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New Horizons

New Horizons (NH) is an international peer-reviewed, academic research journal in the multidisciplinary field of social sciences, publishing innovative, and impactful research. The biannual New Horizons *(NH)* research journal is administrated and published by the Faculty of Social Sciences, Greenwich University, Karachi, Pakistan.

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EDITORIAL NOTE

I am delighted to present to you the new edition of the 'New Horizons' research journal, with many new research topics unveiled by our authors in this publication.

New Horizons is a quality journal devoted to basic research, theory, and techniques and arts of practice in the general field of Social Sciences and Humanities. New Horizons is published bimonthly. There are numerous papers on important aspects of education, sociology, literature & linguistics etc. which can find no place in the ordinary literature. This journal is dedicated to fill this void.

I would like to express my gratitude to all the authors, reviewers, the publisher, the advisory and the editorial board of the Journal, the office bearers for their support in bringing out yet another volume and look forward to their unrelenting support for the successful release of upcoming editions. Needless to say, any papers that you wish to submit, either individually or collaboratively, are much appreciated and will make a substantial contribution to the early development and success of the journal.

Dr. S. M. Irfan
Editor
New Horizons

TABLE OF CONTENTS

Page No.

A CRITICAL DISCOURSE ANALYSIS OF FIVE PERSUASSIVE SPEECHES OF MARTIN LUTHER KING JR

Sana Shahzad Malik and Nasir Ullah

ABSTRACT

The core aspiration that led to investigate and study the five speeches of Martin Luther King Jr, who is known to be an influential and dominant orator to understand the distinguishing, contextual, structural, and thematic features incorporating the linguistics strategies adopted by him. The type of research chosen in this research is qualitative approach and narrowed down to five speeches from twenty-five hundred speeches to develop comprehensive understanding and result oriented research for future perspectives. The methodology opted is Norman Fairclough 3D Critical Discourse Analysis model that has 3 layers of analysis which are firstly, the discourse as description of pure text; secondly is discourse as interpretation of text as-discursive-practice; thirdly is discourse as explanation of text as-social -practice included. The study is restricted to King's persuasive strategies analyzing from Political Discourse Analysis in which there is structural framework of argumentative strategies for actions with five categories for five persuasive speeches initiating from, claims for an action; goals; circumstances; goals-means; and values. The collection of data from the five notorious speeches by calculating the frequency of words in the speeches to determine the thematic; semantic; ideologies; intentions; syntax; variations of the linguistic features. It has been concluded that Martin Luther King was a very optimistic; peacemaker and action-oriented man with bold symbolic, freedom of expressions who managed to win the masses with leadership potential, pragmatic style and convincing words. He advocated the nation to learn from History to be aware of their legal and fair voting rights as American

> *citizen by current non-violent marches and demonstration to shape. The future of Afro- American as free nation with equal, just and fair rights.*

Background Study

This research paper will deeply analyze and examine the significance of Linguistics features incorporating with Discourse, Sociolinguistics and Semantic fields that changed the face of America. Martin Luther King was a visionary man with leadership potential who was empathetic to feel the pain and agony of Afro-Americans being treated unfairly and break the stereotype of social evil persisting in the American society. It is an art of leader-orator to compel and convince the masses through their expertise in language usage of their consolidated ideologies to establish in their minds of commoners and create history. It is leaders like MLK who are dream-makers to initiate positivity and hope in people's lives; inspire them to bring a change and makes a difference in this world by taking responsibility as responsible citizen to acknowledge current affairs, confront them, challenge them, defeat them and overcome them in good faith.(Martin, 2011) ; started civil rights movement; educated the commoners the significance of equality; highlighted the difference between justice and injustice; plucked out the deep-rooted seeds of discrimination of color, cast, ethnicity, culture and social status.. During 19th Century, the slavery was abolished in 1865 by President Abraham Lincoln officially as 13th Amendment by freeing Black men and women. The slavery was abolished only on papers as an amendment but slavery of minds through domination, suppression, racism, and discrimination persisted on the soil of America. During 20th century, a century later the Afro-American were still in the loop of the inferior citizen and were treated unjust manner that led to civil rights movement initiated by MLK to eradicate the racism and discrimination persisted in the roots of America. Martin Luther King was faced with a lot of controversies and criticism, when initially he introduced these movements, they were not readily accepted by white supremacy and faced criticism. His ideas were rejected, and it created havoc, confusion, humiliation, and hatred among the citizen of USA. He was the master of speech delivery in terms of his convincing style in usage of pitch, pace, pause, intonation, and intensity. It has been observed that MLK had a very powerful and inspiring delivery style that was not only restricted to only lexical and structural choices. In order to

connect with audience, he used slow pace with long pauses to reflect with gravity, trustworthiness, self-control and confidence gradually accelerating to fast pace with combination of rising pitch and short pauses embarking liveliness, motivation, authority and fury (Naser, Katea, & Hammadi, 2020). Martin Luther King started civil rights movement in the United States of America, but civil right movement was not restricted to USA but radiated in other parts of the world as well.

Statement of Problem

The researcher has applied Norman Fairclough CDA model to examine these notorious five speeches critically. Studying the Sociolinguistic and cultural significance creates discrepancies' in encompassing the ill-treatment and prejudice outlook of white American towards Afro-American are reflecting in these five speeches and their repercussion on the people of America.

Objective of the Study

The core objective of this research is to have in-depth analysis and critically analyzed the five renowned speeches of Martin Luther King capsulating his doctrines and beliefs that was the inauguration of the awareness led to spread like fire the agenda of racism till now persisting presided by the incident in which George Floyd was brutally murdered by white policeman as the result of deeply rooted prejudice against Black people. This evidence has started movement with slogan "Black lives matter," the social evil still dwells in the hearts and minds of people.

RESEARCH QUESTIONS

1. Which were the powerful and compelling lexical choices made to change the mind set of masses reflecting Martin Luther King's doctrines and beliefs in using positive and negative connotations?

2. What discriminatory elements such as biasness, prejudice and inequality were found in the speeches that portrayed the relationship of white Americans and Afro- Americans from the socio-cultural, economic and political that led to demarcation in American citizenship reflected in his speeches?

3. How were the speeches evaluated in the scale of white supremacy and black oppression corresponding their impact in terms of ethnicity, race, states, region, national, and international level?

THEORETICAL FRAMEWORK

The investigation has been done of Martin Luther King's speeches delivered in United States of America to eradicate the color and racial prejudice leading to class distinctions creating disturbances and inequalities as the negative impact in the country. In this research analytical framework for CDA by Norman Fairclough supported by theory and methodology of this model to assist the research in best possible manner is used. The research has laid foundation on the variety of features to incorporate and deal with all kinds of problematic fields.

LITERATURE REVIEW

Critical Discourse

Discourse is the communication carried by people either written or verbal consisting of more than one sentence to furnish the particular motive and get the desired result contrary to what it may lead to in the end. Discourse is broader aspect and is umbrella term under which language takes shelter that in language the symbolic units and linguistic units are studied and individual meanings of words are focused like road signs, safety signs, warning signs, security signs, hospital, health & hygiene signs, lab signs, restaurants' instructions, rules & regulation symbols, and meanings (Mullet, 2018). Discourse is considered as macro level covering the different point of views and overall meanings in context conveyed by language. Context contains meaningful concept referring to cultural, social, educational, national, international, religious, economic, financial, political and historical structure of the discourse to analyze the underlying meaning to bring out the change and achieve the transparent motive or ulterior motive (Amoussou, 2018).

Discourse Analysis

Discourse analysis makes use of the language to extract the meaning in context from the communication and capsulates the purpose to utilize the language optimizing the desired target or goal. According to Wodak & Kryzyzanowski (2008) discourse analysis regulates the research that is established on the problem-oriented nature with a multifarious social problems affecting individual or groups negatively. Discourse analysis reveals underlying meanings and goes beyond literal meanings of words and language. It has ways to analyze qualitative data such as analytical analysis, thematic analysis, content analysis, narrative analysis, content analysis, discourse analysis, and critical analysis. It can be done on talk shows,

speeches, group discussions, interviews, and documentaries. DA engages how people communicates in certain social environment like Director deals with subordinates and vice versa; how diverse ideologies shared and discussed using language; when social encounters and interactions takes place to develop friendship and resolve disputes. Researchers can maximize their objectives using effective and concrete tool of DA. There are two significant variants of DA first is Language in use approach in which minute detailing are observed like phonetics (speech sounds); phonology (phonemes); morphology (words); syntax (phrases and sentences & structure); semantics (literal meaning and sentences); pragmatics language along with its features in specific social context. The simultaneous approach is socio-political approach catering the aspect of influence that language has in social and political context. The core secretion of that socio-political approach is Critical Discourse Analysis exhibiting how power dominance between two parties are practiced one suppressing and other being oppressed which is influenced by society and culture. (Crosley, 2021 june).

Description of CDA Model

Critical Discourse Analysis has been built upon consolidated foundation of 3D model.

1. Analyzing the text in language either written or spoken.
2. Practical Discourse in the form of text production distribution and its interpretation.
3. Sociocultural, situational, societal, and institutional discursive practices in certain environment.

Critical Discourse Analysis has opened new windows for researchers in Linguistics to explore and establish the meaningful Discourse in real, social and ambiguous world to dissect the words in context and social settings. Renowned Critical Linguistics' and researchers Fairclough, Wodak, Lemke, and Graham have contributed and comprehensively made discoveries in CDA for the world to understand and make a meaningful usage of it. CDA posses' characteristics to encounter and avoid ambiguity in it, according to Norman Fairclough it is not restricted to concrete, raw text but encompasses systematic, organized, and multidimensional analysis of communication in social world. The methodology of CDA can be categorized into four stages initiating from highlighting the social wrongness in the society interpretating the semiotic clues; secondly to identification of obstacles to encounter the

socially wrong aspects; thirdly to evaluate the discrepancies between the socially wrong order with requirement of social wrong need; fourthly to find the solutions and remedies to overcome the obstacles. (N. Fairclough, 2013).

Political Discourse Analysis

Political Discourse Analysis is drawn from argumentation theory encompassing contradictions, uncertainty, risk taking, hardship bearing, deliberation, decision making and disagreements are the foundation of political discourse analysis. Politics on the national level and international level has diverse and varied opinions, views, beliefs and ideologies that are constantly under surveillance of the masses. The novel idea either could become popular or rejected depending on the circumstances and situation. It is systematic analysis with an agenda on the mind to accomplish the goal. Van Dijk associates' political power is obtained through accurate political analysis that has features of critical thinking. He stresses on the fact that there is perlocutionary effect incorporated with speech act of argumentation.

> *"The structure of argumentation in a political speech is relevant precisely to deliver the speech designed to convince the audience that certain course of action is appropriate or a particular point of view is true as the perlocutionary effect to derive the response".* (VanDijk1997b: 38)

This research is basically about the notorious speeches of MLK that is directly concerned with politics, political sciences, politicians, and political actors, so it is vital to understand about Political Discourse Analysis. It involves observing the general wrong phenomena persisting in the society, evaluating the prevailing condition and consequences led into, comparing against normative with current situation, highlighting the discrepancies, concepts of deliberation, risk taking to vocalize the concepts underlying issues, decision making in circumstances of uncertainty and persistent & strong disagreement are central in PDA. According to Aristotle man is a political animal that has the ability to deliver speech for various purposes and is contrary to voice which every animal has the ability to express pain, need or pleasure depending on their animal instinct. On the other hand, speech can be useful as well as harmful; can be just or unjust; can be good or evil; depending on how and what purpose, it is used for to bring a change in mind set of masses and spread conventional view. There is concrete relationship between power of language and politics that human uses his political nature

to achieve the desired purpose. It relates to public affair either to defend or offend others actions. Deliberation is an integral part of political discourse that gives logical reasoning for certain action or argumentation.

RESEARCH METHODOLOGY

Critical Discourse Analysis and Framework Portraying Analysis of Argumentation

In order to execute the political discourse analysis, one must present an argument reconstruction to analyze the discourse. It is means-goals premise that states "action will deliver goal" but at the same time action is compulsorily required to achieve targeted goal.

Framework
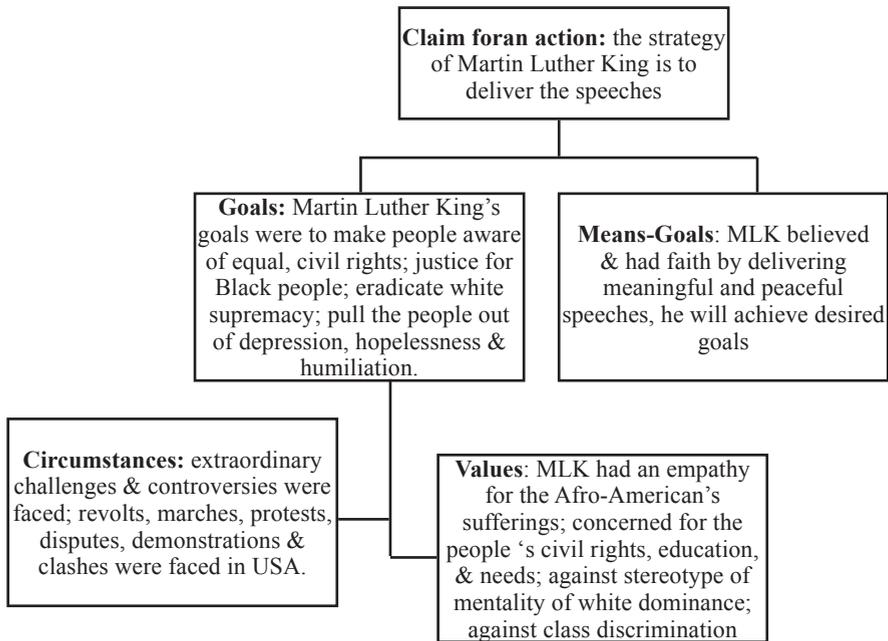
Figure 1 Framework of argumentative strategies for actions (I. Fairclough & Fairclough, 2013)

DISCUSSION OF THE TABLE

Claims in five speeches

In speech 1 (IHAD) "I have a dream," on Aug 28, 1963 the claims are made by stating "will go down in History as the greatest demonstration for freedom in the History of our nation"; "a great American, in whose symbolic shadow we stand Today, signed the Emancipation Proclamation";' "This momentous decree came as a great beacon light of hope." (M. L. King Jr, 1963)

7

In speech 2 (OGIMO) "Our God is marching on," March 25, 1965 the claims made were "our bodies are tired and our feet somewhat sore"; "the battle is in our hands,"; "we are moving to the land of freedom"; "President Johnson rightly praised the courage of the Negro for awakening the conscience of the nation."

