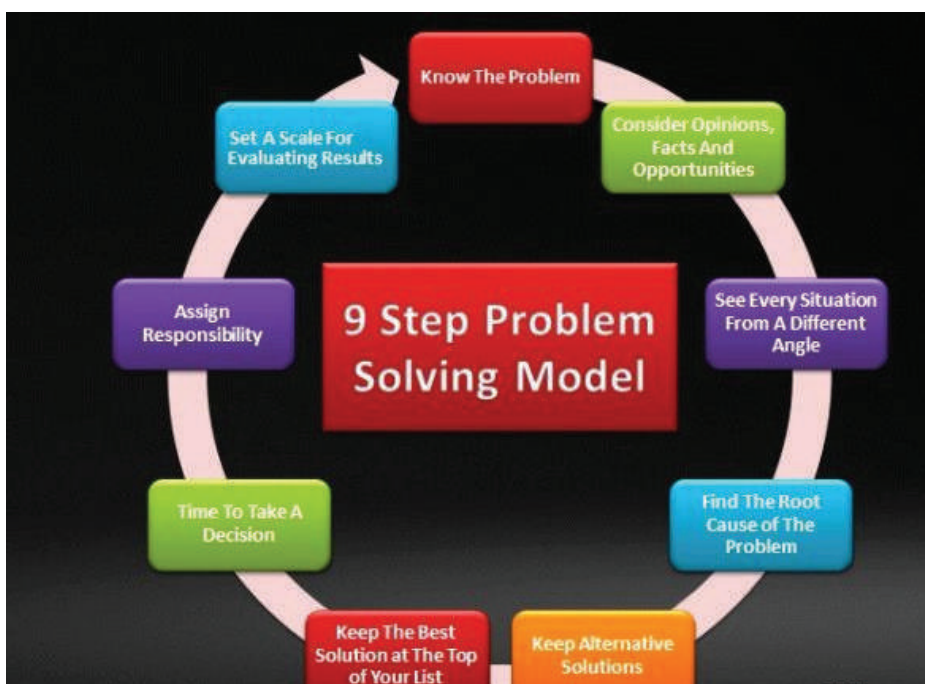

Figure 2. (Hunter, 2022)

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issues or contradictions in your repertoire of actions, words, tone, or grammar; identifying them; determining the contexts in which you feel confident enough to make changes (such as with your closest friends or family); and finally putting these new or unused skills into practise could all be part of the process for you.

While there are many other communication abilities that companies are searching for, the following would be the top picks.

You've undoubtedly heard someone discuss interpersonal skills. What exactly do interpersonal skills entail? When we speak with a single individual or a group of people in person, we use interpersonal skills. It is how we interact with other people. Our inter-personal abilities serve as a barometer for how well we communicate. Any person aiming for the top should consider being successful at developing strong interpersonal relationships through good communication to be a very valuable asset. One can speak on a personal level as well as a professional one thanks to interpersonal skills, which elevates the relationship. It promotes teamwork and aids in finding common ground among workers.

When talking about communication abilities, verbal communication is undoubtedly at the top of the list, but what about nonverbal communication?

Have you ever thought that before you ever open your mouth, your body language communicates extremely loudly and clearly? While you wait for an interview, it can be considered impolite or show a "I don't care" attitude to lean back or slump in your chair. It may be a sign of anything to hide if you aren't looking the speaker in the eyes. Crossing your arms could come across as protective or as someone who is closed off to the process.

Then there is speaking persuasively, not simply verbally. How can we tell if our communication is effective? We must first understand our intentions and purposes for speaking in order to communicate or speak effectively. If our goal is to inform, we must speak in an informative manner. This ability enables us to successfully handle daily meetings, one-on-one interactions, and brain-storming sessions. As they mirror their uncluttered thoughts and leave little room for ambiguity in the listeners' thinking, clear and eloquent presenters are typically the most effective. Given that people's attention spans are getting shorter, it is always a good idea to speak clearly and succinctly while concentrating on the most important parts of the conversation. A lot of focus is placed on the development of linguistic abilities that engage others and aid in reaching a consensus while receiving communication skills training.

Presentation is a key component of interpersonal communication. If a candidate showed up to the interview in flip-flops and jeans, especially when hiring is taking place in the hospitality industry, presentation points were automatically taken from the top of their score. Meetings, video conferences, and presentations are all part of a busy business executive's day. It could involve presenting concepts, data, or product specifics to an internal team or a prospective customer. An effective presenter makes a presentation compelling and emotive by using anecdotes, stories, and references. Effective communication skills include the ability to positively influence the audience in order to achieve the intended result. Making eye contact with the audience, maintaining a laid-back demeanour, and adding a little humour are all crucial components of an engaging presentation. Figure 3 illustrates how individuals can dress for success.

Your character and your level of respect for both yourself and the organisation you are interviewing with are strongly influenced by how you present yourself for an interview. There are no situations that come to me when wearing flip-flops to an interview would be appropriate. The only exception would be if you received explicit instructions to dress that way.
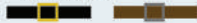
Figure 3. (USC, 2022)

Another important aspect of successful communication skills is active listening. This ability has often proven to be the most crucial, in my experience. Active listening should be considered a skill because it differs greatly from hearing. Everyone should develop the habit of listening more often than speaking. You can easily outperform the competition by becoming proficient in this talent and showcasing your capacity for active listening. The ability to listen, comprehends, and responds to the perspectives of others ranks as the most important skill on the list and is regarded as being extremely important in the corporate world. Listening demonstrates that you value the other person's viewpoints, are prepared to take them into consideration, and are receptive to novel notions and ideas. A person who is actively listening will always pause while they are speaking to hear the audience's answer, repeat it, and also pose questions to show that they are engaged in the conversation.

Even though writing isn't always a social skill, it should be at the top of your list. When interviewers must choose who will go to the next round of interviews, it could be a turning moment in the process. Written Competencies: Social media, presentations, and email are all vital components of today's enterprises. Regardless of the business activity one is involved with, all employees should be able to write clear and correct emails. You should be able to concentrate on the key ideas without waffle, reusing, or utilising superfluous words. Additionally, it's crucial to use the proper tone while avoiding becoming overly informal because doing otherwise could jeopardise a perfectly good business relationship with a possible client. Proper follow-ups and closing the communication loop are two aspects of good writing that are prized in the world of clogged electronic mail. Any communication training module devotes a significant amount of time to developing this ability.

Conclusion

Although it was beyond the scope of this paper to delve into the specifics of the aforementioned communication skills, you must be aware of what employers are seeking when you highlight these abilities on your resume. If you feel comfortable doing so, it can be helpful to get feedback; if not, make sure to carefully watch yourself as you make improvements. As always, tolerance is key. Take your time; it could take a while for you to develop excellent communication skills the way you want them to. Any worthwhile endeavour should be completed with care, , and self-improvement of any kind should never be rushed. The development of effective communication skills requires practice—lots of practice—just likes most other skills. Because of this, the individual must not be scared to practice what they have been working on with themselves in front of others. Therefore, you need to be careful with everything. Be assured and simply strive to be yourself! You will be picked for your desired management institute once you completely prepare for your campus interview.
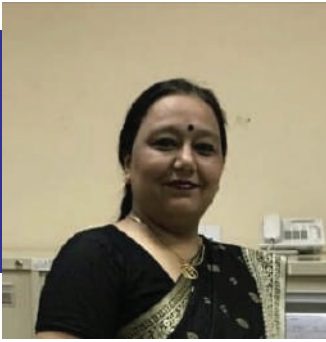
Behind the Research
Prof. Sheelu Singh Bhatia

Starex University, India

Research Objectives:

To focus on the importance of communication skills for campus interviews.

Bio:

Prof. Sheelu Singh Bhatia is a Professor of English in one of the leading Universities of India. She has more than twenty years of teaching and research experience. She specialises in Diaspora Literature. She also studied language and linguistics. Her articles have appeared in various International Journals.

Behind the Research
Mr. Subir Mandal

Bio:

Subir Mandal has done MBA with Marketing specialization from Pune University. Now he is currently engaged with a Training & Placement Department at Starex University. He is also taken care of build a positive mindset of the final year students, professional resume writing, career counselor, interview preparation, guidance and mentoring the students. Trained around 1500 students from various institutions (Engineering College & B-school) and also conducted 18 workshops at various institutions.

Key Words:

Campus Interviews, communication skills, effective communication, self-improvement, inter-personal skills, verbal communication, non-verbal communication, listening skills, speaking skills, writing skills.

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The Impact of tourist adoption and acceptance of smart phone applications in hospitality and tourism industry

Abstract

Utilisation of Web, Cell phone and its applications has seen a gigantic development in neighborliness and the travel industry. In the present fast world individuals use cell phones not just for their everyday exercises rather they utilize cell phones for their excursion arranging exercises too. Presently numerous academicians additionally cantered their concentrate around shopper's goal to take on the cell phone and other innovative progressions. The motivation behind this study is to distinguish the elements that influence the reception of cell phone and its applied applications. These variables were distinguished structure different recently utilized mechanical acknowledgment mode like Cap, IDT, SCT, UTAUT, UTAUT-2. The consequence of the review distinguished that Exhibition anticipation, Exertion hope, Social impact; Libertine inspiration and working with condition are the most important variables that influence the reception of cell phones by the buyers. Keywords: Smartphone adoption, Smartphone applications, Technology adoption,

Introduction

Innovation is moving exceptionally quick among the enterprises. The travel industry and accommodation industry is additionally developing quickly with the interference of data advances. Advancements have advanced toward portable and web 2.0 applications which are begun from market innovation and followed by applications. Today the greater part of the businesses needs assistance of shopper sites to play out all PR and advertising assignments to cover the clients all over the planet. The travel industry and neighborliness areas, which are interconnected with one another are widely benefit ICT frameworks. The most widely recognized utilization of ICT framework is to upgrade the correspondence between visit administrators, travel services and vacationers. Pretty much every vacationer place, inns, resorts, transportation and furthermore different partners of the travel industry and friendliness industry acknowledged ICT and, it turned into a perceptible piece of the business. These days, the transformation of e-the travel industry and the travel industry and friendliness exercises are developing quickly, for example, online development booking, flashpackers, sightseeing websites, e-local area experts and so on((Khatri, 2019).

A Cell phone can be portrayed as a pocket/handheld cell phone with more grounded figuring capacities, bigger screens, solid Web access and area based help. The Cell phone has gotten a genuine insurgency the travel industry. Present day the travel industry establishments have adjusted to the new computerized time for the better administration and formative undertakings. The effectiveness of the use of Cell phones and their applications has propelled the clients to involve this gadget for all reasons including travel and the travel industry. Ease of use of Cell phones relies generally upon an admittance to Remote

Web called Wi-Fi. Anyway there are disconnected applications accessible likewise which implies that the versatile application can be utilized when there is no Wi-Fi association accessible in the telephone. The Cell phone clients can get data around great many objections, occasions, cafés, inns, vehicle rentals and so on from only a single tick away by utilizing Google or Hurray devices of Cell phones.

Cell phones use, particularly 'versatile applications' has impacted regular daily existence as well as affects the travel industry and travel conduct of individuals. Current explorer improves their movement experience utilizing brilliant innovation (Karanasios et al., 2012) and to upgrade it, a wide assortment of cell phone applications are accessible across range of movement administrations.

Versatile computerized applications ("applications" from this point forward), the center capability being used of cell phone, are There are various models/hypotheses accessible that clear up the purchaser's expectation for the reception of innovation including Hypothesis of Contemplated Activity by Fishbein and Ajzen's (1975), Innovation Acknowledged Model by Davis(1989), Hypothesis of Arranged Conduct by Ajzen(1991), Model of PC Use by Thompson et al.(1991), Advancement Dissemination Model by Moore and Benbasat(1991), Inspiration Model by

Davis, Bagozzi and Warshaw(1992), Social Mental Hypothesis by Compeau and Higgins 1995. The point of this study is to recognize every one of the variables that influence the reception of cell phones and their applications to get all the necessary data for movement. Besides this concentrate likewise analyzes every one of the models connected with innovation reception particularly in the point of view of the travel industry and neighborliness industry. In this concentrate no new procedure or new hypothetical structure is embraced, this study is absolutely founded on writing survey.

Literature Review

Jennings and Weiler 2006 express that getting it, learning, and visiting the touristic places and the experience of rich culture established in such areas are the variables that are useful in the advancement of touristic experience. The spots that travelers visit and the way of life they experience there are connected with them by partners, including the travel industry specialist co-ops, vacationers, legislatures, and nearby networks and these partners with regards to the travel industry intervenes the vacationer experience in sure and negative habits through the portrayal of data. Local area expert is the best illustration of the go betweens in the travel industry. Cohen (1985) expressed that local area expert gives an intervention

instrument to vacationers which joins voyagers with local people and furthermore deciphers the rich nearby culture to the travelers.

As per Leiper (1990), sightseers straightforwardly get data about their objective/ attractions by means of print media, for example, writing, magazines and through electronic media like film, television and recordings, which make due "vacationers look" by creating and reinforcing explorers' expectation to travel places (Urry 1990). These days cell phone helps not just in essential travel courses of action like preparation, reservation, and route, however it additionally work on quite a large number "miniature minutes" and helps in inside movement exercises like - finding corner stores, figuring holding up season of rides, with an enormous scope of data administrations (D. Wang et al., 2011).

(D. Wang et al., 2012) broke down the traveler's survey on utilization of cell phone and its related applications to know the intercession system of Cell phone applications in the development of vacationer's insight. With the end goal of this study 202 positive audits were screened out of 37133 all out surveys are related with the main 100 most famous travel related Cell phone applications utilized by vacationer's downloaded from Apple store. The finding of the review uncovers that moment data supplier

system of Cell phone applications assisted the vacationer's with managing unforeseen circumstances, and the sharing component of Cell phone applications are a portion of the variables that aided in the development of touristic experience.

Customer adoption and acceptance of Smartphone apps

(Jeon et al., 2018) led a concentrate on Client's goals to distinguish the utilization of Cell phone applications for flight ticket appointments by utilizing the drawn out rendition of Brought together hypothesis of Acknowledgment and utilization of Innovation (UTAUT), client contribution, saw trust and client creativity were the extra factors to the first four factors of UTAUT model, the first four factors are execution hope, social impact, exertion hope and working with conditions. 369 respondents were chosen for the review from Korea who recently made enlistment for their flight tickets using Cell phone applications. The aftereffect of the review distinguishes that presentation anticipation, working with conditions, client creativity and saw trust are the elements that emphatically influence

the client's expectations to utilize the Cell phone applications for flight ticket appointments. Among every one of the elements execution anticipation is the most grounded factor among every one of the variables that outcomes in the figuring out client's goals to utilize Cell phone applications for flight ticket appointments.

Cell phone are additionally utilized for amusement purposes. Travelers utilize cell phone and its united applications to acquire a few new encounters at vacation spots and these fills in as a moment useful help supplier to sightseers (Dorcic et al., 2018); (Ghaderi et al., 2019); (D. Wang et al., 2014). (Germann Molz, 2012) made sense of that cell phone associate vacationers with others while on visit. Besides cell phone gives a feeling of virtual closeness with the companions and family members of vacationer while on their outing. Sightseers use cell phone at the hour of sensation of forlornness and in the middle of between the exercises (Kirova and Vo, 2019); (D. Wang et al., 2014). Duffy (2019) inspected that constantly utilizing of cell phone by vacationers at traveler locations can either improve or ruin the generally touristic experience with the location and connectedness with local people.

"Partner in crime connectedness" signifies the fondness of common in the middle among sightseers and their movement partner (Misra et al., 2016). So that, there is an opportunity assuming sightseers and their movement partners are very much associated withone another, vacationers are not squandering their energy on cell phones and lessening some dreariness during the visit. At the point when a vacationer is commonly associated with their movement partner, their excursion is bound to be fulfilled, and such sentiments might prompt generally speaking traveler fulfillment too (Wang and jiang, 2020). Nonetheless, sightseers are typically use cell phone during their excursion, in light of the fact that cell phones are habitually contemplated to be certainty by their purchasers (Hsiao, 2017).

Factors affecting adoption of smartphone applications in hospitality and tourism industry