In speech 3 (BV) "Beyond Vietnam," on April 4,1967 the claims made were "a time comes when silence is betrayal,"; 'I have moved to break the betrayal of my silences,"; "I have tried in these last few minutes to give voice to the voiceless Vietnam." (M. L. King Jr, 1967)

In speech 4 (TOA) "The other America" on March 14, 1968 the claims were "there are literally two Americas,"; "riot is the language of unheard." (King, 1967).

In speech 5 (IHBOTM) "I have been to the mountaintop, "on April 3, 1968 the claims made were, "the cry is always the same, we want to be free,"; "Over my head I see freedom in the air." (L. King Jr, 1968)

In all the claims of Martin Luther King's speeches there is strong declaration about his achievements and advancement towards his future objective oriented course of actions. His surety and confidence about his proclamation led him to be successful orator as well as action oriented public persona who not only advocated the civil rights movement of Black people but made sure to accomplish them even after his death.

Circumstances analysis in five speeches

In speech 1 (IHAD) "I have a dream," on Aug 28, 1963 the circumstances reflected were "but one hundred years later, the Negro still is not free,"; "It is obvious today that America has defaulted on this promissory note"; "we face the difficulties of Today and Tomorrow." (M. L. King Jr, 1963). King had narrated the current situation of that era entailing the century record of slavery of Black men under White men. He drew a vivid picture that it was promised that every citizen regardless of their color would be given promissory note according to the constitution that had failed to accomplish the target and filed bankruptcy.

In speech 2 (OGIMO) "Our God is marching on," March 25, 1965 the circumstances were 'Last Sunday more than eight thousands of us started on mighty walk from Selma, Alabama."; "The Civil Rights Act 1964 gave legislation gave Negros some part of their rightful dignity but without vote it was dignity without strength,"; "we are on the move now"; "let us march

on segregated housing until every ghetto or social, or economic depression dissolves." King delivered this speech to instill spirit of prosperity and progress in their fight for freedom to encourage and boost the confidence of the masses simultaneously making them aware of the scenario of the country. He established the notion that he was not in minority but had supporters in large numbers believing in his honest and rightful ideologies.

In speech 3 (BV) "Beyond Vietnam," on April 4,1967 the circumstances were " the people who have been living under the curse of war for almost three continuous decades now,"; "for the nine years following 1945 we denied the people of Vietnam the right of independence,"; "we have been detrimental to the life of the Vietnamese people,";" in order to atone for our sins and errors in Vietnam, we should take initiative in bringing a halt to this tragic war." (M. L. King Jr, 1967). King was very concerned about the war situation in Vietnam and its collateral damage including massacre of innocent lives; burning of their crop n harvest; destroying their plantation and trees; poisoning of their water; bombing and shelling leading the commoners to run on streets like wild animals for shelter and protection.

In speech 4 (TOA) "The other America" on March 14, 1968 the circumstances' "one America is beautiful for situation,"; "the other America has the daily ugliness about it that transforms the buoyancy of hope into the fatigue of despair,"; "probably the most critical problem in the other America is the economic problem."; "in this other America unemployment is the reality,"; "to engage in violent rebellions to get attention" (King, 1967). King states that in one side of America there was cream of prosperity, atmosphere of freedom, and human dignity for their heart and soul. The other America had fatigue of hopelessness, struggle for to search of the jobs that do not have any identity or existence, poor and low-level housing condition to create misery and pessimism.

In speech 5 (IHBOTM) "I have been to the mountaintop, "on April 3, 1968 the circumstances were 'something is happening to Memphis; something is happening in our world,"; "The masses of people are rising up,"; "we have an injunction and we are going into court tomorrow morning to fight this illegal, unconstitutional injunction," (L. King Jr, 1968). King had this as the final speech in which he stated that the new era is about to emerge in which the world would witness that USA would become pioneer in giving equal right to its citizen. The light would radiate around the whole world.

In the above circumstances of these five speeches, the commonality is observed that MLK made people aware that at that time the conditions and prevailing situation were very dark and hopeless for the Negro people as they were facing color and race discrimination in their own country. The economic conditions for them were poor and they were under extreme dominance of white people. There was unfair segregation between white and black. The last speech left the everlasting impression of hope, prosperity, and happiness for the whole citizen.

Goals

In speech 1 (IHAD) "I have a dream," on Aug 28, 1963 the goals were "; "I have a dream that my four little children will live in a nation where they will not be judged by the color of their skin but by the content of their character,"; "And there will be neither rest nor tranquility in America until the Negro is granted his citizenship rights," (M. L. King Jr, 1963).

When King started his civil rights movement, his aims and mission was to get identity, respect, dignity, honor, recognition, and equal rights for the Black people. The judgement would be passed based on their character and not by the variations in the skin color of the nation. It was clear in the speech that in order to achieve stability, peace, prosperity and progress in country, time had come to grant Black people their meaningful and transparent citizenship.

In speech 2 (OGIMO) "Our God is marching on," March 25, 1965 the goal is "we aren't going, to let anybody turn us around,"; "Our whole campaign in Alabama has been centered around the right to vote,"; "we are on the move and no wave of racism can stop us."; "truth crushed to earth will rise again."

The lines above had filtered the core goal of the speech that nothing and nobody could stop his mission to get accomplished which was the right to vote and destroy the germs of prejudice from the roots of the society. Any obstacle stopping them from their accomplishments and target would be removed on the way by the people seeking justice.

In speech 3 (BV) "Beyond Vietnam," on April 4,1967 the goals established were "the need for a collective solution to the tragedy of Vietnam,"; "we chose as our motto: To save the soul of America. We were convinced that we could not limit our vision to certain rights for black people," (M. L. King Jr, 1967)

It was King's rightful and concrete beliefs that shaped his goals and in this particular speech, the novel notion was established that he had the strength to vocalize the international agenda of Vietnam war and stand against the

government as the war was propagated by USA. He had the opinion that innocent and poor people were losing lives; destructions around the land had crippled the lives of Vietnamese and had become the cause of economic depression. The motive of this speech was to highlight the cruelty and inhuman treatment done in warzone areas and according to him it was just the greed for power and control.

In speech 4 (TOA) "The other America" on March 14, 1968 the goals examined were "the first thing that must be on the agenda of our nation is to get rid of racism." (King, 1967)

The goal of MLK was very straightforward and bold that was to eradicate from the country the concept of biased attitude, prejudice and racism. It was his utmost goal to instigate the campaign to fight for the rights of Black people and establish prestigious position in front of the world, at the same time propagate his ideologies in front of the masses.

In speech 5 (IHBOTM) "I have been to the mountaintop, "on April 3, 1968 the goals studied were, "In speech "I have been to the mountaintop, "on April 3, 1968 the made were "I may not get there with you. But I want you to know tonight, that we, as a people, will get to the promised land." (L. King Jr, 1968)

MLK had an idea that there was a strong possibility that he would not be able to witness with them the land of equality, justice, fraternity, impartiality, peace, progress, and harmony but MLK had promised his nation that the land with all its optimism would come into existence in future with or without him, as he already had doubt that his enemies would eradicate his existence. Later after this speech he was assassinated brutally but managed to sow the seeds of his ideologies of justice, equality and freedom for the whole nation regardless of their race or color.

In all the five speeches the goals had the similar aroma or essence of building up the strong, powerful and unbiased nation to finish the discrimination and other social evils persisting in the society.

Values

In speech 1 (IHAD) "I have a dream," on Aug 28, 1963 the values were "we hold this truth to be self-evident that all men are created equal,"; "we must forever conduct our struggle on the high plane of dignity and discipline,"; "to lift our nation from the quicksand of racial injustice to the solid rocks of brotherhood,"; "now is the time to make justice reality for all God's children,"; "we must not allow our creative protest to degenerate into

physical violence." (M. L. King Jr, 1963)

MLK's values were very pure, crystal clear, rightful and strong reflected in his speech stating that in order to achieve the target one should be truthful, honest, just, kind, empathetic, and unbiased to change the face of USA eradicating the social evils in the form of miseries, anxieties, economic depressions, inferiority and superiority complexes entailing vandalism, robberies, violence and crimes.

In speech 2 (OGIMO) "Our God is marching on," March 25, 1965 the values were "a society of justice where none would pray upon the weakness of others; a society of plenty where greed and poverty would be done away; a society of brotherhood where every man would respect the dignity and worth of human personality."

The lines extracted from the speech reflects the values of MLK that he wanted to build the nation with brotherhood, prestige, mutual respect, equality, justice and harmony to get rid of greed and hoarding of wealth in one class of people and depriving the rest to create restlessness and turbulence in the country.

In speech 3 (BV) "Beyond Vietnam," on April 4,1967 the values observed in the study were "The image of America will never again be the image of revolution, freedom, and democracy, but the image of violence and militarism,";" our nation was on the wrong side of a world revolution,"; "true revolution of values will soon look uneasily on the glaring contrast of poverty and wealth,"; "we have fashioned it into a brotherhood. This kind of positive revolution of values is our best defense against communism,"; "America, the richest and most powerful nation in the world, can well lead the way in this revolution of values." (M. L. King Jr, 1967)

MLK contradicted and challenged USA and the government for making wrong allies and crushing the needy, poor and deprived under their power. He further added that USA had become the tyrant and capitalists of the West investing humungous amount of money in Africa, Asia, and South America, so that it could in return take away their resources and wealth without considering the social betterment of the poor countries. The values needed to be modified by converting the hatred and bitterness into brotherhood and harmony to turn battleground into prosperous lands.

In speech 4 (TOA) "The other America" on March 14, 1968 the values observed were "Racism is based on an ontological affirmation. It is the notion that the very being of people is inferior." (King, 1967)

MLK made it clear that his firm beliefs were based on strong values of treating humanity with respect and integrity without creating discrimination on the bases of race and color. It was very unfortunate that in the country, there is white supremacy prevailing that was suppressing Black and considering them as inferior or substandard. It was inhuman and unethical treatment that would not be accepted by them and they had demanded equality and dignity to be practiced for peace to prevail.

In speech 5 (IHBOTM) "I have been to the mountaintop, "on April 3, 1968 the values indicated were "I may not get there with you. But I want you to know tonight, that we, as a people, will get to the promised land." (L. King Jr, 1968)

MLK had an idea that there was a strong possibility that he would not be able to witness with them the land of equality, justice, fraternity, impartiality, peace, progress, and harmony but MLK had promised his nation that the land with all its optimism would come into existence in future with or without him, as he already had doubt that his enemies would eradicate his existence. Later after this speech he was assassinated brutally but managed to sow the seeds of his ideologies of justice, equality and freedom for the whole nation regardless of their race or color.

The values of MLK had the foundation on the pillars of unity, faith, just and equality for each and every citizen of USA to end the era of silent slavery of Black people and remove the dominance of white people.

Means-Goals

In speech 1 (IHAD) "I have a dream," on Aug 28, 1963 the means-goal were " I have dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice,"; " when we allow freedom ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all God's children, black men and white men, Jews and Gentiles, Protestants, and Catholics, will be able to join hands and sing in the spiritual: Free at last! Free at last! God Almighty, we are free at last!" (M. L. King Jr, 1963)

From above lines it is evident that King and his strategies were not restricted to his dreams only but he was sure, confident and envisaged that if every individual purified their thinking and condemn medieval and conventional beliefs of drawing a boundary between white and black people, the nation will be able to practice freedom in true sense rather than a notion

existing in ideologies. The freedom of speech and freedom of expressions is the appropriate strategy that could accomplish the goal through rightful means that were nonviolent actions and peaceful communication. The freedom to practice the religion without any obstacles and giving equal rights to all is the essence to freedom spirit that should penetrate through every city; every state; every corner of the country.

In speech 2 (OGIMO) "Our God is marching on," March 25, 1965 the means-goals were "but if we will go on with the faith that nonviolence and its power can transform dark Yesterdays into bright tomorrows, we will be able to change all these conditions,"; "our aim must never be to defeat or humiliate the white man, but to win his friendship and understanding. We must come to see that the end we seek is a society at peace with itself, a society that can live with its conscience."

The speech has very consolidated position in the history, as it has validated the fact their motive was not to degrade, fight or ridicule the white man but it was just to carry out their protest and demonstration in a very peaceful and nonviolent manner. It could only be done by mutual understanding and friendship, so that they could value their existence and learn to live together in harmony on their land.

In speech 3 (BV) "Beyond Vietnam," on April 4,1967 the means-goals oriented strategies were "A nation that continues year after year to spend more money on military defense than on programs of social uplift is approaching spiritual death." (M. L. King Jr, 1967)

The above lines delivered in the speech were indicating that King had found the solution to give guidance through his strategies that in order to go for progress, advancement, and strengthen the economy the budget of the country should be spend more on social and welfare of the people rather than waste it on self-defense that would be wasted and go down the drain.

In speech 4 (TOA) "The other America" on March 14, 1968, the means-goals were, "if we will stand and work together, we will bring into being that day when justice will roll down like waters and righteousness like a mighty stream. We will bring into being that day when America will no longer be two nations, but when it will be one nation, indivisible, with liberty and justice for all,"; "The fact is that freedom is never voluntarily given by the oppressor. It must be demanded by the oppressed." (M. L. King Jr, 1967)

In the above lines of the speech, King had spoken about his strategy that

all the people of the country should unite as one and become one to work in progress and advance towards future with fresh, novel and innovative thinking to achieve liberty and justice for the whole nation. In order to reach his goal and his people's goal, the freedom needed to be extracted or demanded by the ones being oppressed and dominated from the ones who were dominating and suppressing. The voice needed to be raised and brought in limelight to fight for their rights and dignity**.**

In speech 5 (IHBOTM) "I have been to the mountaintop, "on April 3, 1968 the means-goals were "Survival demands that we grapple with them. Men, for years now, have been talking about war and peace. But now, no longer can they just talk about it. It is no longer a choice between violence and nonviolence in this world; it's nonviolence or nonexistence. That is where we are today,"; "When the slaves get together, that's the beginning of getting out of slavery. Now let us maintain unity." (L. King Jr, 1968)

MLK was aware of the fact that it had become the survival issue of the Black people and matter of their existence to fight for their freedom in the most nonviolence fashion and carry-on peaceful demonstrations to get their citizenship in true sense and not in superficial manner on paper. It was his visionary capabilities that he managed to unite all the oppressed people and spread awareness for their well beings for which he sacrificed his life to give better lives to millions.