Sr. No.	Factors	References
1	Usefulness/ Performance Expectancy	(Antunes & Amaro, 2016; Bakar et al., 2020; Development et al., 2020; Dogra, 2017; Gupta et al., 2017; Y. Huang et al., 2019; Im & Hancer, 2014; Jeon et al., 2018; D. Kim et al., 2008; Management et al., 2019; Moro et al., 2018; No & Kim, 2013; Oh et al., 2009; Okumus & Bilgihan, 2014; Ozturk et al., 2021; Regan & Chang, 2015; Rivera et al., 2015; Tan & Lee, 2017; Verkasalo et al., 2010; T. Zhang et al., 2019) (Ho et al., 2021; Martín & Herrero, 2012; Phaosathianphan & Leelasantitham, 2019; Zhou et al, 2021; Koenig-Lewis et al., 2010; Ma & Peng, 2012; P ark & Chen, 2007)
2	Ease of Use	(Antunes & Amaro, 2016; Ho et al., 2021; Y. C. Hu ang et al., 2019; Im & Hancer, 2014; D. Kim et al., 2008; Lu et al., 2015; Management et al., 2019; Martín & Herrero, 2012; Moro et al., 2018; No & Kim, 2013; Okumus & Bilgihan, 2014; Ozturk et al., 2021; Phaosathianphan & Leelasantitham, 2019; Regan & Cha ng, 2015; Tan & Lee, 2017; Yoon & Kim, 2014; T. Zhang et al., 2019; Zhou et al., 2021 ; Boontarig et al., 2012; Jyoti et al., 2014; Park & Chen, 2007)
3	Hedonic Motivation/ Perceived playfulness	(Antunes & Amaro, 2016; Dogra, 2017; Okumus & Bilgihan, 2014; Tan & Lee, 2017; Verkasalo et al., 2010; Yoon & Kim, 2014; T. Zhang et al., 2019; Zhou et al., 2021; Phaosathianphan & Leelasantitham, 2019 Dorcic et al., 2018; Ma & Peng, 2012; Pan et al., 2013)
4	Social Influence	(Antunes & Ama ro, 2016; Bakar et al., 2020; Gupta et al., 2017; Ho et al., 2021; No & Kim, 2013; Tan & Lee, 2017; Okumus & Bilgihan, 2014; Jyoti et al., 2014; Ma & Peng, 2012; Pan et al., 2013)
5	Facilitating conditions	(Bakar et al., 2020; Dogra, 2017; Jeon et al., 2018; Moro et al., 2018; Ozturk et al., 2021; Tan & Lee, 2017 ; Ozturk et al., 2021; Boontarig et al., 2012; Jyoti et al., 2014)
6	Habit/ Compatibility (13)	(Dogra, 2017; Gupta et al., 2017; Lu et al., 2015 ; Meng et al., 2015; Ozturk et al., 2021; Jyoti et al., 2014; Ma & Peng, 2012; Pan et al., 2013; Koenig-Lewis et al., 2010)
7	Perceived Trust	(Development et al., 2020; Gupta et al., 2017; Jeon et al., 2018; Phaosathianphan & Leelasantitham, 2019; T. Zhang et al., 2019)
8	Customer Innovativeness	(Jeon et al., 2018; Martín & Herrero, 2012; Meng et al., 2015; Tan & Lee, 2017 ; Ma & Peng, 2012)

Since the improvement of Data Innovation, researchers created numerous hypothetical models connected with the reception and utilization of IT. In this concentrate every one of the major hypothetical models have been examined that have been created and changed by the explores throughout the time span to get a superior understanding of the client reception of utilizing a specific innovation. Ajzen and Fishbein in 1975 created Hypothesis of Contemplated Activity (TRA), there are two develops of this model Disposition and Abstract standards which are indicator of conduct aims. Demeanor characterized as a recommended conduct of positive or negative disposition after the outcomes of any activity. Abstract standards characterized as assessment of the person against any individual who thinks he/she ought to or shouldn't play out some random way of behaving. Innovation Acknowledgment Model (Cap) created by Davis in 1989 got from Hypothesis of Contemplated Activity (Ajzen and Fishbein, 1975). There are two factors of Cap Apparent usability and Saw convenience. Davis characterized apparent usability as "how much an individual accepts that utilizing a specific framework would be liberated from exertion". Seen handiness is characterized as "how much an individual accepts that utilizing a specific framework would upgrade their work execution". It is utilized on broad level by numerous analysts to distinguish and make sense of the client conduct towards acknowledgment of new innovation. Hat is chiefly used to make sense of client's aim for take on the cell phone reception by sightseers, reception of cell phone applications by travelers, web reception, internet business reception, reception and use of the travel industry sites.

Execution hope is one of the four significant builds of UTAUT model created by Venkatesh that characterized as a degree in which client of the innovation accepts that by utilizing a specific innovation would work on his general execution. Execution hope is comparative with different builds like apparent convenience a significant develop of Cap and DPTB model, work fit a huge build of MPCU, Result assumptions a valuable build of SCT, Relative benefit a significant build of IDT and Extraneous Inspiration which is exceptionally helpful develop of MM.

Exertion anticipation is one more significant variable of UTAUT model. Seen convenience (Hat), Usability (IDT) and Intricacy (MPCU) are factors comparative with Exertion anticipation broadly utilized by the specialists distinguishing the goal of buyer's reception of cell phone innovation. Likewise, Social impact (ICT), Social elements (MPCU), and Abstract standards (TPB and DPTB) factors are comparative with Social impact variable of UTAUT model. Moreover Saw Similarity (IDT) and Saw Conduct Control (DPTB) are the root develops of Working with Condition variable of UTAUT model.

Conclusion

Since the improvement of ICT in cordiality and the travel industry, it plays had a key impact in the quickly creating, changing and developing this industry 11. As a feature of ICT, buyers access the Web using cell phone, tablets and versatile applications. Vacationers use web to get to the movement related data by utilizing their cell phones whenever and at anyplace. The majority of the sightseers are reserving their lodgings and buying carrier tickets through their cell phone 7. Not just ICTs engage buyers to recognize, modify and buy the travel industry items however they additionally support the globalization of the business by giving successful instruments to providers to create, make due, and circulate their contributions around the world (Buhalis, 1998) 82.

Presently the scholastic scientists center their examination around the reception of versatile innovation particularly with regards to neighborliness and the travel industry. Accordingly, this study audits the all around existing investigations on the variables influencing reception of cell phones by buyers. Factors were investigated from different mechanical reception models including IDT, SCT, TRA, Cap, UTAUT and UTAUT-2.

The aftereffect of the review uncovered that Presentation anticipation, Exertion hope, Social impact, Decadent inspiration and working with condition are the most important elements that influence the reception of cell phones by the customers. Execution anticipation viewed as one of the most grounded determinants of innovation reception among the clients followed by the work hope. After execution anticipation and exertion hope, Social impact and gluttonous inspiration are likewise other significant determinant influencing the reception. Aside from the previously mentioned determinants Saw trust, Propensity, and Client Imaginativeness are the significant variables not entirely settled in the before explores as critical elements influencing the reception of cell phone by clients.

Behind the Research
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Research Objectives:

The aim of this study is to identify all the Impact of tourist adoption and acceptance of smartphone applications in hospitality and tourism industry as perceived by tourists for the successful ongoing of their tour.

Bio:

Dr. Goldi Puri (M.B.A., P.G.D.C.A., PhD.) is an Associate Professor at the Institute of Hotel and Tourism Management (IHTM) in the Faculty of Management Sciences & Commerce. He is also the Vice President of Maharshi Dayanand University Teaching Association (MDUTA). Dr. Goldi Puri is an editorial board member and reviewer of various journals.

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Community Radio in India: A Model of Participatory Communication in India

Abstract

The Community Radio now-a-days is being identified as the basic need for the indigenous communities residing in the far flung areas, which otherwise could have been inaccessible for the governmental authorities. Since independence, our country has achieved various milestones in the field of communication, but CRS as a milestone for the communication has proved it's metal during pandemic times too. Through this research, the researcher has studied the country wide distribution of the Community Radio Stations. The researcher, through analysis of the documents available on the Ministry of Information and Broadcasting and other web resources, studied the initiatives of Community Radio Stations which were adopted during the time of Pandemic.

Introduction

The moment, our country got independence from the shackles of slavery, a plan of action was required to be drawn in order to empower the people of India for the purpose of awareness. The development in a country is counted within various parameters. When our country got independence in 1950s, development was understood as industrialization and urbanization, but by 1970s and 1980s, it included parameters involving the betterment of human lives by working on the schemes which may improve the figures of malnutrition, healthcare of pregnant women and infants and overall changes which may lead to the better living conditions. The governments could also work on the betterment of various societal sections by adopting the measures to reduce poverty and land related issues along with providing minimum basic needs etc.(Narula, 1994) In such a scenario, it was mandatory to ensure the participation from all the communities irrespective of their demographic variations. Although Television had entered India on September 15, 1959 radio was able to feel the nerves of the people around India.

The Independence Day speech and the coverage of World War II had been the best examples to prove this point. The point here to be stressed is the participatory nature of community radio. The historical context in this regards points towards the activeness of governments to promote this tool of participatory communication. The Supreme Court Judgment in 1995 about the Airwaves being a Public property and efforts by NGO Voices did a commendable work of igniting the spark that led to lighting the minds of bigger strata of population.

The studies conducted on the impact of community radio (Timalsina and Pardhan, 2019) on rural populations emphasize on the points like the situational similarity, changes in agricultural practices, emergence of a democratic platform to raise the voices of the masses and a discussion forum on Local Issues, Contribution and Good Governance.
In its blog titled 'Community Radio — Aiding India's Rural Development' dated 1 Nov 2019, the Confederation

of Indian Industries (CII) says, "Community radios help connect the disenfranchised, airing their challenges and concerns. Often, we tend to view rural development merely from the prism of economic growth. It should rightfully also include social, spiritual and moral enhancement too. Its role includes poverty eradication, illiteracy eradication and employment. Community radio is the common link which binds all these development factors over a common communication channel."