After critically analyzing the five speeches it can be concluded that MLK was the man of word and had the persona of larger than life who fulfilled his wishes and made his dreams come true after his death as he left the legacy behind to the Black people who studied, examined, and followed his ideologies till now.

Data Collection

Type of the Research

This research is based on qualitative method with data collection, data set, abstracts, and theories from the research papers, articles, books, unstructured audios, Microsoft excel and videos, open questions. It capsulate the issues of social sciences exploring the areas of communication, social interactions and management in their daily lives.

Sampling Technique and Sample Size:

The samples are the five, notorious and influential speeches of Martin

Luther King that changed the face of the United States of America and radiated its ideology to the rest of the earth. These were examined and studied in depth to critically analyze through CDA model of Norman Fairclough, are as follows "I have a dream," (IHAD) on Aug 28, 1963, "Our God is marching on," (OGIMO) on March 25, 1965, "Beyond Vietnam," (BV) on April 4,1967, "The other America" (TOA) on March 14, 1968, and "I have been to the mountaintop" (IHBOTM)on April 3, 1968.

Research Design

This research has foundation of theoretical framework with independent variables are social evils such as discrimination in race, bias attitude towards color, white supremacy, social dominance, inequality, unjust, and segregation. Dependent variables are economic gap, hatred, depression, hopelessness, poverty gap, protests, demonstration, inferiority complexes, superiority complexes, anti-government marches, rallies, vandalism, hatred between white & black, controversies, unemployment, and social discomfort.

Research Instrument:

Norman Fair Clough was the founder of CDA who laid the foundation of how to analyze the communication either written or spoken that 'concerns how power is exerted through language that provokes social operations and application in daily life. Fairclough CDA model is three-dimensional framework that starts with first dimension as text used in reading, writing and anticipation in the form of drawings, images, textual evidence, graphs, symbols, speech that assist in development of text on the word or sentence level laying the foundation of meaningful discourse. The second dimension is text production to initiate face to face communication that can be integrated to label as discursive practices and analysis is done on text level with action-oriented discourse (Hidayah,2018). The finale dimension is social practice that consumes the word and text production to materialize the discourse through this channel in accordance with ethics and code of society (Fairclough Critical Discourse Analysis; You tube, flixabout.com).

Data Analysis and Results

According to (Table 1) retrieved from Microsoft Excel data analysis and search analysis, I have examined that in all the five speeches delivered by Martin Luther King, he had the tendency of using the positive, productive and pragmatic words to shine like a star in the sky of darkness, hopelessness

and frustration. He used 502 positive words, according to my analysis and the words were plucked out of speech randomly to closely study their implication and impact to change the mindset of masses. The word "nation" had been used132 times in the speeches to endorse that all in color, class, cast, ethnicity, origin, status, religion, culture, and states has no significance when it comes to have the same citizenship. Americans are one nation and variation in color, class, cast, ethnicity, origin, status, religion, culture, and states has no significance when it comes to have the same citizenship. Freedom 58, great 70; together 37; march 41; hope 20; walk & faith; stand 18; 13 times each; liberty12; right 35; dignity 11; opportunity 7; join & independence 9 each; rise 6; prosper 5; magnificent & discipline 4 times each.

Table 1 CDA of total positive words used in the 5 speeches

CDA OF Total positive words used in 5 speeches to re-establish, recover, reconstruct the stereotype of beliefs and start change movement						
Table 1	CDA of MLK usage of positive words	**IHAD** frequency in speech 1	**OGIMO** frequency in speech 2	**BV** frequency in speech 3	**TOA** frequency in speech 4	**IHBOTM** frequency in speech 5	TOTAL
1	freedom	42	4	2	5	5	58
2	great	37	5	15	1	12	70
3	nation	89	10	19	12	2	132
4	independence	1	0	6	1	1	9
5	liberty	3	0	9	0	0	12
6	magnificent	1	0	1	0	2	4
7	prosper	1	1	1	2	0	5
8	stand	3	5	3	4	3	18
9	walk	2	9	1	1	0	13
10	satisfied	8	0	0	0	0	8
11	join	4	1	3	1	0	9
12	faith	5	2	3	3	0	13
13	together	17	2	3	7	8	37
14	march	3	34	1	0	3	41
15	hope	4	3	11	2	0	20
16	rise	3	1	0	1	1	6
17	dignity	2	4	0	4	0	10
18	opportunity	3	0	1	2	1	7
19	discipline	4	0	0	0	0	4
20	right	4	6	6	12	7	35
Total		237	83	82	58	42	502

In Table 2, I have observed that MLK had used 123 negative words to raise the voice against atrocities, favoritism and hostility on Black people by White people to suppress their inner voice and rights. The data in the table is portraying that MLK used "violence and dark" 18 times each; "brutal and suffer" 8 times; "wars" 29 times; "poverty" 11 times; "ghettos" and "sad" 6 times. The words were used in non-hostile manner and were harmless indicating social evils persisting in the society that needed to be treated for a better world for everyone and not limiting to only certain class of people. The other words bitter and victim 3 times; bankrupt. alone, slums 2 times each; exile, fall, fatal, discontent, rude, horrors & boycott only 1 time each. The usage of negative words is avoided to shape the minds towards positivity and productivity.

Table 2 total negative words used in 5 speeches

CDA OF Total Negative words used in 5 speeches to raise the agenda of discrimination by spreading awareness through usage of pessimist words						
Table 2	**CDA of MLK usage of negative words**	**IHAD** frequency in speech 1	**OGIMO** frequency in speech 2	**BV** frequency in speech 3	**TOA** frequency in speech 4	**IHBOTM** frequency in speech 5	**TOTAL**
1	sad, sadly, saddened	2	0	3	1	0	6
2	poverty	1	5	4	0	1	11
3	Exile	1	0	0	0	0	1
4	Fall	1	0	0	0	0	1
5	bankrupt	1	0	0	0	1	2
6	Dark	3	6	5	0	4	18
7	Fatal	1	0	0	0	0	1
8	discontent	1	0	0	0	0	1
9	Rude	1	0	0	0	0	1
10	Bitter	1	0q	2	0	0	3
11	Victim	1	0	2	0	0	3
12	ghettos	2	2	2	0	0	6
13	brutal	2	4	2	0	0	8
14	violence	1	4	11	0	2	18
15	Alone	1	0	1	0	0	2
16	horrors	1	0	0	0	0	1
17	Suffer	2	1	2	0	3	8
18	Slums	1	0	0	0	1	2
19	Wars	0	2	15	11	1	29
20	boycott	0	1	0	0	0	1
Total		24	25	49	12	13	123

The Table 3 is the representation of core issues of the research that MLK had addressed in his five speeches by usage of discriminatory words 128 times. The use of biased words such as "segregation and black" are used 24 times each; "white" 49 times; "slave" 15 times; "racism" and "wrong" 10 times each word to make the masses aware of the complexities and hurdles, the Afro-American goes through in leading their normal lives, due to white supremacy prevailing in the American culture. The cruelty of going through "injustice" 9 times is derived from the table and analysis; The word "death" has frequency of 11 times in the table 2. Oppressive and oppression 4; discrimination only 1-time in spite of the fact that it was the foundation of the whole agenda that MLK was trying bring in the limelight in front of the masses.

Table 3 CDA of discriminatory words used in the speeches

CDA of discriminatory words used in speeches to highlight social evils persisting in society						
Table 3	CDA in the usage of discriminatory words in MLK speeches	**IHAD** frequency in speech 1	**OGIMO** frequency in speech 2	**BV** frequency in speech 3	**TOA** frequency in speech 4	**IHBTTM** frequency in speech 5	TOTAL
1	discrimination	1	0	0	0	0	1
2	segregation, segregate	2	18	0	3	1	24
3	slaves, slavery,	3	3	1	1	7	15
4	racism, race	3	2	2	2	1	10
5	Black	4	4	5	7	4	24
6	white	7	22	3	11	6	49
7	wrong	1	2	3	3	1	10
8	injustice	3	0	2	2	2	9
9	Death	0	3	7	1	0	11
10	oppression, oppressive	1	1	1	1	0	4
Total		21	51	12	25	19	157

DISCUSSION

MLK was a beacon of hope and light for Afro-American and he believed in peaceful protest and non-violent demonstration that can be categorized in words consumption in 5 speeches I have selected to study under microscopic lens incorporating Norman Fairclough 3D model reflecting in table 1A collection of positive words;1B saturation of negative words; Table 2 discriminatory words; Table stock of referential words hinting national ,states, cities 3, Table 4 compilation of words reflecting peace, progress and prosperity, Table 5 containing symbolic words of religious connotation, Table 6 addressee words with friendly connotations, Table 7 words referring to 3

time zones past, present and future.

The Table 1 has 502 constructive and productive words; nation being used 132 times in 5 speeches, "I have a dream that my four little children will one day live in a "nation" where they will not be judged by the color of their skin but by the content of their character." (King Jr, 1963). The hope to have a future when the posterity of the nation will not be judged by their skin color but they will be weighed on the scale of their character and its volume.

"Today I want to say to the people of America and the "nations" of the world, that we are not about to turn around." The indication of warning for sparkling future by standing on consolidated position to march ahead and never give up are reflecting in these lines of the speech "Our God is marching on."

"The most powerful "nation" of the world speaking of aggression as it drops thousands of bombs on a poor, weak nation more than eight hundred, or rather, eight thousand miles away from its shores." (King Jr, 1967) Martin Luther King confronted and faced controversies for voicing the international agenda that USA along with its allies who were bombing the weak and needy countries is a matter of concern for the entire world.

"We will be able to transform the jangling discourse of our "nation" into a beautiful symphony of brotherhood. With this faith we will be able to speed up the day when all of God's children all over this nation black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual 'Free at last, free at last, thank God almighty, we are free at last'." (King, 1967).

The optimistic, progressive, and foresighted view of the king that in future time period all the people will be treated in equality and they will lead pleasant and happy life on the soil of USA by practicing freedom in real sense. The words like 'freedom' had been repeatedly used to spread awareness and plant the seeds of freedom movement for the Afro-American to breath in the air liberation and eradicate the practice of mind's slavery. "Over my head I see "freedom" in the air." (King Jr, 1968) It was king's last speech before he was assassinated in which he was very confident that the face of USA will change soon the fragrance of freedom was felt by him that he sprayed for others to smell as well. In table 1 findings we have come across the word "march" 39 times and 34 times in the speech 2 "OGIMO" that has established the

notion that MLK was very firm in his goals to move forward and remove any obstacle that could come on the way. He used the word in context to condemn all the obsolete practices that were hindering their progressive steps to reach the peak and the energy was well taken from the belief that God was with them in their struggle to fight for their rights. "Let us march on ballot boxes (Yes) until all over Alabama God's children will be able to walk the earth in decency and honor."

The table 2 findings are the depiction of ugly side of America but MLK was a peace maker with ideologies to spread happiness, prosperity and development but in order to adopt that approach it was vital to identify the persisting complexities and social evils to eradicate them from the country. The usage of words like "wars" 29 times; "dark" 18 times; "violence" 18 times; "poverty" 11 times to let the mob get aware of the international and national dirty politics taking place at that time period. "The image of America will never again be the image of revolution, freedom, and democracy, but the image of violence and militarism" (King Jr, 1967).

King had used the word "war "very frequently around 29 times mostly, to confront and oppose the action taken by government to fight against poor Vietnamese. He felt sympathetic towards them and mentioned it clearly in his speeches to condemn such brutal, inhuman and barbaric actions. "Let us not join those who shout war and, through their misguided passions, urge the United States to relinquish its participation in the United Nations." And at another place quoted "In order to atone for our sins and errors in Vietnam, we should take the initiative in bringing a halt to this tragic war" (King Jr, 1967). He longed to stop the war and spread peace in the world to make a world a better place to live in for all the residents rather than certain category of people.

In Table 3 we have deduced that the word "white" has been consumed 49 times to warn and make them realize that white supremacy was having devastating impact on the Black people who were continuously descending in the lowest level of misery and slums, leading to rise in criminal activities, vandalism and outburst. The gap in social status and class discrepancies were increasing between Black and White. He tried to establish the idea that in order to flourish as nation white and black should forget their differences and work as one nation and team. our language, our music, our material prosperity and even our food are an amalgam of black and white. "And so there can be no separate black path for power and fulfillment that does not intersect white

roots" (King, 1967). It was his strong desire to end the segregation between white and black in schools, hospitals, banks, buses, public places etc. He used the word 24 times in 5 speeches. "I wouldn't have been around here in 1961, when we decided to take a ride for freedom and ended segregation in inter-state travel" (King Jr, 1968). According to MLK the discrimination was like a cancer eating up the body gradually and might end up in wiping out the existence of the nation of USA, if timely no operated and removed.

CONCLUSION

The research done with microscopic lens narrating the prime area of focus was "humanities" with different methodologies, theoretical framework, social sciences, strategies to conduct and analyze the discourse. The notion was established to analyze Norman Clough 3D model of CDA through multiple approaches to connect and develop link between discursive events as micro; meso text analysis; macro scale social phenomena the following conclusions.

1. MLK had stylish, impressive, convincing and compelling style to change the mindset of audience with meaningful and powerful lexical choices in his selected five speeches to make his doctrines touch the hearts and mind of people.

2. By Comparing in the scale of positive and negative terms used in speeches according to the frequency occurring in them to determine MLK tendency of spreading positivity by getting high frequency positive result.

3. It was observed that MLK had used discriminatory words in order to wake the dead souls of Afro- American to fight for their civil-rights, to speak up for their basic needs, to guard their self-respect and esteem, to self-defend their morals, beliefs and values, and to remove the social evil of color biased attitude by white people.

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UNDERSTANDING THE TIK TOK ADDICTION AMONG YOUNG ADULTS

Ayesha Nadeem and Dr. Sabir Ahmed

ABSTRACT

Today's children and young adults are more involved with technology and the internet. We live in an age of media where a lot of information is pouring out every day. Media refers to a medium that transmits certain information to the other, and is a word that includes TV, social networking sites, and newspapers all at once. We can receive new events and news from the world through the media at a high speed. They post their own news through social networking sites, communicate with friends, and form relationships with new people. However, there are also a number of negative influences from the media. In particular, it has a huge impact on young people who are growing up. To determine the harm of social networks, one needs to determine how social networking platforms work, how users interact with them, how it affects them, and how software engineers modify human behavior and take advantage of human weaknesses. As active users of Tik Tok, young people are more prone to side effects. The study has used qualitative research to gather information from two separate interviews from two separate samples: one interview with Tik Tok content consumers and one interview with Tik Tok content creators.

INTRODUCTION

Background of the Study

The 21ˢᵗ century is the age of information and digitalization. People are increasingly using the latest achievements of scientific and technological progress in everyday life: a smartphone, a personal computer, smart gadgets for the home, and so on. We can no longer imagine a full life without electronic devices. Another important element of modern realities has become the

Internet, which allows us to perform an incredible variety of tasks: watching the news, buying food, accessories and wardrobe items, paying taxes and fees, entertainment and even education - all this became possible thanks to the World Wide Web. Finally, in the age of digitalization, we increasingly prefer virtual communication to real. Communication began to be carried out using e-mail, social networks and instant messengers, which give us unlimited opportunities for contacts with other people,

Social networks have appeared relatively recently. As pointed out by Meral (2021), in 1995, Randy Conrad created Classmates.com; the first social network in the modern sense. It was an Internet resource through which users could find their former classmates, colleagues, and friends. Marengo, Fabris, Longobardi, & Settanni (2022) described that for a long time, the project remained unique, and only in the 2000s, in the wake of the popularity of the service, active development of analogues began, containing both standard functions and a number of unique ones. The advent of social networks has made communication between users easier, allowing them to successfully compete with email.

As stated by Zhou & Lee (2021), modern social networks perform a number of tasks related not only to communication. They help to communicate, share news with friends, blog, publish various materials, listen to music, order food or a taxi, join communities of interest and create your own, attracting an audience to them through advertising, play games, broadcast live and monitor your health (Allahverdi 2022); all this is only the main part of the opportunities provided to the user. Social networks are actively used by entrepreneurs to promote their goods and services, politicians to communicate with the public, the media to publish news, public figures to broadcast their opinions to a wide audience (Husin, Khairi & Mohamad Nazeri 2021).

Social networks have rapidly entered our daily life and have become its integral elements. On the one hand, they give us almost limitless opportunities for communication, on the other hand, they can cause irreparable harm, have a negative impact on the formation of a full-fledged personality of a person, his socialization and becoming a useful member of society (Yang & Zilberg 2020). It is necessary to observe digital hygiene: do not abuse the time spent on the Internet, carefully monitor the quality of the content being studied, do not succumb to the provocations of trolls and extremists, use all means to protect your account from intruders and scammers. Only if all these rules are

observed, you can fully use social networks, benefiting from them (Khan & Singh 2022).

Statement of the Problem

The average teenager spends about 7 to 9 hours on the Internet. Children spend more than half of their day on social media (Zhou & Lee 2021). A study of teens in the United States found that the average teen has at least three social media accounts. Sometimes it's the same on different social networking platforms. The current trend of "pins" fake Instagram accounts has led to social media users, especially young people with two separate accounts on the platform (Allahverdi 2022). A fake account that is different from the main account, which can be fake at the same time more realistic and open to the real "main" account. This is just one example of the toxic environment social media creates in the lives of mainly young susceptible people (Listiana & Lestari 2021).

Over the past few years, there have been many rumors surrounding the impact of the Internet and technology on children and young adults. Experts are concerned that social media is playing an essential role in lowering self-esteem in adolescents and promoting depression and anxiety (Zhang, Wu, & Liu 2019). Recently, more and more young people are talking about the negative impact social media has on their mental health. The theme for this study has emerged from numerous studies conducted on the subject as well as personal experience, interest, and pure curiosity.

Scope of the Study

The scope of this study is to find out how young adults use social media and how they think that the social media affects their everyday life and mental health. World Health Organization (WHO) reported that approximately 4.4% and 3.6% of people who use social networking sites like Tik Tok suffer from anxiety and depression (Kawabe, Horiuchi, Hosokawa, Nakachi & Ueno 2021). WHO also reports that among women there is a high rate of depression then we see in men. WHO also reports that among adolescents there is high stress of anxiety disorder. Some of the studies shows that the use of social networking sites was positively linked to depression. Anxiety and low working memory have been established. As we see working memory effect on cognitive memory which leads to anxiety. Stress was found negative, and it linked to working memory which is also negative. he use of smartphone is

linked to the internet use disorder (Herrman 2019).

Depression →Tik Tok disorder →Anxiety→Stress→Memory Loss.

Objectives of the Study

The main objectives of this study are:

- To explore the harmful effects of social media and social networking sites like Tik Tok.

- To analyze the impact of social media platform like Tik Tok on young adults.

- To understand the Tik Tok addiction among young adults

Research Questions

The central questions that guide this study are:

- What impact do young adults think social media has on their mental health?

- Are social media platforms like Tik Tok cause addiction among young adults?

- What measures can be taken to reduce the addiction of social media platforms like Tik Tok among young adults?

LITERATURE REVIEW

Social Media

Social media is an interactive term or technology which includes mobile and web base service. It allows you to participate and contribute your knowledge. In this you can join many platforms which you need internet. Social media connects to each other. How an individual can handle the social media. How they use it. How they manage to understand the social media and its development. It defines how this works as they also define the network which is supporting social media.

The definition of social media was published in scientific literature, and this was given by Kaplan and Haelein. "Social media is a bunch of internet social use sites." Social Media has numerous definitions. As it is not a scientific discussions many authors bend the definitions to their desired research and literature. Marengo et al. (2022) describes social media as "*the*

colonization of the space between traditional broadcast and private dyadic communication, providing people with a scale of group size and degrees of privacy that we have termed scalable sociality" (Meral 2021). But later Zhou & Lee (2021) mentions as well that there is no grounded definition of social media as to each paper and to each person it is a different form and style of media. As Zhou & Lee (2021) states, social media was a means of communication between private circles and the public to communicate within themselves. But they started to grow and grow the point that it had become its own virtual reality (Husin et al. 2021).

Definition of Social Networking Sites

As it defines social media network sites are for every individual who wants to have a connection with different fields of people (Sahanapriya et al. 2021). They open their social networking sites for the people to be connect and only they have access to make them see your social site by accepting them to see your privacy. This social networking sites started from a country China which they have instant messaging service which they have lunar storm as a community site, in Korea they had Cyworld for discussion forum. Skyrock is a blog which was a French blogging service before the time of SNS features. A study conducted by Herrman (2019) claimed that in 1995, a directory of school affiliates launched classmates.com. They were supporting list of friends after SNS became high in the rate of networking sites. Now the other features came and that was that you can share videos, pictures on your profile as well as private inbox of messages. Apart from this some mobiles had their specific SNS which was Dodgeball (Wandi 2020). In this some of the sites which was web, they did not need any mobile, for this they were more attraction on web, which was Facebook, myspace, Cyworld. Some of the social sites contain geographical regions and linguistic groups. If you investigate Orkut which was one of the social sites at that time and was launched in United States and in English only (Meng & Leung 2021). They had only one language which was English. On the other hand Brazilians who speak Portuguese became the user group. Even so much so social media sites are for pets too. Their owner manages these sites.

Social Media vs Traditional Media

There are a host of differences as well as similarities that appear when social media and traditional media are compared in detail. The main differences is that Social Media's pinnacle principle is of connecting the

individuals whereas the Mass Media focused on communicating a central message to the masses (Sinha & Chandiok 2020). This can be seen as Mass Media's focus on manipulating culture and society. This is not to say that social media is free of the same sins, but the basis of social media has had the individual at the center stage.

Some literature suggests, Sahanapriya et al. (2021), that social media is an amalgamation of all past media. This is to some extent logically true as well as platforms such as YouTube serve as our on-demand television, on the other hand Facebook serves as a new-era newspaper with the front page consisting of the latest "headline" stories. Each platform of social media provides something that is inspired from or pays homage to a past form of media making it such an amalgamation. This does not mean that it makes the past forms of media obsolete (Pathak 2021), contrarily those forms of media have set roots within culture and to disconnect is near impossible. But one form does not abide by that rule and that is the Television. As mentioned, TV is the layman's uneducated person's choice of media is it is a jack-of-all-trades form. This form is quickly being replaced by the amalgamation and accessible platforms of Social Media which is just as friendly to the layman (Knowledge 2019).

With that rule in mind there is a new phenomenon happening and that is the electronation of past media (Kawabe et al. 2021)). This electronation signals an evolution of past media to keep up with the accessibility of the new entrant in the market and to reach the masses just as effectively. Books are now quickly becoming E-books or audio books accessible from smartphones or priority devices such as the Amazon Kindle (Sajid & Butt 2022). News agencies have launched websites and mobile applications to digitize newspapers and reach the masses the instant a breaking news is discovered and not wait a day to appear in the physical newspaper.

Psychology of Social Media

Social media contains its moto in business world. It is more affective in the business community. Every business needs social media to be upgraded and on the race. It is a web-based service and now they are used mostly on mobile phones. They have built in applications for social media. The hype of social media is everywhere. Montag, Yang, & Elhai (2021) given a definition of social media which they explained "a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and

that allow the creation and exchange of user-generated content. Social media have interactive communication between organizations, communities and individuals. Social media became a large part of the world and most importantly the cooperative world is taking and advantage of this media for their benefits (Husin et al. 2021).

Now if you see social media is new important for everyone. It gives different kinds of amusement, interest, and refreshment. Now they different kinds of platform which are also big part of the social media, or you can say big role of social media effecting a human being and his psychology (Listiana & Lestari 2021). From old media to new media which is affecting and changing the perspective of a society.

Psychology of Tik Tok Use

Gupta et al. (2021) pointed out that Tik Tok users are under 35 years old which is like 81.68%. Tik Tok real version was douyin which is used in China only. It is also use for challenging each other's like in videos or lip sync. Who did the best? 32.5% users are 19 years old and young. Some researchers searched and said Tik Tok usage is good, and it is positive side of Tik Tok. According to a study by Meng and Leung (2021), we can see many videos and channels on the application and these channels which are on health relevant information, any government issues are released, political argument, v-log on places abroad like packages and all, online sales on brands or any low market.

Negative side is also there which is harmful, or contents are not pure for underage children. The negative content contains smoking-cigarettes, smoking sheesha, smoking drugs, showing sexual content (Herrman 2019). People who are young they don't realize showing any part of their home can be threatening to their home can be threatening to their life because there are people who can't take out the information and blackmail them or rob them. They also have self-identity problem that they imitate someone else like stars and all (Kumar & Prabha 2019). People who use Tik Tok are people who want to show their work, business and gaining the attention from users as much as they can. Some of the platform also became dangerous because they target some people can be harmful and riskiness to get themselves into trouble or you can say in psychological study addiction which comes from behavior of the usage of Tik Tok (Kawabe et al. 2021).

Users Gratification Theory

This research researchers use Users Gratification Theory which to understand what Tik Tok is and how it is used. A study conducted by Sahanapriya et al. (2021) explained that to understand a lot of young people gaining a lot of attention we used to understand the uses and gratification theory. The theory leads to explain the needs of people which is obviously a big reason for Tik Tok that people are using. The perspective of theory we see the importance of people using this application the usage of this application which is important part of their life (Ismail, Rustham & Ibrahim 2022). In this we can explain more that the use of users and gratification theory because users will be using some particular media for their satisfaction. They use only specific platforms for their needs.

Sahanapriya et al. (2021) explained that users and gratification theory helped to explain the Tik Tok and its usage. They have explained the escapism which explains the content, what is the reason behind it and in their hand, they explained self-expression which is connected to both producing behavior and taking parts in making videos and watching them. There is another study of Sahanapriya et al. (2021).

Classical Social Impact Theory

A study conducted by Pathak (2021) explained the Classical social impact theory and said that media affect people individually. Like people are affected or drowned into more misinformation, the news which are not true. If there is a task, then may be that is false or true. Users are affected to the false news or anything thing wrong which can affect the users. Sajid & Butt (2022) discussed that socially influenced or politically strong of any news of them are spread then users show their behavior and how they are affected from the events. As demonstrated by Yu (2021), factors which in the SIT Social Identity Theory are strength, immediacy, and sources from where they are socially impact on the users. We can also have different use which are active and passive users.

Self Determination Theory

This theory was explained by Marengo et al. (2022). This theory is very strong to describe a human behavior and motivation of human behavior. This theory helps to understand that how and why people are so addicted and motivated to use social media.

A study conducted by Zhou & Lee (2021) showed that according to Tik Tok, it is used as motivated behavior because it connects to the world, to have competition to others and competition to themselves. The Tik Tok can cause psychological trigger which we see in a lot of people that they are missing so much, left out from the things that are they are unaware and not connected to the people on Tik Tok (Allahverdi 2022).

As Tik Tok researchers research and their statistics show that users are young who use Tik Tok. Young users are mostly active socially and share information explained by Montag, Yang, & Elhai (2021). Some of the young users don't see the dangerous of using social media. Its better to protect them and safe them from some of the groups. It is further researchers researched that female use social media then the male users. As we see from the eye of personality psychology that Tik Tok users' characteristics like how they use it, like what are the things which we can see in Tik Tokers characteristics and they are openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism that are connected to producing, participating, and consuming behavior on the platform of Tik Tok Zhang, Wu, & Liu (2019).

Impact of Tik Tok App on Students Academics and Psychology

A Chinese company Byte Dance in 2017 Tik Tok was launched in both android and apple IOS phones. This application is for, or People use this application for creating any new contents, seeing different kinds of videos with different kinds of filters, and doing transiens (Aslan 2020).

In 2019 this application became very popular in the world. Tik Tok, they earned and their values and respect worth of US $75 billion (Sabir et al. 2020). This application even crossed Uber because of people using this application. People who use this application mostly are teenagers and small, small youngsters which includes children.

As Yang & Zilberg (2020), did research on Tik Tok application using the theory of user centric theory in 2019 that to see why and how this application took hype and trending of this application like to tell the usage of this application. He explained that this app got the best interface design and relationship between human and the computer (Kurian et al. 2021). How it satisfies the consumer demand. Theory used by satisfying users' needs and their demands, and loyalty with the students who are graduate and undergraduate.

Theory of Dopamine and Addiction

Now we will analyze the neurological aspects and theory that ground this current research. If Tik Tok is an addictive form of social media then it is imperative to understand what addiction is neurologically, what are the proponents, and what causes addiction (Situmorang 2021). After having reviewed such literature, we will be able to gain a thorough understanding and begin to formulate a hypothesis that can be tested.