Ministry of Information and Broadcasting report based on yearly data of 2020 and released in 2021 quotes, "Community Radio is an important third tier in Radio Broadcasting, distinct from Public Service Radio broadcasting and Commercial Radio. Community Radio Stations (CRSs) are low power Radio Stations, which are meant to be set-up and operated by local communities. The policy guidelines for Community Radio were last amended in 2018."

In an article titled 'Community radio gives boost to rural development', The Hindu quoted an authority involved in the studies concerning impact of radio on masses mentions, "The Central Government has initiated a convergence between Panchayati Raj Institutions (PRIs) and Self Help Groups (SHGs) to facilitate rural transformation and adding community radio stations may have far-reaching benefits as

radio is now accessed over mobile phones as well. Community radios speak the dialect, language, and voice of the people in their own style. People can look forward to participating in the programmes as, speaking on radio, makes the local villager a celebrity in the area."

Community Radio Stations are always credited with benefitting the indigenous communities. Dahal & Aram (2013) in their study on indigenous people mentioned "Indigenous communities can reflect their agenda of identity re-establishment towards empowerment through the active participation in the production of media contents. Active participation of indigenous communities in local radio production not only mandates acknowledgement of ethnic identity in the new nation building but also give an opportunity of lesson learning on the potentiality of using community radios as one of the tools for empowerment. In this context, reestablishment of identity through community radio deserves appreciation because it facilitates the creation of discursive space which will ultimately help to establish pluralist democracy by creating different public spheres."

Johnson & Rajadurai (2020) in their research highlighted the impact of community radio broadcasting on a community inclusive of farmers, students, workers and homemakers residing near a community radio

station and studied and found that this governmental initiative was successful in improved income and agricultural yield for farmers, health and wellbeing of the community as a whole and growth as well as development of kids. The interviews conducted with the people reflected the success of this initiative as it offered solution to their general problems in farming like insect/rat issues, reduced transplantation duration, reduction in the use of human resources during cultivation, additional income from sale of straw; problems related to health and wellbeing like improvement in knee pain, less cases of anaemia, stomach pain, learning of new healthy dishes through a cooking show, addressing kids problems through free doctor consultation etc.

Rationale for Study

For the purpose of conducting this research, the researcher had explored the research conducted by various research scholars. Most of the research has been centred at assessing the impact of community radio stations on the users. The women entrepreneurs, children, marginal sections of society, farming community etc, but the spread of these community radio stations is another area of concern, which has been explored keenly through this research paper.

Objectives
· To map out the growth of Community Radio in

India.
• To study the distribution of the state-wise growth of Community Radio Stations in India.
• To analyse the division of Public and Private Community Radio Stations in India.

Hypothesis

• The third tier of radio has seen tremendous growth since its inception.
• The community radio has reached every region of India.
• As community radio coincides with the aim to ensure participatory communication, most of the community radio stations have been allotted to public entities.

Research Methodology

Kothari (2004) in his book Research methodology explains the concept as a systematic way to find out the solution for the research problem. It spreads the understanding of such a phenomenon by conducting the research in a scientific way. It highlights the sequence of steps to be adopted for finding a solution that best resolves the problem. In the present research, researcher is aimed at exploring the growth trends of Community Radio Stations. To examine the same, content analysis has been carried out with content obtained from official website of Ministry of Information and Broadcasting and the Annual Report of the same ministry. Content signifies the inner soul of any concept and an in depth study of such a concept by dividing the content into pre defined research categories denotes the process of content analysis. (Nachmias and Nachmias, 1976). Along with that, the research studies from various researchers in the subject of Community Radio have been studied extensively and important observations have been marked and mentioned. The already conducted research has been unable to map the country wise growth of Community Radio Stations, their region wise division and classification on the basis of private and public ownership.

Data Analysis and Interpretation

Around the country, MIB- (Ministry of Information and Broadcasting) has given licence to 339 community radio stations till date (Jan 31, 2022). The classification and analysis made out from the details of all those radio stations have been studied minutely to carry out the analysis based on the various kinds of distributions as mentioned in the data analysis and interpretation mentioned below:

Analysis

• The states with minimum number of Community Radio Stations are Arunachal Pradesh, Sikkim and Tripura with just one radio station working in the state for the welfare of the people. Manipur, Jharkhand, Himachal Pradesh, Chandigarh, Jammu and Kashmir, on the other hand, are the states having 3-5 units approved for the state.

• Talking about the numbers from 6-10, there are five states, Delhi with 6 and Andhra Pradesh and West Bengal with 7 Community Radio Stations and Punjab, Chhattisgarh and Bihar having 8, 9 and 10 Community Radio Stations respectively.

• Rajasthan, Gujarat and Telangana contribute equally for raising the voices of diverse communities of their areas with 11 Community Radio Stations.

• Having an edge upon above mentioned states, Kerala with 14 and Rajasthan with 18 and community radio stations make the area wise communities

State-wise Distribution

S.No.	Number	States
1	0	Meghalaya, Goa, Mizoram
2	1	Arunachal Pradesh, Sikkim, Nagaland and Tripura
3	3-5	Manipur, Jharkhand, Himachal Pradesh, Chandigarh, Jammu and Kashmir
4	6-10	Delhi, Andhra Pradesh, Punjab, Chhattisgarh and Bihar, West Bengal
5	11-20	Rajasthan, Gujarat, Telangana, Kerala, Rajasthan
6	20 Above	Tamilnadu, UP, Maharashtra, Karnataka, Odisha and Haryana

Table 1: State wise distribution of Community Radio Stations

to contribute in a better way for participatory communication.

• The major share of the community radio i.e. 194 lies with only six states. Among those six states, Tamilnadu tops the list with 39 and UP with 38. Maharashtra is on third place with 33, Karnataka with 23 at fourth place and Odisha and Haryana are on fifth place with 20.

• Only Union Territories of Delhi, Chandigarh, J&K & Puducherry have presence of Community Radio Stations, other UTs like Andaman and Nicobar, Dadra & Nagar Haveli, Daman & Diu, Lakshadweep, Ladakh are still to explore the presence of such an important facility.

Region-wise Distribution

Region	Sum of Qty
East	60(18%)
North	112(33%)
South	97(29%)
West	70(20%)
Grand Total	339

Table 2: Zonal distribution of Community Radio Stations

• The Northern region tops other regions with maximum number of community radio stations. It contributes 33% of the share of the total community radio stations across the nation.

• The Southern region is not much behind the other regions by a sizeable number. It has 97 CRS to its credit, which constitutes 29% of the total number of CRS.

• The Western and Eastern regions are much behind with just 20% and 18% share of CRS respectively.

Private- Public Distribution

Region	Public	Private
East	13	47
West	17	53
North	23	89
South	12	85
Total	65	274

Table 3: Ownership distribution of Community Radio Stations

• The larger chunk of the CRS across India is private in nature. As it is clear from pie chart, 81% of the community radio stations are lying in private hands, which may work according to the guidelines issued by Information and Broadcasting industry, but still may be driven for personal benefits.

• The region wise distribution shows that largest number of private CRS have been established in Northern and Southern regions of India as compared to the Eastern and Western Regions.

• In spite of having the less number of CRS in East, the public community radio stations are more in number as compared to Southern Region.

Governmental Initiatives to promote good programming on CRS

Every year, MIB i.e. Ministry of Information and Broadcasting announces National Community Radio Awards under various categories. This event was started in year 2011-12 and so far, this award function is being celebrated every year. The recent awards under this initiatives were announced in 2021 for the preceding years and it was the eight time since such an announcement was made. The awardees were finalized and rewarded in following four categories:

i) **Thematic Award:** This award recognises the audio presentations having thematic focus as per the needs of the community. This section demands consistency of a program for 13 episodes for a particular theme based program. The source of revenue for such a program can be sponsorship or an initiative solely based upon the innovativeness of the CRS staff members. The real focus should be providing a solution to the needs of the community members. There is no restriction on the consideration of a particular sector of the society, be it social, cultural, existing, historical, financial etc.

ii) **Most Innovative Community Engagement Award:** The main goal of community radio is to assist the

community's cause by including community members in the broadcast of their programmes. Traditional communication styles can be included in new programme formats to transmit development problems to the community, which can have a stronger impact. The programme should be fresh, unique, and forward-thinking. It should include a component of community participation and relevance. Entries for this prize must demonstrate community involvement in the program's planning, content, production, and broadcast. The process of bringing the community together for a larger involvement should be reflected in the submission. This involvement process should have put the community at the centre. The programme should have aided in bringing about a collective change. If the programmes are intended to bring any change at the community level, then the community radio station staff should submit all the proofs related to the changes bought about in the audiences.

iii) **Promoting Local Culture Award :** Local talent and tradition must be incorporated into the entries. Entries can be written in any language, but they must include a description of the efforts done to promote local culture as well as a brief synopsis in English or Hindi. The program's endeavour to improve local well-being should be reflected in the entry in this category. The initiative should have given the community a sense of belonging. It could have influenced the local community's confidence because of common knowledge, local traditions, and values. The program's efforts should have fostered cultural preservation and promotion. It could have, for example, restored a fading art, protected a local landmark, aided in the preservation of historic houses and Havelis, or made use of local culture. The subject of the program could be a local dish, local music or folklore, festivity or anything that can be connected to a culture on a close basis.

iv) **Sustainability Model Award:** The goal of this prize is to encourage CRS to embrace innovative revenue-generating techniques in order to self-sustain. Sustainability refers to the station's ability to continue in four areas: a. content, b. human resources, c. technical, and d. finance. This category does not require audio samples, but documentary proofs such as the organization's audited balance sheets/CRS will be required.