Dopamine

Dopamine is a very important chemical that is found in the brain that is secreted in various parts. It is a neurotransmitter which means that it performs certain functions within the nervous system to relay messages across the body and brain (Sinha & Chandiok (2020). Dopamine is the main neurotransmitter that is in charge of pleasure, motivation, learning, motor control and even decision making. The brain releases dopamine when it expects a reward. A reward can be anything the brain perceives as a bonus in survival (Ismail, Rustham & Ibrahim 2022). When the brain perceives a reward it the secretes dopamine that activate a neural circuit in your brain that induces positive emotions, energy, motivation within the brain. As the cultural heritage, dopamine is the "feel-good" chemical but that is a heavily simplified definition (Sahanapriya et al. 2021). Dopamine does not only want to make you "feel-good" it is present to learn new behaviors that give rewards, go back to certain behaviors that may have released dopamine, motivate a person to do something. Dopamine also excites the neural network which allows with mind-body coordination and the ability to even move (Zenone, Ow & Barbic 2021).

Addiction

Dopamine is not an addictive substance or chemical by itself. The addiction is more related to the reward circuitry that dopamine plays an essential part in. As mentioned, dopamine is the key to reinforcing positive behaviors and when it is emitted in its related neurological circuitry it makes a person feel good (Yang et al. 2021). Dopamine needs to be inserted in the circuit in order to make it work and the circuit itself wants to fire off as much as it can so that it can make the brain "feel good" (Kumar & Prabha 2019). This circuitry then starts requiring constant doses of dopamine to stay activated. And this is the true crux of the addictive mechanism. It's not dopamine on its own but

the circuits desire to keep activating that makes addiction happen (Herrman 2019).

Some substances, stimuli, environments, etc. can mimic the effect of dopamine and fire off the circuit. While others can cause the increased production of or lingering of existing dopamine that fires the circuit constantly (Wandi 2020). Both scenarios lead to addiction. This research does not tackle the substance abuse that cause addiction but more behaviors that cause a constant secretion of dopamine.

RESEARCH METHODOLOGY

There are countless methods for obtaining data in research. Proper use of methods is closely related to the knowledge you would like to gain by collecting data. In this study, the researcher has used qualitative research method for gathering data from interviews (Coe, Waring, Hedges & Ashley 2021). In this study, the researcher has used psychological ownership theory and social sharing of emotions to understand the psychology of social media; users gratification theory, classical social impact theory, and self-determination theory to understand the psychology of Tik Tok use; and theory of dopamine and addiction to understand the impact of Tik Tok app on students academics and psychology.

For this study, the researcher chose individuals who have access to smartphones and internet as the target population. The population comprised of individuals between the ages of 16 years and 35 years with active profile on one or more social networking sites. When researching the aspect of human thinking or behavior, researchers in most cases simply cannot collect data from each individual. Instead, they choose a smaller sample of individuals representing a larger group of population. For this study the researcher used snowball sampling to select two samples 18 individuals and 15 individuals for two different surveys: one for individuals who watch Tik Tok content and one for individuals who make Tik Tok content. Snowball sampling refers to an amazing sampling technique (involving dedicated sampling) in which the researcher starts with a small population of known individuals and expands the sample by asking initial participants to identify others who should be involved in study. In other words, the sample through the survey starts small but "snowballs" into a larger sample. Snowball sampling is a popular technique among social scientists who want to work with a population that is difficult to identify or find. This often happens when the population is

somehow marginalized, such as the homeless or previously imprisoned individuals or those involved in illegal activities.

Procedure of the Study and Data Collection

The main source of data collection for this study is primary data sources. Primary research means that researchers collect data on a specific issue directly and for the first time. The essence of primary research is that this type of research is "targeted", the collection and analysis of data takes place around a specific topic or problem, and the whole focus is on obtaining answers. One of the most important advantages of primary research is that the data collected comes "firsthand" and is based on the question itself. In addition, primary research can be fine-tuned to the individual requirements and needs of the researcher and does not depend on the availability of existing data. In addition, primary research offers an opportunity to control how data is collected and used. For this study, the researcher used Google Forms to create a questionnaire and distribute among the research sample to gather their responses.

For data analysis, the researcher used NVivo to analyze the qualitative data gathered from the two interviews. It is far more than just a tool for organizing and managing data. NVivo contains intuitive solutions for analyzing, drawing conclusions and gaining deeper research insights. NVivo is the leading tool for analysis of qualitative data.

DATA ANALYSIS AND RESULTS

Tik Tok Content Consumers

The sample chosen for this interview was 18 Tik Tok Content Consumers and out of 18, 61.1% were females and 38.9% were males.

Please specify your gender
18 responses

61.1%

38.9%

● Male
● Female
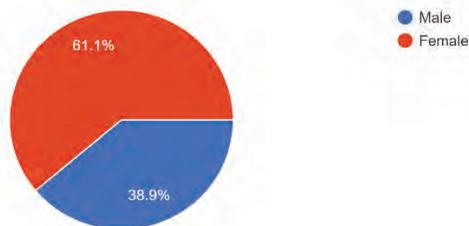
The age demographics of 18 Tik Tok Content Consumers is presented in the following chart.
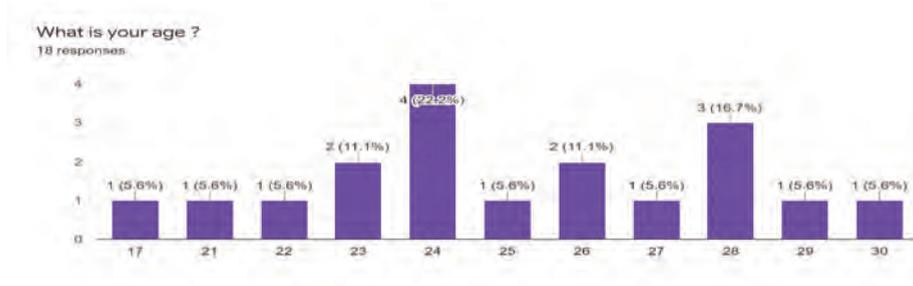
The education levels of 18 Tik Tok Content Consumers is presented in the following chart.
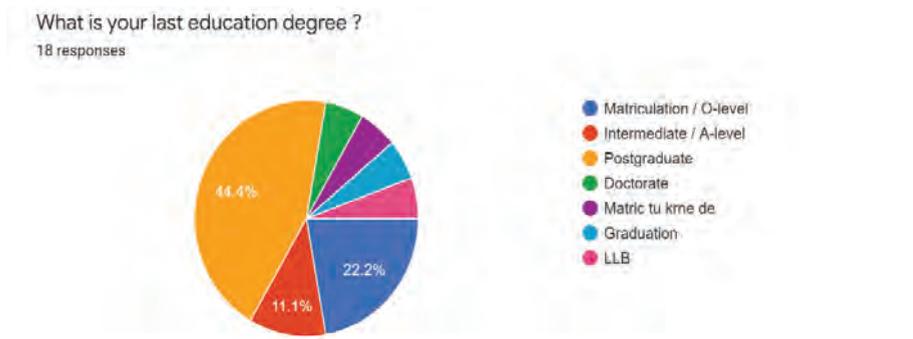
The monthly income of 18 Tik Tok Content Consumers is presented in the following chart.
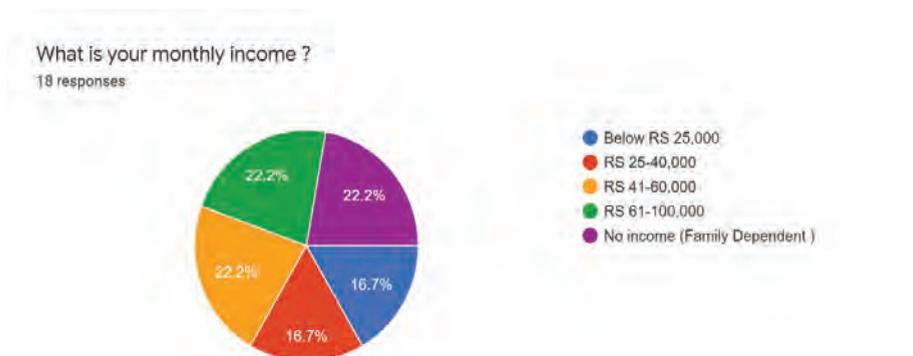
According to the responses for usage of social media platforms among the 18 individuals almost all the individuals admitted to using more than one social media platform. This is natural as social media is a collective name

for communication channels that allow users to communicate directly with each other through, for example, text, image or sound. No wonder almost all users used Instagram, Facebook, Snapchat, WhatsApp and Tik Tok. Social media differs from the mass media in that the content is produced by the users themselves and not by a professional organization. Social media are, for example, various blogs, websites for videos, chat programs, web-based photo diaries and are commonly used to create socializing, disseminating news, marketing, organizing, exchanging culture and simply for entertainment. A study conducted by Gupta et al. (2021) showed that most social media take the form of various web services where a company owns the servers, which offers the service and stores the information, while the users of the service themselves control the content and communicate with each other.

Regarding the response for the number of hours of Tik Tok usage among the sample of 18 individuals, most individuals admitted to using Tik Tok for between 0 to 3 hours. However, one user strikingly mentioned using Tik Tok for more than 10 hours. Moreover, regarding the response for the time of Tik Tok usage among the sample of 18 individuals, most individuals admitted to using Tik Tok during the nighttime. Social media is something that most of the people in our society use daily. According to a study by Kumar & Prabha (2019), there is a lot of talk especially about young people in connection with social media and an average young person (13-29 years) uses the internet and social media hours a week.

As explained by Kawabe et al. (2021), the most popular social media are WhatsApp, YouTube, Facebook, Instagram, Tik Tok and Snapchat. As many as 95% of the young population have access to these via their smartphone. Young people also feel obligated to constantly keep track of everything their friends are doing and what they show of their lives on social media. It is also important to be constantly available and to be able to talk to your friends in real time. On average, you use 10 different social media daily. According to a study by Yu (2021), being constantly available and having to keep track of what others are doing can be stressful for many.

Regarding the response for whether hours have passed during Tik Tok usage among the sample of 18 individuals, some individuals responded that they do feel like hours have passed while using Tik Tok; whereas some individuals also responded that they do not feel like hours have passed while using Tik Tok. On the other hand, a few individuals admitted that they barely or never use Tik Tok.

The interviewer asked the sample of 18 individuals whether they share Tik Tok videos with their friends. Most of the individuals responded yes as shown in the chart below.

Do you share videos with your friends
18 responses

10.0

10 (55.6%)

7.5

5.0

2.5

1 (5.6%) 1 (5.6%) 1 (5.6%) 1 (5.6%) 1 (5.6%) 1 (5.6%) 1 (5.6%) 1 (5.6%)

0.0

Aometime   No. I fear abandonment.   Offcourse yes   Yeahh   yes
        No   Nope   On public   Yes
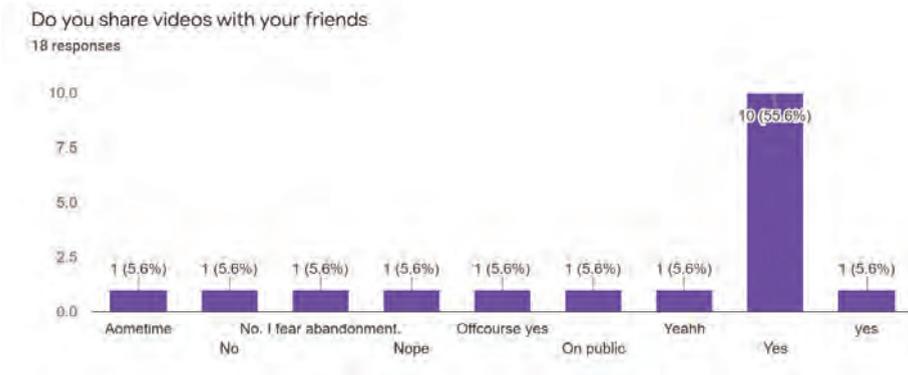
Regarding the response for effect of Tik Tok usage on mental health among the sample of 18 individuals, the responses varied. Some admitted it being an addiction, some believe it is good to pass time when one is stressed while others believe there are no mental health implications for this platform.

Regarding the response for the popularity of Tik Tok, some individuals responded that it an easy source of income for today's generation. One of the individuals believe that creativity, hacks and useful information is the reason for this platform's popularity. A lot of the respondents believe that Tik Tok provides a platform for users to show their creativity and talent through acting, singing, dancing and has become an easy way to get famous and earn money.

Regarding the response for negative and positive impacts of Tik Tok, majority individuals responded that the platform has more negative impacts than positive as it is time consuming and can lead to addiction. Some believe that the platform promotes inappropriate content that is bad for the young generation which is a negative effect but at the same time it can be used to promote new movies and songs and also new talents, which can be a positive effect.

Regarding the response for whether Tik Tok causes depression and anxiety, majority individuals responded that no it does not lead to depression and anxiety for them. However, a few individuals responded that it may cause harm in the long run. Moreover, regarding the response for whether Tik Tok app interface attracts usage of the app, majority believe that it does not.

Tik Tok Content Creators

The sample chosen for this interview was 15 Tik Tok Content Creators and out of 15, 53.3% were females and 46.7% were males.

Please specify your gender
15 responses
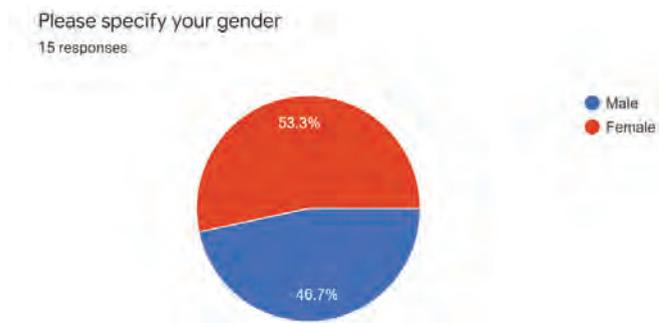
The age demographics of 15 Tik Tok Content Creators is presented in the following chart.

What is your age ?
15 responses
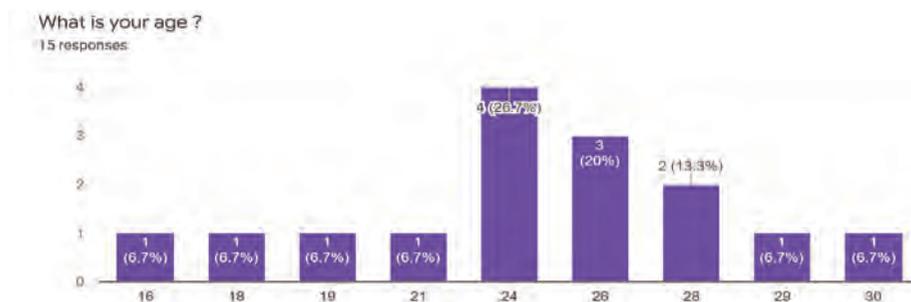
The education levels of 15 Tik Tok Content Creators is presented in the following chart.