CRS Initiatives during Pandemic

• During COVID 19 emergency, CRS kept on educating the people with their programming focused on COVID related awareness, Child education, engaging programming for common people and messages from the prominent personalities so as to motivate the people to stay at home during lockdown.

• The initiatives of the frontline workers like doctors, volunteers and security personnel.

• The role and location of the community kitchens was highlighted for the benefit of the uninformed strata of society.

• Expert advice related to health and education was broadcasted for welfare of the people.

• The Government organises events on achievements of Community Radio and such a series from the month of April to June in the year 2020 was initiated by Government with the name "Corona CR Diary", which was played by

dividing the country into North-Eastern, Southern, Northern and Western Zones. The focus of such an initiative was to work on grass root levels with the help of community radio stations and creating the content to inspire the people in the tough times of pandemic.

· COVID-safe behaviour by promoting the safety measures such as social distancing, hand washing , optimum usage of masks etc. were highlighted in the country with the help of 190 Community Radio Stations.

Conclusion

The community radio stations in India have been successful in contributing towards the concept of 'Communication for Development' by assuring participatory communication from those people, who otherwise would have remained unaware of the governmental policies.

The concept of 'by the people and for the people' has played a significant role by changing the lives of the people, who in any way contribute towards the programming and production of community radio stations situated in any area. The allotment of the community radio stations among agricultural centres, educational institutions and NGOs have proved beneficial for the communities residing in the selected areas. The distribution of 339 CRS allocated till date have been studied and it has been found that there are still some areas like Meghalaya, Goa, Mizoram, Nagaland, Andaman and Nicobar, Dadra & Nagar Haveli, Daman & Diu, Lakshadweep and Ladakh are still not able to get benefit from this communication facility.

Further, a huge chunk i.e. 81% of the community radio stations lies in the hands of private organisations, as compared to 19 percent public CRS. Among all those CRS, the significant thrust is on promoting the Indian culture, awareness and education of community along with the innovativeness. This is clear from the list of awardees and the programs for which, the awards have been announced during last eight editions of National Community Radio Awards. Consider for instance the latest list of awardees, the programs like Ritubedhum, Shikshan Sarvasathi, Super Brain of the Week, Jan Sunvayi, Genius of Vidisha, Dastak kavya Goshthi, Kakalichhanda, Gur Mahotsav, Art Manthan etc and involvement of organisations like Wayanad Social Service Society, Vishwas Dhyan Prabodhini & Research Institute, Kisan Seva Sansthan , Ayodhya Lal Kalyan Niketan, Samgra Shikshan Evam Jan Kalyan Santhan, Shri Krishna Shikshan Lok Parmarth Samiti, INSPIRE, SD College of Pharmacy & Vocational Studies, Institute of Management Studies, NOIDA, S.M. Sehgal Foundation etc. So all in all, this platform of Community Radio Station has been a greatest achievement of Government after independence.

Behind the Research

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Bio

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Keywords:

Community Radio Stations, Development, Participatory Communication, Growth

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Dissonance and Harmony: An Ecocritical Reading of Margaret Atwood's Oryx and Crake and Gary Paulsen's Hatchet

Abstract

The article explores the positive and negative facets of nature and harmonious coexistence of human being with nature. The article depicts the struggle and submission of the protagonist in Margret Atwood's Oryx and Crake and Garry Paulsen's Hatchet.

Introduction

The purpose of this article is to analyze comparatively how dissonance and harmony can be figured out in two novels, namely "Oryx and Crake" by Margaret Atwood (2003) and "Hatchet" (1987) by Gary Paulsen in figure 2, in order to establish the relationship of human beings with environment. To do this, an Ecocritical theory has been used from an ecological perspective. In recent times, people are living in a chaotic world pursuing materialistic things that overburdened their state of mind. Their relationship with nature and the environment is cut off. Therefore, an attempt has been made to justify the main title of this research using Ecocriticism.

A Brief Overview of Ecocriticism

'Ecocriticism' is a term coined by William Rueckert in his 1978 essay on 'Literature and Ecology: an experiment in ecocriticism' (Glotfelty xxviii). Ecocriticism is a concept first discussed in the meetings of the Western Literature Association in 1970. Ecocriticism that started in America has taken its literary bearings from three major nineteenth-century American writers – Ralph Waldo Emerson (Nature and Selected Essays), Margaret Fuller (Summer on the Lakes), and Henry David Thoreau (Walden). Now, it is necessary to understand what ecocritics do while analyzing a literary text from an ecological perspective.
"Oryx and Crake"
Margaret Atwood (born in 1939, Ontario, Ottawa) is regarded as one of Canada's finest living authors. She is an evangelist, novelist, literary critic, and environmentalist. She has won the Booker Prize award, Franz Kafka, and many more. Her renowned work *"Oryx and Crake"* (2003) illustrated in figure 1 is Science fiction, Adventure romance, and Dystopian novel. In this novel, Snowman is the protagonist who is the only survivor of the Global pandemic that occurred in his past. The novel opens in the post-apocalyptic world in which Snowman recounts his life in the past and present memories along together. He is the only one who has compassion towards nature and the environment yet with some deformity with his morals.
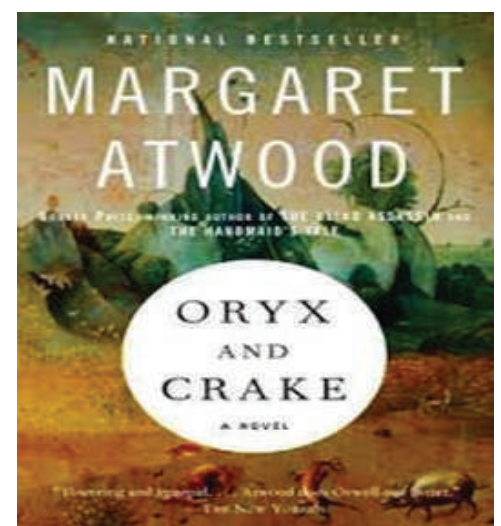

Figure 1 (Atwood, 2013)

"Hatchet"

Gary Paulsen (born in 1939, Minnesota, United States), a leading American writer of Young Adult literature and the Wilderness. His notable work "Hatchet" illustrated in figure 2 depicts the story of 13 years old Brian Robeson and his journey to the north woods of Canada in order to meet his father. During his journey, he comes across the harsh challenges in life. But he made successful attempts to survive alone in the wilderness. This research will try to find out the harmonious relationship which Brian framed with wild animals and the environment in the wilderness.

Figure 2 (Paulsen, 1987)

Literature Review

Katherine V. Snyder in her major article deliberates on Atwood's imaginative world. *Oryx and Crake* and highlights the traumatic experiences of Snowman who feels disturbed because of the extreme scientific progress and rationality of Crake and his father. In her article, she tries to ask an individual if one can think of the world where complete isolation overrules the human race. In the end, she discusses in her article the post-apocalyptic vision that Atwood framed in her realistic fiction *Oryx and Crake*.

The next significant work on *Oryx and Crake* is by Lars Schmeink. His chapter postulates the concept of Anthropocene and Post-humanism. This chapter includes the debate on posthuman theory and for comparison, the author has used works of Paolo Bacigalupi. In both works, the world has undergone social, political, and ecological changes. The author says that the world of Atwood's novel is uninhabitable. The rational mindset of people and their desire to create ideal state has drastically affected the natural environment. Crake's project on developing genetically modified humans is something unnatural.

Research Methodology

As discussed earlier in an introductory section about Ecocriticism, it embodies a number of literary approaches in the literature. Ecocriticism is like a vast ocean; it has no single thread having a kind of dominance because it is in itself diverse and eclectic. Also, Ecologists and Ecofeminists can blend concerns like social injustice, gender; and race using an ecocritical standpoint.

Comparative Literature as a Methodology

In this work, using comparative study not only distinctions can be drawn out how Snowman and Brian's life changed when they adapted to nature but also their relations towards the natural world including animals can be figured out with a deep observation.
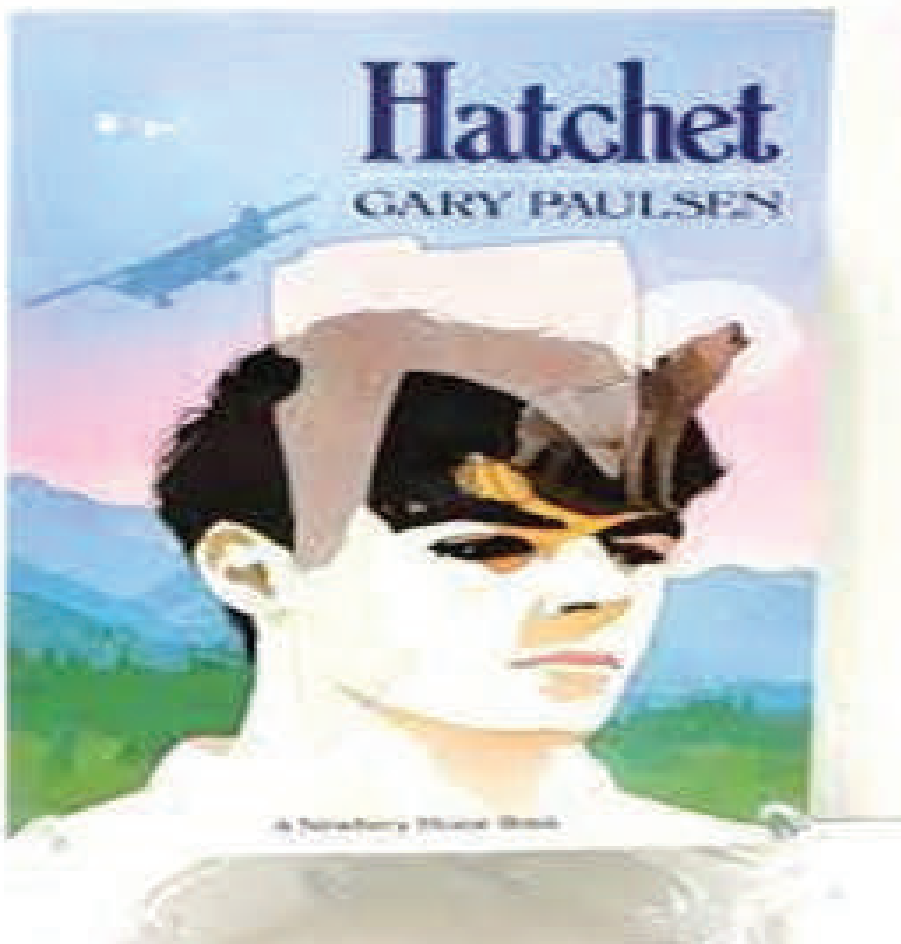
Furthermore, this research is qualitative. A qualitative study is relatively better than a quantitative study because it helps to gain some insight into a particular aspect. For an in-depth analysis of these two novels, a qualitative study has been used.

Scientific Advancement and Dissonance

The novel's very first chapter shows the post-apocalyptic world where the Sun poses a hazard, and the ocean is filled with piles of rusting junk. The pre-apocalyptic world of this novel is full of Science and Technology. Research labs and companies are focusing on Transgenic research. In order to get progress, these companies drove out human civilization over the edge. Jimmy's father has worked on the Pigoon project. He created a hybrid pig creature to grow human kidneys and cells. Jimmy's friend Crake has a keen interest in Genetic engineering. He is discovering his projects like the BlyssPluss pill and a new race of genetically mutated humans. There is a conflict between science and nature in the novel. Except, Jimmy all other characters are fully involved in scientific experiments due to which their relationship with nature is not harmonious. The other dangerous consequences of such advancement are discussed below-

The Dominance of Corporate Power

The society which has been shown in the pre-apocalyptic world is scientifically developed. High class and educated people live in Compounds and those who are not meant for elitism live in Pleeblands. Only disease-free people are allowed to live in Compounds with high-tech securities. Jimmy is grown up in an organized society having an unprecedented and dangerous amount of power. Society in this novel follows its own rules and regulations that stand totally against to environment. The dangerous effects of corporate power could be seen in the later sections of the novel when it becomes crystal clear that any catastrophic event had occurred which killed most of the world's civilization at Rejooven Esense. Likewise, one can understand what people went through in the year 2020. The world has been suffering from the Global pandemic- Covid 19. The situation, in this case, is similar to that of Atwood's novel. Such disastrous events have been designed in powerful societies which ultimately lead to the downfall of human civilization. In order to achieve scientific progression, one tries to manipulate the Environment for one's sake.

The Depreciation of Art

One of the most out-breaking factors of scientific achievement is the deflation of art. In Oryx and Crake, symbolism is used from the very outset demonstrated through the battle between the sciences and the arts. Science is represented through the Crake, in contrast the Snowman represents art. In the novel, the pre- apocalyptic world is dominated by Science and Rationality to a greater extent. The result of which can be easily understood in the later chapters of the novel- end of human civilization and destruction of the natural environment. The gap between the ability of the two boys depicts that Crake enjoyed victory due to his logical sense and scientific skills whereas Snowman experiences failure due to his lack of skills in the field of science. But this does not mean that Snowman is truly a naturalist. The earlier chapters show he had a sympathetic attitude towards the natural world but he too involved in scientific projects governed by Crake. It was after the pandemic, that forced Jimmy to seek resilience in nature. Crake's indifferent attitude towards the environment leads to the theme of the devaluation of art.

In the novel, the most amusing blend of human and animal is Crake's genetically engineered,

The Crakers. They possess color-changing sex organs like a baboon, a digestive system like a rabbit, and the smell of a citrus plant. They are known as humanoids. In contrast Crake believes that human ingenuity and scientific curiosity is an inferior, animal trait. Wolvogs- genetically designed innocent dogs but are very dangerous have been designed for safety reasons. Rakunk- genetically designed from two species, raccoon and skunk has been gifted to Jimmy on his tenth birthday by his father. He developed an emotional bond with Rakunk and was his only best friend. Also, the distinction between humans and animals has been challenged and explicitly stated that humans do not exist all alone on this planet and they are mistaken to consider themselves as supreme. One can easily analyze that the relationship between humans and animals in this novel is deformed. There does not exist a symbiosis between them. Therefore, an attempt has been made using this aspect of the novel *Oryx and Crake* to reveal dissonance.

In the novel, the most fascinating amalgamation of human and animal is Crake's genetically engineered, The Crakers. They possess sex organs that's color-changing like a baboon, a digestive system like a rabbit, and the smell of a citrus plant.

They are known as humanoids. In contrast, Crake, believes that human ingenuity and scientific curiosity are inferior animal traits. Wolvogs- genetically designed innocent dogs but are very dangerous have been designed for safety reasons. Rakunk- genetically designed from two species, raccoon and skunk has been gifted to Jimmy on his tenth birthday by his father. He developed an emotional bond with Rakunk and was his only best friend. Also, the distinction between humans and animals has been challenged and explicitly stated that humans do not exist all alone on this planet and they are mistaken to consider themselves as supreme. One can easily analyze that the relationship between humans and animals in this novel is deformed. There does not exist a symbiosis between them. Therefore, an attempt has been made using this aspect of the novel Oryx and Crake to reveal dissonance. Figure 3 illustrates Animals in the *Oryx and Crake*.

Figure 3 (Vandysteph, 2010)

The Wilderness in the Hatchet

The novel is primarily set up in the wilderness. This novel typically the structure of a classic story which contrasts civilization to the wilderness. Brian falls into the wilderness, so according to him, his journey leading him into the wild has been forced onto him, opposed to being a quest for self-freedom or discovery. This shapes his attitude towards nature, which at the beginning was seen as the enemy and a dangerous place. When he comes to his senses after the crash, he considers himself lucky not to have collided with rocks that would have smashed him to pieces. But he recalls, "he knew that was wrong. If he had had good luck he would not have been flying with a pilot who had a heart attack and he would not be here where he had to have good luck to keep from being destroyed" (Paulsen 37). He feels despondent as he does not understand where he should go, nor how he should live. Finding food, making fire, and building up a shelter was complicated for him. He comes up with ways to survive by acquiring things he needed but soon as he overcomes one trouble, something else befalls him.

After spending some time in the wilderness, he cultivates the ability to value itsmagnificence. Eventually, He makes a harmonious

relationship with nature. He learned to survive somehow in harsh and tragic situations. He starts finding solace in the company of the environment and animals. , he becomes aware of his surroundings during his stay in the wilderness.

Brian and the Animals

This chapter is dealing with Brian's encounter with different kinds of animals in the wilderness. He is subject to a variety of different animals that he can eat like fishes, birds and rabbits. However, Brian also encounters animals and insects that may cause him harm like bears or wolves, moose, or mosquitoes.