What is your last education degree
15 responses
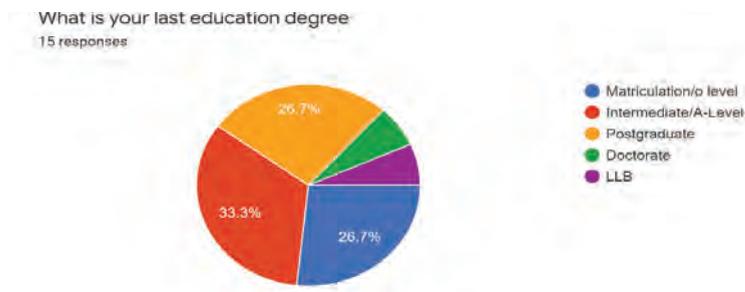
The monthly income of 15 Tik Tok Content Creators is presented in the following chart.

What is your monthly income ?
15 responses

- Below Rs 25,000
- Rs 25-40,000
- Rs 41-60,000
- Rs 61-100,000
- No income (Family Dependent)
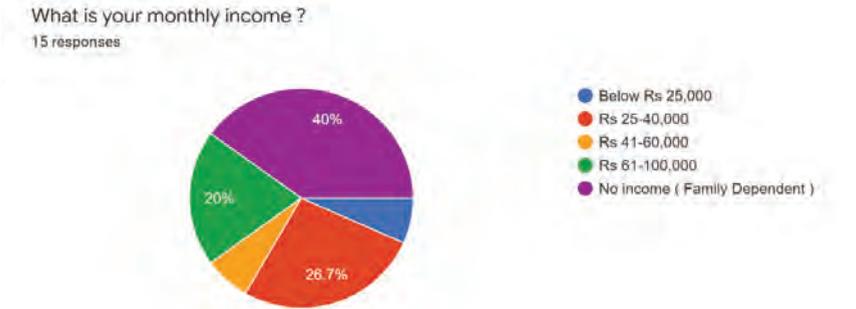
According to the responses for usage of social media platforms among the 15 individuals almost all the individuals admitted to using more than one social media platform. Most of the respondents admitted to using all social media platform including Instagram, Facebook, Snapchat, LinkedIn, YouTube, WhatsApp and Tik Tok. The respondents were asked for their content and video creation on Tik Tok and most of them admitted to creating 2 to 3 videos on Tik Tok daily. Sometimes creating even 5 to 10 videos per day. Moreover, regarding the response for the urge to use Tik Tok among the sample of 15 individuals, most individuals responded no to the urge to use Tik Tok, while some admitted they feel the urge to use Tik Tok sometimes.

Majority respondents also admitted that they feel fine if they do not get the chance to use Tik Tok. However, some admitted that they feel the need to use
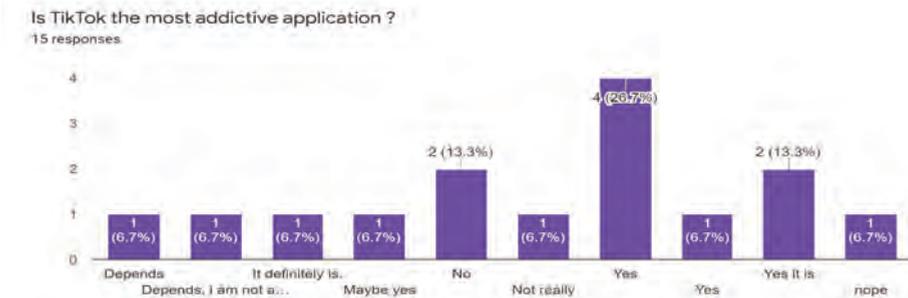
Is TikTok the most addictive application ?
15 responses

Regarding the response for the popularity of Tik Tok, some individuals responded that it an easy means of making money for people who have the urge of getting viral. One of the individuals believe that this platform is entertaining and educating if you follow the right people. A lot of the respondents believe that Tik Tok provides a platform for common people to show their creativity and talent through acting, singing, dancing and has become an easy way to get famous and earn money.

41

Tik Tok Addiction among Young Adults

Khan & Singh (2022) specified that Tik Tok addiction is a situation where a user of any age spends too much time watching videos. This negatively affects the ability to make a decision, calmness, emotional stability, academic success, relationships with parents / friends / relatives. Since the advent of the social network, numerous platforms have gained many followers. Young people spend several hours a day watching videos and/or adding their content. According to a study by Yang & Zilberg (2020), with the development of the Tik Tok platform, the situation only worsened, and many learned the name of the real problem; Tik Tok addiction. It has become relevant not only for young people aged 10-12, but also for adults who devote every free minute to watching videos. A study conducted by Sabir et al. (2020) discussed that Tik Tok addiction is becoming quite common, but no one talks about it. People are satisfied with this state of affairs, because they do not consider themselves dependent. The desire to watch videos all day is explained by banal boredom and the desire to spend time with interest. As Aslan (2020) explained, in practice, such frequent use of a social network is dangerous and has the several consequences including the inability to make informed/ informed decisions, decreased emotional stability/calmness as well as the inability to deal with conflicts and find ways out of them.

What is so special about Tik Tok platform, which was launched just over a few years ago? Its main attraction is its dynamic, intoxicating, and creative nature. It also adapts to a new society driven by the concept of liquid life, where everything works quickly, adapting to consumerism based on image and immediacy (Zhang, Wu, & Liu 2019). Tik Tok consists of the creation of videos of a minimum of 15 seconds and a maximum of one minute, in which each user makes their own creation.

So, the question remains; what is the implicit hint of this type of social media for those who use it? In addition to the fact that any teenager from the age of 12 can create an account on this platform; what psychological effects can it have on them? Almost without knowing how, we are greeted by unique dances, poses, rehearsals, jokes, lovely pets, people who sing, people who do tutorials, movie scenes etc. According to Allahverdi (2022), Tik Tok is all this and infinitely more because the possibilities offered by the platform are huge and it all depends on what kind of creative originality each user of the app can provide. It is true that this social network enhances the creative capacity of its users.

During the research, the author discovered features of social networking sites such as Tik Tok that affect a person more than others i.e., likes and a news feed. The Like button in mass use appeared on the social network Facebook in April 2010 (Meral 2021). Such a button allowed them to quickly show interest towards a certain idea. But at the same time, it introduced a universal metric by which a person could judge the influence, the value of information within the platform and about himself.

Reasons for Tik Tok Addiction among Young Adults

As Listiana & Lestari (2021) stated, only 10% of the global population does not use social networks at all, and among the rest who use the social networks say 29% visit them 2-4 times a day. At the same time, 38% of all users say their goal is to find new acquaintances, 70% perceive social networks as a way to connect with friends and relatives, only 22% are looking for new knowledge. A study conducted by Montag, Yang, & Elhai (2021) discussed that the majority: 61%, lead an exclusively consumer lifestyle in networks, while only 22% share their opinions with each other. It is also worth noting the fact that the age of the majority of users does not exceed 18 years of age.

According to Listiana & Lestari (2021), almost every teenager is registered in one or another social network and everyone finds a reason or several reasons for this. In adolescence, a very important factor in social realization is the expansion of the social circle. Since virtual sites immediately provide certain information about a person, it becomes much easier to choose like-minded people than in real life. Montag, Yang, & Elhai (2021) stated that the ability to freely share your photos and videos, as well as view such information from friends and acquaintances. Many teenagers do not yet know how to independently prefer a useful pastime to an idle one, so they often simply look for a way to somehow occupy their time with the presence of a large amount of entertainment content applications and games.

Protecting Children and Young Adults from the Negative Influence of Social Networks

As we can observe, it is impossible to unequivocally assert about the unlimited benefits of virtual communication platforms, as well as about their harm, therefore, a number of measures can be identified, subject to which the negative impact can be avoided (Sahanapriya et al. 2021).

- Recognition of the child's right to self-interest. Many adults think that children are part of their own 'I', however, this is not at all the case. Very often, the interests of the former become incomprehensible to the latter, it is worth looking for new ways to interact with your children and accept their hobbies (Sahanapriya et al. 2021). Then the teenager will want to share not in the virtual, but in the real world.

- Genuine interest in the child's activities in any case will play a positive role in maintaining the connection between the parent and the child, and the social network will not be able to replace such a connection, it can only complement the full-fledged attitude of a teenager (Sahanapriya et al. 2021).

- Active, but unobtrusive introduction to the real world. The circle of real communication should be more significant than virtual friends.

- Lack of total control. The forbidden fruit is always sweet, therefore, if the parents do not demand to turn the soul of the child inside out in front of them, then he will not intentionally hide it (Sahanapriya et al. 2021).

Thus, it is worth recognizing, first of all, the responsibility of parents for the interaction of a teenager and social networks. With due attention and care, negative influences can be completely avoided.

DISCUSSION

In the 21st century, we literally hear from every corner about the generation of "stupid teenagers" who do not understand their existence without social networks. According to statistics, 40% of young people and girls aged 14 to 17 spend on the Internet more than 4 hours daily, using mainly applications for online communication (Telegram, WhatsApp), watching short videos (Tik Tok) or celebrity photos (Instagram) (Marengo et al. 2022). New idols of youth also leave much to be desired who have earned fame for their appearance and scandalousness. So why is modern youth like this? To answer this question, it is important to understand the events that have taken place in the electronics market over the past half century. In the 1970s, Apple first put forward the idea of a computer for personal use; before that, these bulky structures were used only at workplaces in order to store and process large amounts of data (Gupta et al. 2021). In the 1980s, the Internet, while still in its infancy, developed as a database of American intelligence agencies, and only

in the 2000s did it become public. Around the same time, active development of touchscreen phones began, and 2007 marked the start of sales of the first iPhone. So, by the beginning of the 2010s, 20% of mobile phones were already equipped with Internet access (Meng & Leung 2021). Understanding these developments is important to realize that the Internet, like mobile communications, developed dynamically in the last 10 years. Mankind has never had such a powerful computer in its hands as the modern telephone has become (Meng & Leung 2021). A completely natural consequence follows from this - many people did not understand how to handle it.

So, what does this series of events mean for understanding the causes of buzzers' Internet addiction? The fact is that a phone with the ability to connect mobile data began to be in mass demand precisely in 2012-2015, when the children of the generation of 2000-2005 acquired their first "mobile phones" (Wandi 2020). Then, suddenly, a bottomless sea of information opened up before the children and their parents, the source of which was literally always in the access zone! The industry of social networks, applications and instant messengers began to develop actively and, in order to stay in the mass market, was aimed at maximizing the dynamics, convenience and comfort of use (Herrman 2019). Then the children, along with their parents, plunged into the study of new opportunities in literally every area of their lives - the Internet offered a new interpretation of everything:

It was then that the problem of dependence on the phone seriously arose. Children have always loved to watch cartoons, but were forced to adapt to the TV poster or movie show schedule; they always wanted to communicate a lot with their peers, but they had to agree on the time of the meeting in advance, agreeing personally; the younger generation has always wanted dynamic and spectacular content, but, having no access to its visual manifestation, they replaced it with literature (Kumar & Prabha 2019).

Tik Tok is a popular application for making deferent content like videos etc. this application was launched in 2016 in China. In China Tik Tok used to call or its name was Doyin. Doyin went publicly, abroad, and when it was abroad the name was changed and it was Tik Tok. The name of Tik Tok came from tick-tock, which means like a clock (Yu 2021). Videos is like a clock which contains a minute by minute. It's a 15 second video and time to time the time increased. This application is used for different kinds of versions like you change yourself like avatar, you can use filter of how ever you like.

In this you can have lip-sync that you can sing a song or play dialogues which is your favorites or popular (Yu 2021). From this application the marketers also took the advantage for using this in their business.

Tik Tok is a new platform of social media. It follows suite in the "short-video" format and allows 15 second video clips to be uploaded on to its platform. It has a sibling in ground-breaking innovation called Snap Chat (Yang et al. 2021). Both these platforms utilize a more personal one-on-one connection than the broadcast type of platforms of social media like YouTube but the one thing that connects them is their reimagining of social media as a whole and their integrative technologies such as the augmented reality (AR) or the use of AI and Algorithms to cater content and help edit photos or videos. Snap Chat, as per the name, is more based on chatting with friends through pictures and videos (Yang et al. 2021). It opens in the camera and allows you to snap a picture and send it your friends directly. Tik Tok on the other hand launches you into a discover page which uses complex algorithms to pinpoint your likes and interest and feed you 15 second videos of your favorite genre, topic, creators etc. (Yang et al. 2021).

This simple-yet-complex application garnered an international following in-part to its millennial/Gen Z brand image, innovative take on social media and tactical advertisement and marketing decisions. It also came in the time of the lockdowns where millions were jailed in their homes with nothing to do (Zenone, Ow & Barbic 2021). Tik Tok had begun its road to success in 2019 but its boom had come in 2020.

It can be concluded that we are losing a layer of the population that is not under constant modification of its behavior. Gradually, all the harm in the form of anxiety, ADHD and depression will become a familiar companion for the younger generation (Sinha & Chandiok 2020). If social networks were the equivalent of smoking, then we would live in a world where everyone starts smoking at the age of 10 and there is no control group that would not do so, with all the resulting ideas about the health of a "normal" person (Sinha & Chandiok 2020).

CONCLUSION

Now any person at any time had a tool at hand with which it was possible to find any information in a matter of minutes and contact a person, even if he is on the other side of the globe. This produced the effect of an exploding

bomb. Children and adolescents developed dependence on the use of the phone. They furiously surfed the Internet and those parts of it that were just intended for the mass impressionable viewer. They watched bloggers bathe in a tub of chips, watched pranks, and consumed an inhuman amount of dark humor. Digital space began to develop into a separate world with its own laws for its inhabitants. Meanwhile, parents watched their children and could not accept the fact that modern childhood is so different from their own, the one that ended many years ago. Moreover, the emerging trend towards addiction was quite clear, and therefore many parents made a fateful decision, which explains the current trends in the development of the Internet industry. Summing up, I want to draw the reader's attention to the fact that the Internet has long become an integral part of the life of every person in modern society, while computer literacy is an indispensable element of the harmonious existence of a person in it.