He first comes into contact with mosquitoes. They function as natives of the wilderness. His reaction towards them clearly shows his knowledge and nature. Insects attack him when he wakes up, "thick, swarming hordes of mosquitoes that flocked to his body, made a living coat on his exposed skin, clogged his nostrils when he inhaled, poured into his mouth when he opened it to take a breath. It was not possibly believable" (Paulsen 34). His passive knowledge helps him to protect himself from these animals but there are times when he fails, "they ever showed on the naturalist shows was beautiful scenery or animals jumping around having a good time" (Paulsen 35). There are some encounters that Brian faced with dangerous animals. His views and reactions are very different in each case, which makes them noteworthy. One day when he was indulging in sweet berries, he hears a noise, turns, and sees- a huge bear. He is

paralyzed with fear "He could do nothing, think nothing" (Paulsen 69). He finally recognizes that he is a part of nature and nature is not a counterpart in nature/human dichotomy.

On an intellectual level, he does not understand the chaos of nature completely but realizes that sometimes things are out of control and no one can master it rather surrenders to it. Now, he comes into contact with animals in his search for food and learns "the true vital knowledge that drives all creatures in the forest-food is all. Food was simply everything. All things in the woods, from insects to fish to bears, were always, always, looking for food- it was the great, single driving influence in nature" (Paulsen 122). So, this section describes the mutual coexistence of Brian and animals together in the wilderness.

Conclusion

This article has analyzed 'Dissonance and Harmony' in Oryx and Crake, and Hatchet from an ecocritical perspective to point out the basic attitudes towards the non-human world conveyed by these two books through their protagonists. In Oryx and Crake, Snowman lived his whole life in a world where nature has been considered as secondary. Atwood's use of the natural world in this novel is a threat to human civilization if people are not going to show collective ethical responsibility to preserve nature. Scientific progress can only lead to development

whereas nature can act as a healing balm to the chaotic and disturbed minds. In Hatchet, the protagonist of the novel encountered nature in the mediated form in the beginning. But later, Brian could be seen as a spiritual and positive man at the end of the novel.

The analysis has focused on protagonists' attitude to nature as the implicit reader of the fiction is generally identify with the main character. Gary Paulsen in his novel was able to write about a man's struggle against nature and his ability to live in harmony with it. He faced numerous struggles as a man that animals experienced. He made himself ready to acknowledge nature's beauty and danger. One can see nature as a guide. Sometimes nature tests one's strength, belief, and patience. This research also observes that Brian learns the power of positive thinking during his stay in the Canadian woods in association with nature. And this realization offers Brian the first step towards mental resolve.

Furthermore, this research work observes the positive and negative representations of nature. The positive one refers to a deep ecological idea of portraying nature, while negative representations show nature in an extractive view. Therefore, ecocriticism is diverse and there is a scope for future researchers to observe another aspect of the novels using an ecocritical standpoint.

Behind the Research

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Research Objective:

To conduct and collaborate in research areas like Diasporic Studies, Post-Independence Indian Writing in English, Feminism Writing.

Key Words:

Eco-Criticism, Scientific Advancement, Depreciation of Art, Human -Animal Interaction.

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Facilitating Cyber Security in Contemporary Life

Abstract

The use of technology within global societies has increased with the rapid rate of technological advancements in contemporary life. The Internet has successfully facilitated social connectedness and enhanced business opportunities in numerous ways. Our entire social and industrial history has been re-written and re-catalogued in over 25years. A vast number of the population has access to a smartphone, while most households have internet enabled devices. There is a growth in the digital revolution with many opportunities for economic growth, contributing to culture and wellbeing. However, with such rapid technological growth, there are digital concerns pertaining to individual and organisational risk, particularly when inputting and storing sensitive data. This study aims to understand the reasons why cyber threats are faced in contemporary life. There is an endeavour to facilitate cyber security through recommendations. A literature review is carried out within this study. Results have revealed the following reasons for cyber threats: Economy; Malware a business; Smaller organisations without cyber insurance; Human error. This study has deduced that cyber security is a vital component of contemporary life that requires global societies to educate themselves as to limit cyber- threats and attacks. Criminals wait for opportunities through online-interaction and seek to exploit societal vulnerabilities. Being vigilant while raising cyber awareness and taking responsibility is important. Therefore, it is essential for global societies to harbour a sense of cyber maturity and understand how digital technologies can cause harm. Preventative methods must be implemented to facilitate cyber security in contemporary life.

Introduction

The use of technology within global societies has increased with the rapid rate of technological advancements in contemporary life (Somani, Information Technology Challenges Faced during the Covid-19 Pandemic in Higher Education, 2021). The Internet has successfully facilitated social connectedness and enhanced business opportunities in numerous ways. Through the internet individuals have been able to engage with family, friends, businesses, employers and employees, enabling the effecting functioning of societies (Somani, Progressing Organisational Behaviour towards a New Normal, 2021). The use of social media and interactive video conferencing software has been utilised to stay connected to each other globally. A few years ago, this was unimaginable, well maybe the closest we would experience would be related through watching science fiction films. The internet has connected us all in unimaginable ways. Our entire social and industrial history has been re-written and re-catalogued in over 25years. A vast number of the population has access to a smartphone, while most households have internet enabled devices.

Individuals have worked from home during the coronavirus (covid-19) pandemic creating a working from home culture (Somani, Managing Mental Health

at Work during Periods of Uncertainty, 2022). Individuals can exchange messages, pictures and reminisce on memories through virtual exchange. Many now watch television, stream music, or listen to the radio from global destinations via online resources. More than two thirds of individuals also manage finances through online mediums by downloading mobile applications. During the pandemic online shopping became widely used as retail prices grew. Even many governmental initiatives require internet connectivity. There is a growth in the digital revolution with many opportunities for economic growth, contributing to culture and wellbeing. However, with such rapid technological growth, there are digital concerns pertaining to individual and organisational risk, particularly when inputting and storing sensitive data. Over the years there has been an increase in the global annual cost of cybercrime. In 2021 approximately $1.2 billion was lost by US financial institutions as a result of ransomware attacks (Lyngaas, 2022). This was more than a 200% rise in comparison to 2020. It is predicted that the annual cost of cybercrime globally will increase to more than $8 trillion in 2023 (Esentire, 2023). "Cyber security is the application of technologies, processes, and controls to protect systems, networks, programs, devices and data from cyber attacks"

and requires instant attention in contemporary life. (IT, 2023).

Objectives

This study aims to understand the reasons why cyber threats are faced in contemporary life. There is an endeavour to facilitate cyber security through recommendations. A literature review is carried out within this study.

Results and Discussion

The economy

The economy is facing a global recession due to events like the covid-19 pandemic and the Russia-Ukraine war. There is an energy crisis, inflation and a disruption of supply chains affecting global economies. The inflation has an impact upon the cost of the preventative measures to reduce cybercrime and an increase in remediation costs. In addition, the identification of talented individuals to consume employment positions is a reason for concern. The decisions pertaining to company budget is related to the rate of inflation, although it is not directly linked to the number of cyber-attacks. Nevertheless, there has been a reduction in the number of talented individuals being hired as technological organisations undergo hiring freezes (Bove, 2022). With a reduction in financial availability to safeguard companies and implement sufficient security or competent teams to protect the businesses, an increase in cybercrimes is anticipated. It is likely

that the number of devices connected to the Internet of All Things will reach 15.1 billion globally and approximately 36% of people will be working remotely by the year 2025 (Flynn, 2022). There were approximately 1.5 billion cyber attacks on smart devices during the first half of 2021. Attackers stole sensitive data, build botnets or cryptojack devices and continues to grow very quickly.

The increase in hacking is creating a trend as they take advantage of global conflicts, including the Russia- Ukraine war and ulterior motives pertaining to politics. This can be demonstrated by the increase in the number of oil and mining organisations being targeted by environmental hacktivists. This can also be referred to as hacking for a cause and considered a mainstream force. Such events have been highlighted internationally through the 2.6 TB Panama papers leak (Gross, 2016) and the Democratic National Committee email hack (Barrett, 2018). Hacktivism has been proven as a weapon or online protest and can cause chaos leading to change.

Malware: a business

Ransomware has become a business and a means to earn financial benefits. Within global sectors numerous businesses, governmental and non-governmental organisations, individuals have all been subjected to ransomware. Access to

powerful ransomware tools have become easier to access compared to previous years. Criminals can initiate cyber-attacks with limited technical skills and attain a substantial financial gain (Reed, Ransomware-as-a-Service Transforms Gangs Into Businesses, 2022). Through an investment of approximately $66, criminals can buy malware and ransomware (Reed, It's Not Fair, But Cyber Crime Is Cheap, 2022). In addition, currently there are underground forums that supply users with free phishing kits. Data breaching globally has reached an average cost of $4.35 million with approximately 83% of attacks experiencing more than one breach (IBM, 2022). With the ease of obtaining malware services globally, there is a risk that cyber attacks are going to increase without significant intervention for protection. The most common form of data breach is stealing or compromising credentials (IBM, 2022). 19% comprised of stolen or compromised credentials, 16% comprised of Phishing, 15% was due to cloud misconfiguration, 13% was attributed to vulnerability in third party software, 9% resulted from physical security compromise, 8% was due to a malicious insider, 7% was a system error, 6% was due to a business email compromise, 5% resulted from accidental data loss or lost device, and 3% was due to system engineering. Figure 1

illustrates that 98% of individuals have acted after detecting unauthorised access to devices or accounts and the action taken (Norton, 2021).
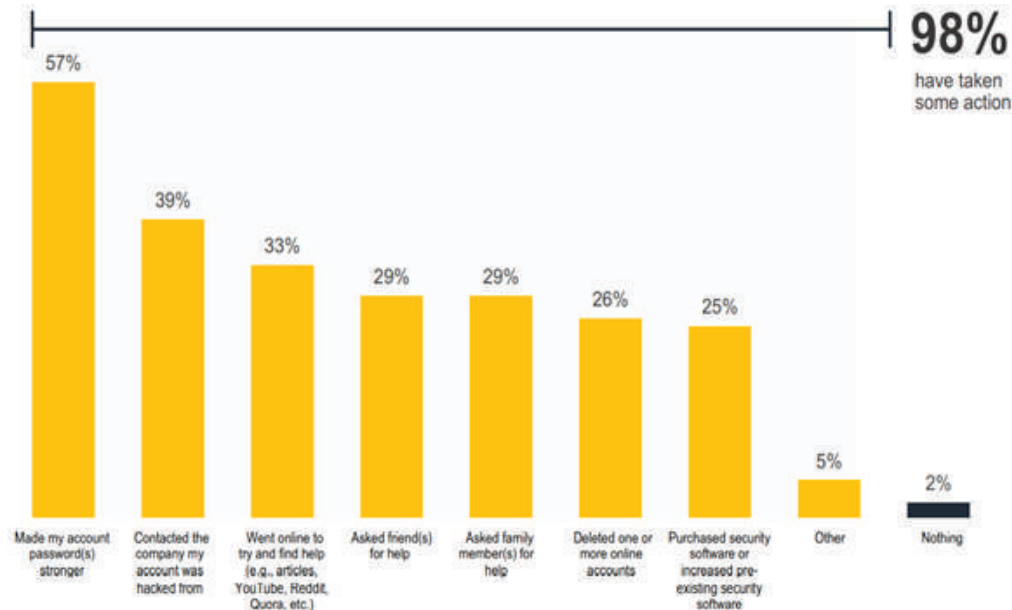

Figure 1. (Norton, 2021)

Smaller organisations Organisations that are smaller in size have been the target of cyber-crimes between 2020 and 2021 increasing by 150% (Jimenez, 2022). The reasons behind this are due to the fact that cyber security is weaker within smaller organisations, and stronger law enforcement responses are prevalent within larger organisations. Therefore, it is likely that organisations with less than one thousand employees will be targeted and attacked. Such organisations can include smaller businesses, governmental offices, local educational institutions, and police departments. As financial revenue is limited and budgets are tightened in contemporary life, it is likely that smaller organisations will be unable to afford cyber insurance which will leave them exposed with limited or no coverage. It is likely

that new underwriting requirements will be necessary and there will be increased scrutiny of risk mitigation and security program maturity (Forrester, 2022). If cyber-attacks and breaches are successful, businesses will face immense financial pressure which may threaten future closures. It is highly likely that in 2023, there will be a rise in cyber attacks and the costs associated with it.

Human error

95% of cyber security issues have occurred due to human error. In 2023, it is predicted that the primary factor to promote cyber security threats is human error. Due to a lack of cyber security expertise and awareness, the cyber security of organisations has been compromised. . Human error contributing to cyber

security threats comprises of a lack of attention or unintentional acts that result in data breaches. Such errors can include downloading infected software, creating a weak password, IP address compromises and not updating software as necessary to prevent viruses (News, 2022). When individuals learn that their devices have been accessed without authorisation, they tend to experience a variety of emotions. Figure 2 illustrates the emotions individuals felt after they found out about unauthorised access within the past year according to the World Economic Forum.

Figure 2. (WEF, 2022)

Conclusion

This study has deduced that cyber security is a vital component of contemporary life that requires global societies to educate themselves as to limit cyber- threats and attacks. Criminals wait for opportunities through online-interaction and seek to exploit societal vulnerabilities. Being vigilant while raising cyber awareness and taking responsibility is important. It is evident that cyber threats can affect organisations and individuals, they require socie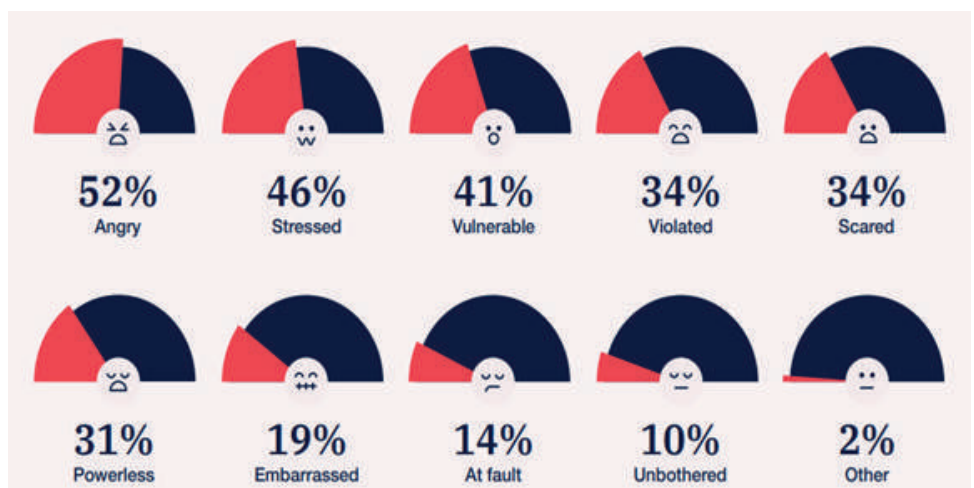ties to work together to be vigilant and raise awareness. It is important to take responsibility to ensure that security and success do not attract those in society that try to use this and change it to their own advantage by seeking personal profit. Cyber criminals wait for opportunities through interactions that occur online through which they seek to exploit societal vulnerabilities. Therefore, it is important for global societies in contemporary life to harbour a sense of cyber maturity to understand how digital technologies can cause harm.

Online fraud is a dominant crime being carried out within the contemporary world. Criminals have developed services using the internet for trade purposes, for example, professional technical experts can design software containing viruses that can infect internet connected devices. It is possible to receive phishing emails that appear to be from legitimate websites however they are in fact from illegitimate sources. The presence of malicious websites is also threatening, as devices are then infected with a malicious code through which cyber criminals can access data stored on devices remotely. Through this, access to sensitive bank details, the ability to steal data and commit fraud becomes prevalent. During the covid-19 pandemic global societies have seen a rise in assaults from criminals using technology to exploit the complexities and vulnerabilities of online presence. Cybercrime can also refer to cyber-stalking, revenge porn, bullying, and child sexual exploitation. Risks of cyber-attacks can all be minimised by reducing vulnerabilities to protect ourselves. It is recommended to:
• Set strong passwords which will make it difficult for hackers to access personal and sensitive

information. It is not recommended to repeat passwords on different sites but instead change passwords regularly. This can be compared to putting more locks on the front doors of residential premises.

• Individuals should only open trusted emails from people are known and disregard phishing emails without opening them.

• Keep anti-virus protections updated comparing it to setting our alarms at home before leaving the house.

• Use a full-service internet security suite, as individuals can be protected in real-time against emerging or existing malware. This can also include ransomware and viruses whilst protecting financial information.

• Manage social media settings as this will keep personal and private information locked. Cyber criminals can see answers to security questions through social media posts like pet names and mother's maiden name.

• Strengthen the home network by using a strong encrypted password and a Virtual Private Network VPN. This ensures that everything leaving devices are encrypted.

• Protection against identity theft is to ensure that individuals do not give out personal information on the internet or tell anyone their password. If individuals feel that they are a victim of identity theft, then it is recommended to contact associated companies and banks where the fraud has occurred. Place fraud alerts and get credit reports and report identity theft to a governing body like the FCT.

It is the duty of individuals, businesses, and organisations to take the appropriate steps to protect themselves and create awareness on cybercrime and implement appropriate strategies to enhance cyber security in contemporary life.

Behind the Research

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Research Objectives:

This study aims to understand the reasons why cyber threats are faced in contemporary life. There is an endeavour to facilitate cyber security through recommendations.

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Keywords:

Cyber-attacks, Cyber security, Internet, Malware,

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