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EXPLORING THE CHALLENGES FOR ONLINE EDUCATION DURING COVID-19 PANDEMIC: A CASE STUDY FROM A UNIVERSITY IN KARACHI

Wafa Mehboob, Irfan Sheikh, and Syed Sheeraz Ahmed

ABSTRACT

The current study aimed to explore the challenges faced by university students in Karachi while receiving online education during the COVID-19 pandemic. The study employed qualitative research methodology to gain the in-depth knowledge of the issue. Individual interviews of university students were conducted to collect data. The findings of the study revealed that difficulties in time management, lack of interaction with teachers, exertion in maintaining focus, and technical barriers were the major challenges faced by students while receiving online education. Additionally, the students reported feeling physically exhausted and missing the classroom setting. Moreover, students who come from isolated villages with poor internet access had trouble following online lectures. The study suggests the need for universities, governments and NGOs to provide support and resources to help students overcome these challenges and ensure the accessible and effective online education for all students.

INTRODUCTION

COVID-19 pandemic has shaken economics, politics, social, cultural and religious practices of the people across the globe. In addition to being a worry for worldwide public health, the pandemic also affected education systems at all levels. Everywhere on the surface and even deeper, we can see cracks. The break in the global learning systems of more than a billion students is one of the more significant flaws. According to UNESCO, the COVID-19 pandemic has affected about 1.6 billion pupils in more than 190 countries and created the worst disruptions to educational systems in history. 94% of the student population altogether in the world and up to 99% of those in low- and middle-income countries have been affected by school closures

(Nations, 2020). About 23.8 million more children and teenagers will leave school because of the pandemic's effects on the economy alone (Sadeque, 2022).

When the pandemic of SARS COVID-19 struck the world and students were unable to cope with it, most institutions struggled to maintain high standards of education. To accommodate the students, educators around the world were forced to adapt to the challenge and change their instructional approach. The moment had come for a quick adjustment. As a result, the educationist quickly turned the situation around and headed in the direction of online education. However, offering or receiving education was not without its difficulties for both students and institutions. Following are some problems faced by students who take online classes:

    a. Electricity problem

    b. Voice Distortion

    c. Time wastage

    d. Poor Assessment of knowledge

    e. less confident student

    f. Poor network connection

There is a dire need to seek the challenges associated with online teaching and learning mode that was adapted by numerous organizations during the pandemic.

LITERATURE REVIEW

Ever since pandemic struck the world, the education sector had to deal with grave changes that needed to be implemented in order to keep providing education to the population. The World Health Organization (WHO) declared as a pandemic when it had spread to 150+ countries on March 11, 2020 (Sadeque, 2022). With the abruptly changing world, the education system had to keep up the pace and bring adequate changes to combat the situation which forced educators worldwide to shift to an online mode of teaching overnight (Dhawan, 2020).

Globally, the need and availability of education at every level has significantly risen during the past 50 years (Kimmons & Irvine, 2021). As highlighted earlier, pandemic was the biggest obstacle faced by these

expanding national education systems. As soon as the virus was declared a pandemic, multiple countries, including Pakistan, enforced complete lockdowns to deal with the disease spreading. Since education had come to a halt, institutions had to stop offering in-person education and had to switch to online mode of learning overnight.

This sudden switch was a novel approach/solution to the circumstances which troubled all, students, teachers, and institutions. Irrespective of the level, program and course of study, students' lives were greatly disturbed by the pandemic which not only resulted in sheer confusion among parents and students but also caused students to suffer from anxiety. All related people were worried and concerned about when things will get back to "normal" and the adaptations they would have to make meanwhile. It was considered the institutions' responsibility to communicate with parents and students and place the highest focus on reassuring them regarding the implementation and adjustments necessary for the updated mode of teaching.

Education

Unlike other forms of socialization, education is the field of study focused on how to teach and learn in formal settings such as classrooms. The educational experience becomes less connected to real-life situations, less about hands-on learning in the context of the working world, and more about abstract concepts, as society becomes increasingly complex and schools become more institutionalized. (Naka, 2022).

Higher Education in Pakistan

Higher education is any education completed after secondary institutions (i.e., school and college) that gets awarded as a degree, diploma or higher education certificate. One of the most part of higher education are universities (Khan, M., 2021). Currently, there are 174 universities recognized and affiliated with Higher Education Commission (HEC) Pakistan, including 85 public sector universities. A total of 10 universities in Pakistan are featured in QS University Rankings: Asia 2016, that includes top 350 universities in Asia. Moreover, 6 universities also lie in QS World University Rankings of 2016. (Top Universities, 2022).

Online Classes

As the number and diversity of online course offerings and degree programs continue to expand, it has become clear that online learning plays

a crucial role in higher education. Students now have access to a broad range of online options across various subjects and disciplines, including standalone courses and full online undergraduate, certificate, and graduate programs. With so many options available, it can be difficult for students to determine which one aligns best with their academic and professional goals. According to Wang Tao, Vice President of Tencent Cloud and Tencent Education, "online education is poised to become an integral component of school education as the integration of information technology in education continues to accelerate." (Online Education, 2022).

Online Tools

To participate in online learning and complete coursework, students must have access to the necessary equipment. Online programs typically use digital platforms to deliver lectures and course materials over the internet. While the technology requirements may vary depending on the program, a reliable internet connection and a functioning laptop or desktop computer are generally sufficient. (Online Education, 2022).

Online Learning Accreditation

Any kind of degree programs should take institutional accreditation, which is managed by seven regional bodies, into account. It provides reassurance that the institution providing the program complies with or exceeds industry norms for integrity and quality in higher education (Online Education, 2022).

Distant Education Accrediting Commission (DEAC)

A private, nonprofit organization called the Distant Education Accrediting Commission (DEAC) was established in 1926 and serves as an institutional accreditor of distance education institutions. All distance learning programs offered by an institution are covered by DEAC certification, which is available to institutions awarding professional doctoral degrees as well as secondary schools. All states in the United States as well as foreign sites are included in the DEAC's geographic region of accreditation activities. All people interested in distant education accreditation can find information on our website, including students, faculty, administrators, and the general public (DEAC, 2022).

Asynchronous Classrooms

One of the key adjustments for educators used to teaching in-person classes

is to incorporate asynchronous learning. This method allows for flexibility in learning and teaching, as participants do not have to communicate in real-time. Asynchronous learning can be done in digital formats, and allows teachers to prepare learning materials at their own pace and for students to access them on their own schedule. It also enables students to balance their home and study responsibilities. The best way to implement asynchronous learning is through digital tools such as wikis, blogs, and email, where teachers can monitor student participation and schedule virtual appointments for students with specific needs or questions. (Daniel, 2020).

Synchronous online education

Synchronous online learning (SOL) gives teachers the chance to communicate with their students in real time even when they are physically separated (Georgousis , Savelidi, Savelides, Holokolos, & Drinia, 2021). In synchronous learning, students are required to login to video conferencing applications (e.g., Zoom, Google Meet), and participate in the class at the same time. Students virtually attend lectures and engage with the instructor along with their classmates real-time, similar to conventional in-person classes. Assignments and tasks are given to students by their teachers, which they are required to turn in in a given time-frame (Scheiderer, 2022).

Conventional mode of education in Pakistan

Due to the current situation, learning programs and courses are being delivered online instead of traditional classroom settings. Institutions have shifted to virtual environments from traditional in-person teaching methods to foster learning. The traditional education system is a means for skill development that can enhance social awareness and skills.

In Pakistan, HEC is committed to ensuring the success of e-learning in the wake of the COVID-19 pandemic. Only the Open University has made some prior efforts in this regard, and some universities have already started offering online courses. Slack-tie students are using the summer break to get ready for the switch to online learning.

Since these closures affect 90% of the world's population, UNESCO shared recommendations for uninterrupted online learning during the lockdown period (UNESCO, 2022). However, critics argue that online teaching is difficult because of the dire economic conditions in middle-income countries, forgetting that Facebook is widely used in Pakistan (Mumtaz & Saqulain, 2021).

Pakistan's online education landscape

According to the Human Development Report 2019, Pakistan is ranked 152 out of 189 countries on the Human Development Index (HDI). Regrettably, Pakistan has not seen growth in key education indicators such as literacy rate, overall enrollment ratio, or education investment, unlike other countries in the region. The literacy rate in Pakistan, at 57%, is significantly lower than that of neighboring countries. Given that primary education lays the foundation for learning, the high dropout rate of 22.7% (third highest in the region, behind Bangladesh and Nepal) is a cause for concern. Despite this, Pakistan has one of the most extensive higher education systems in the world, including a growing online education sector offering training for competitive exams, courses to improve technical proficiency, and other non-academic subjects. (Rehman, 2020).

COVID-19

The COVID-19 pandemic has presented a significant challenge to the national education systems that were expanding. Many governments have ordered universities to stop offering in-person instruction to most of their students and instead shift to online learning and virtual education almost immediately. Over the past 50 years, access to education at all levels has increased globally. However, the COVID-19 pandemic has presented a significant obstacle for these expanding education systems. Many governments have mandated that universities shift to online learning and virtual education, disrupting the education of many students. Depending on their level of study, course of study, and stage of their program, students are experiencing anxiety and uncertainty. Clear communication and information from institutions about replacement exams and changing admissions procedures can help alleviate these concerns. Institutions should communicate frequently with parents and students, and teachers and school counselors can provide additional support for students in low-income environments. Additionally, support services and tools outside of the educational system can help students manage emotional and psychological difficulties. Teachers and school counselors may be better able to allay students' fears in impoverished environments than parents. However, everyone has access to support services and tools outside of the educational system that are focused on managing emotional and psychological difficulties (Daniel, 2020).

Pandemic

The World Health Organization declared it as a pandemic on 11th March

2020 (Cucinotta & Vanelli, 2020). This situation challenged the education system across the world and forced educators to shift to an online mode of teaching overnight (Dhawan, 2020). According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), 90 percent of the global student population has been affected by the pandemic, with 800 million of them being girls.

Education and COVID 19

Academic institutions are forced to deal with the growing shadow of digital infrastructure, bandwidth, and licensed software applications due to the potential of viral transmission. Therefore, a revitalized HEC began educating and training faculty and staff on the use of online modalities at all levels, from undergraduate to doctoral, by creating a supportive environment (Mumtaz & Saqulain, 2021). The COVID-19 pandemic has forced all schools and institutions worldwide to temporarily close to prevent the spread of the virus. As a result, remote learning has become as prevalent as traditional classroom instruction in 2020. Online learning is delivered through the internet, and while it can offer cost-saving benefits such as reducing travel expenses, it also has its drawbacks. It's important that both teachers and students have the necessary technological literacy to access and participate in online courses and navigate a computer.

The Success of Online Distance Education

Paul VanPortfliet and Michael Anderson state that educators have traditionally been skeptical about the ability to achieve similar results as traditional in-person instruction through online distance learning. They note that studies have shown that academic achievement and retention tend to be lower for students in distance learning programs compared to those in traditional classroom settings. The perceived ineffectiveness of online learning has been attributed in part to the lack of interaction between students, their teachers, and their peers in the online environment. (VanPortfliet & Anderson, 2013).

Despite these challenges, some studies have found that outcomes between online and traditional schools are comparable. For example, a meta-analysis by Cathy Cavanaugh and colleagues, published in 2004, found no significant difference in outcomes between online and traditional schools. The analysis included data from 14 K-12 web-delivered distance learning programs

between 1999 and 2004 (Cavanaugh, Gillan, Kromrey, Hess, & Blomeyer, 2004).

Why is the sense of presence crucial in the online setting? When instructors actively engage and interact with students in a traditional classroom setting, the class forms a group dynamic and creates intellectual and personal connections. The same type of community-building can occur in the online environment when instructors consistently maintain a strong presence.

The research on virtual learning highlights the importance of maintaining a connection between students and teachers. Without a "live" component, this connection may be lost. While there may be psychological benefits from knowing that the teacher is available, it's not necessary for every session to include a video meeting. Instead, regular online interactions, such as face-to-face chats or discussion threads that remain open throughout the class, can serve the same purpose. However, if video conferencing options are available, students should be encouraged to use them rather than solely relying on email communication.

Virtual schooling has the potential to provide many benefits such as expanding educational access, high-quality learning opportunities, improved student outcomes and skills, and greater educational choice, as well as administrative efficiency. However, research supporting these claims is limited. The challenges associated with virtual schooling include the fact that the students who tend to be successful in online learning environments are typically those who have an independent approach to learning, are highly motivated by intrinsic factors, and have strong time management, literacy, and technology skills. These characteristics are typically associated with adult learners. This is because research and practice of distance education has been mainly focused on adult learners. (Barbour & Reeves, 2009)

Challenges associated with Online Education

Accessibility

Barriers to technology access can be prevalent in developing nations, with as many as 80% of students lacking access to computers or the internet. Rural students in these nations often require affordable and durable equipment to participate in online education. The impact of lock-downs on the poor and middle classes in Pakistan has been significant, with many people struggling to access basic necessities, including internet and devices. Unfortunately, the

government has not prioritized the educational sector, rather than promoting an inclusive virtual learning environment, they have left vulnerable populations behind. The shift to online education has also led to a change in the relationship between teachers and students, as professors may not be able to provide the same level of individual attention and support that is needed in this format (Mumtaz & Saqulain, 2021).

Furthermore, students reported that online learning was not meeting their needs. The increased demand for teachers to provide videos, Power Point presentations, and electronic notes added to their workload. Limited mobile data and a lack of high-speed internet connection also became an issue. Both teachers and students reported feeling physically and mentally exhausted from the online format, and longing for the traditional classroom setting. Additionally, students from isolated villages with poor internet access had difficulties keeping up with online lectures, and found it hard to maintain focus and attention during the classes (Khan, Kamal, Illiyan, & Asif, 2021).

Technologically advanced learning environments offer students the chance to develop their self-regulation skills and for some, it can provide an opportunity to apply those skills to acquire knowledge. (Bernacki, Aguilar, & Byrnes, 2011).

Digital Literacy

Another barrier in technology access and improvement is lack of digital literacy. In a developing country like Pakistan where most of the population accounts to youngsters, it is upsetting to know that the rate of digital literacy is alarmingly low. A study conducted by GSMA states that approximately 40% people who own a mobile phone do not have mobile internet and difficulty in operating their handsets (Observer Pakistan, 2020). Hence, for a country that has such lower digital literacy, it is unlikely for teachers and students to have a quick grip and switch to online teaching and learning easily.

Technological Literacy

Technological Literacy is the ability to work with the latest digital tools in a team or independently (Khan U. Z., 2020). This, along with the familiarity with digital equipment, is a big challenge for particularly the teachers. In a developing country like Pakistan, training in technologies is not provided to teachers until the past decade. Hence, the staff who may have much more experience in the education field, suddenly started having difficulty learning technology.

Statement of the Problem

The learning process is drastically different for students when they go from traditional classrooms and in-person teacher instruction to computer-based training in a virtual classroom. Considering the underdeveloped and developing countries, many students may not have access to the high bandwidth or reliable internet connection required by online courses, which may cause them to fall behind in their virtual lessons. Still, the absence of computer education is a significant issue for many students in countries like Pakistan. Due to the substantial time commitment and effort required for online courses, time management may also be difficult for university students. Venkataraman (2020) expresses that Online learners are lacking in effective communication abilities. Considering all the previous studies and observations, there is a dire need to seek the challenges university students are facing in online learning.

Research Objective

The current study focused to explore the challenges university students are facing while attending online classes and to suggest the ways to reduce the inconvenience.

Research Question

What are the challenges students face while taking online classes at university?

METHOD

Research Design

The present study employed a qualitative research design to seek the in-depth knowledge of the issue. The study focused only the university students in Karachi who have been attending online classes after the beginning of the pandemic. For data collection, detailed individual interviews were conducted through semi-structured questionnaire. The interviews were recorded and transcribed. The data were analyzed through coding; themes and sub themes emerged and led for the conclusion and recommendations.

Population

The group of people about whom you want to draw conclusions is known as the population. The specific group from which you collect data is called a sample. The sample is always smaller in size compared to the

entire population. For the current study, university students in Karachi with experience of online classes were the population in this study.

Sampling

Sampling is the process of choosing the group from which you will actually collect data for your study. Purposive and convenience sampling were employed for collecting in-depth knowledge of the issue. The students from a private university of Karachi with the experience of online classes were randomly chosen for the study. The interviews started after the participants signed the consent forms.

Sample Size

The sample size refers to the number of individuals or observations included in a study. 10 students randomly selected to be the part of this study who showed their consent for the individual interviews.

Research Tool

A semi–structured questionnaire was prepared for the detailed individual interviews. Twelve items were prepared considering the literature review and then the expert opinions were also taken from two experienced professors. The items were open-ended which covered the issues related to time management, teachers' competence and effectiveness for online teaching, fatigue in taking online sessions, stress due to pandemic, the effects of online sessions on pupils' physical and mental conditions, the sudden use of modern technology for teaching and learning process specifically evaluation and assessment, the effect of pandemic on students' ability to handle their academic affairs, the problems related to connectivity, audio-visual distortion or any other technical difficulties and factors to choose/not to choose online educational programs.

Data Collection

The participants consent was taken before the beginning of interview process, Data were collected through individual interviews which span approximately 70 minutes long for each participant. Data were recorded and transcribed for taking out themes and sub-themes.

Data Analysis

Data analysis is the systematic application of logical and/or statistical techniques to describe, summarize, and evaluate data. Category construction

(Merriam, 1998) was utilized in the present study for the purposes of organizing and analyzing the interview data. This is a technique in which the researcher, after reading, reviewing, and re-reading the data, creates categories of data that are then used to sort, analyze, and compare.

FINDINGS

As discussed earlier, the challenges of online education for university students in Karachi were explored through qualitative analysis of data collected from university students. The data was analyzed using content analysis and themes were identified. The main challenges identified were:

Access to Technology and Internet

Many students in Karachi face challenges in accessing reliable technology and internet, which is essential for online learning. These challenges are particularly pronounced in low-income areas and rural areas. Irrespective of online learning being synchronous or asynchronous, access to adequate technology and internet is an essential requirement without which online learning is nearly impossible. Some students reported experiencing voice distortion during online classes, technical difficulties, such as internet connectivity issues and difficulty using the technology required for online classes, which made it difficult to communicate and understand the material.

Limited Interaction and Engagement

Online education often lacks the face-to-face interaction and engagement that is present in traditional classroom settings. This can make it difficult for students to stay motivated and engaged in their studies. During the data collection, it was observed that lack of interaction made it difficult for students to achieve proper understanding of the taught concepts since a communication barrier was felt. Students also had reservations on how they felt the class to be dull due to minimal interaction and that too through a screen.

Difficulty in Understanding the Material

The aforementioned challenges faced by the students eventually led to difficulty in understanding the material / lecture delivered. As per the students' responses, online education can be challenging for students who have difficulty understanding the material or require more personal attention from the instructor. This can lead to a lack of understanding and poor performance.

Lecture Preparation and Delivery

A majority of students felt that their teachers were well-prepared for online lectures, but some students reported that some teachers were not as well-prepared as others, which led to confusion and difficulty understanding the material. Similarly, most students reported that teachers were available during the scheduled times, but some students reported that teachers were not always able to respond in a timely manner, leading to confusion and frustration.

Limited Access to Resources and Mismanagement:

Online education can also be challenging for students who have limited access to resources, such as textbooks and other materials. This can lead to a lack of understanding and poor performance. Some students reported experiencing mismanagement and lack of organization when learning online, such as confusion over assignment deadlines and poor communication from teachers.

Time Management

Online education demands a high level of self-discipline and time management. Many students find it difficult to balance their studies with their personal and professional responsibilities.

Lack of social interaction

According to the responses and analysis, online education can be isolating for students, as it does not provide the same opportunities for social interaction as traditional classroom settings. This can lead to feelings of loneliness and disconnection. The students felt the pandemic condition increased their stress and anxiety.

Health Issues

One of the most highlighted responses was that of health issues, students reported experiencing eye strain and fatigue from prolonged use of screens, which can negatively impact eyesight over time. Others also said that talking classes seated at one place only with inaccurate postures caused them to stay lazy and have issues like backpain which were often avoided in physical classes due to constant or often physical activity.

Overall, it can be concluded that online education presents a number

of challenges for university students in Karachi. These challenges are particularly pronounced for students from low-income areas and rural areas, students with limited access to technology and internet and students with additional support needs. The university or higher education commission needs to address these challenges by providing students with the necessary resources and support to succeed in an online learning environment along with devising plans that would cater to all the aforementioned issues in order to avoid inconvenience and hinderance in the process of learning.

RECOMMENDATIONS

As a results of the qualitative analysis on the challenges of online education for university students in Karachi, some recommendations can be incorporated by the respective universities, higher education commission and/or the relevant competent authorities to improve the online learning experience for students.

The institutions should work to provide students with reliable technology and internet access, particularly for students from low-income areas and rural areas. This could include providing laptops or other devices, as well as subsidies for internet access. As a support for students who have difficulty understanding the material or require more personal attention from the instructor, extra help sessions could highly benefit them along with increased access to resources, such as textbooks and other materials, to ensure that all students have the tools they need to succeed.

The relevant authorities should also cater to the issues faced by the students by conducting regular check-ins with students to understand how they are coping with online learning, and provide support accordingly. Use of diverse methods of assessment to evaluate student's understanding and progress, to be more inclusive and fairer along with providing regular feedback to students on their performance, would help them understand their strengths and weaknesses and to improve their sense of inclusiveness amidst switching to this new mode of learning. To fully ensure proper learning activity, its efficiency and student participation among the online class, the university should monitor online classes i.e., the sound and video quality is good and that the teachers are conducting the class well.

Lastly, based on the students' responses and its analysis, it is highly recommended that the university should be flexible and make necessary

adjustments to the online learning experience to meet the needs of the students, along with encouraging students to take care of their physical and mental well-being during the online learning experience by providing resources and guidance for self-care. It is important for teachers, administration and competent authorities to realize how difficult and different it may be for students to switch from conventional mode to learning to the online teaching and learning methodology, which brings its own challenges (as discussed above) along with the technological advancements and improvements around the globe.

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EFFECTS OF DLT ON STUDENTS' COMMUNICATION SKILLS: AN EXPERIMENTAL STUDY

Victoria Joseph and Najmonnisa Khan

ABSTRACT

The current study was intended to ascertain the impacts of DLT on students' communication skills. The study was conducted by using an experimental research design. The population of the study comprised of grade VIII students' and English language teachers' of adopted public schools of Karachi while sample size consisted of ninety grade VIII students and two English language teachers. Quasi-experimental research design was selected for the study with 45 each in control and the treatment group. the treatment group students were given treatment by teaching through DLT while the lecture method of teaching was applied to control group students. A test was administered to all students before and after intervention. Independent t-test was used for data analysis. The post-test results revealed that the treatment group students were able to produce good results comparing to the control group students in both reading and writing skills. Researcher suggested practical implication for teachers to use DLT, TPACK and theories such as UTAUT, socially shared cognition, social cognitive for better teaching learning process. Future researches on students' satisfaction of using DLT, qualitative study on teachers usage of DLT, a large sample study on DLT with multi-grade level students, study with lower and higher socio-economic group, a study for comparing the results of district standardised tests with provincial standardised tests were also recommended.

INTRODUCTION

Communication skills are the most important component of generic skills, which are important for studies, higher education, personal and

career development, job interviews, and social networking (Cuic-Tankovic et al., 2022). English reading, writing skills are language abilities that must be mastered in order to communicate effectively (Asemanyi et al., 2015; Cuskley, 2020). Communication skills encourage connection and collaboration, allowing for the development of a trusting relationship as well as positive self-esteem and confidence (Sharma, 2017). Learners who are in a pleasant communicative setting have more opportunity to learn and have higher communication abilities (Ihmeideh et al, 2010). The importance of communication skills has been recognised, observed, and verified around the world, and there has never been a greater emphasis in education on students' good oral and writing communication abilities (Akhtar, 2019).

Language is a distinctively human trait that is essential to practically all human interaction. It has long served as the center of cultural identity. Reading, writing, listening, and speaking skills are four categories of language abilities that are important and play a vital part in everyday communication (Sadiku, 2015; Cuskley, 2020). English has become an international language for educational communication because it helps students improve their English reading and writing skills, allowing them to communicate more effectively globally. (Farooq et al., 2020). English Language skills are very important for students in Pakistan as it helps the learners in their higher education and future career prospects. However, the students of Pakistani public schools lack in English reading and writing skills and this is due to the traditional lecture method of teaching (Fareed et al., 2018).

The traditional or conventional method of teaching is opposite to the student centered teaching method that allows pupils' to attend the class without any interest that leads to rote learning habits. Traditional teaching do not encourage teamwork, collaboration, and group experience among the students as the teachers take the sole responsibility of transferring the required knowledge (Rehman et al., 2019; Hinkel & Fotos, 2002; Yu, 2013). Traditional pedagogies in Pakistan are the reason behind the lack of communication skills, critical and creative thinking among the students. On the contrary, teachers need to be aware of all the available technologies to teach student centered teaching (Solanki & Shyamleel, 2012).

There are several student centered learning approaches available for teaching students using technology. The use of modern Digital Literacy Tools (DLT) for teaching English is majorly assumed to incorporate an

advanced application of techniques and strategies. Digital Literacy Tools (DLT), The Unified Theory of Acceptance and Use of Technology (UTAUT) and Technological Pedagogical and Content Knowledge (TPACK) are the emerging technology related solutions for teaching the English language to students (Ammade et al., 2020

Statement of the Problem

English communication skills (reading and writing) are important as it has an important role in equipping the learners with appropriate language skills for their studies, completing academic tasks, professional careers, and interaction (Asemanyi et al., 2015). Previous researches reported that students of Pakistani public schools lack both English reading and writing skills, as they find it difficult to read simple text from their textbook and are also unable to write simple sentences according to their grade level (Fareed et al., 2018; Dar & Khan, 2015). According to Ali (2018), technology integration with DLT using the TPACK teaching model, can bring improvement in both reading and writing skills of English language. To fill the gap, the study was aimed to measure the influence of DLTon students' English reading and writing skills

Aim of the Study

The study intended to evaluate the impact of DLT on students' communication (reading and writing) skills.

Objectives of the study

1. To quantify the effects of DLT on students' communication (reading and writing) skills.

Research Questions

1. What is the effect of DLT on students' English reading skills?
2. What is the effect of DLT on students' English writing skills?

Significance of the Research

This study is significant to enhance English reading and writing skills among learners and to bring awareness of DLT among the teachers so that they can teach communication skills to students effectively using DLT.

Limitations and De-Limitation

Due to time limitations and economical concerns, only one public school of Karachi district was selected.

In this research, DLT is limited to only computers, laptops, you-tube videos, WhatsApp audio recordings, language apps, online grammar games, multimedia, and tablets.

LITERATURE REVIEW

Communication Skills

The Latin word "communicare" was basically the word origin for communication, which means to contribute to or to take part (Ahmad, 2020**).** Communication skills are the ability to give and receive different kinds of information, ideas, feelings or what is happening around us. Communication is sending and receiving information or transmission of information from one participant to other and refers as the exchange of information, ideas, emotions and attitudes through verbal or non-verbal means between two or more than two participants by interchanging thoughts, opinions through speech, writing or signs (Ahmad, 2020**).** Communication is the key in a classroom. Teachers' got to communicate well with learners so that they can communicate well (Sharman, 2020; Mashburn et al., 2008; Sword, 2020). Instructors require to adjust the subject matter for different learning styles of learners, encouraging them, making a difference against rote learning techniques, building positive connections with learners, giving remedial input, and overseeing the classroom. Great communication skills of instructors offer assistance to perform their obligations and lead learners to form advance in their execution (Sharman, 2020). Communication skills include adjusting in, talking, reading, arranging, watching and understanding which are the basic components of both oral, written and electronic communications. (Doyle,2021). Great communication aptitudes benefit to learn more from teachers because by communicating with the teachers, students can explore with confidence which will help them to gain more experience and learning (Dobbs & Arnold, 2009).

English Language Skill: Reading and Writing Skills

Reading is broadly understood as the first step to understand and learn about anything and everything as it helps the students to find out innovative things and inform them in any area of life they are attracted to (Keyser, 2021). It improves concentration, focus attention entirely on the task at hand as it submerge the learner into the information, increasing attention and

recollection of what is being read out (Keyser, 2021). There's an association between reading abilities and the information of glossary as the glossary includes a clear and direct connection between the learners› reading skills and their information of perusing abilities.Reading is pivotal and fundamental for a wealthy scholarly, proficient, and individual life. A need of solid reading skills certainly influences a child's victory at school as scholarly advance depends on comprehending, evaluating and utilizing data assembled through reading.

A student must have the necessary abilities to write well and be perfect. It empower understudies to exceed expectations scholastically, professionally, progress learners› communication abilities because it opens a gathering to memorize all the rules of the dialect. Composing abilities appear the writer's considerations, thoughts, conclusions, realities, stories etc. in a way which makes their considerations clear and comprehensible to the peruser. Whether it is composing a story or composing an exposition, understudies ought to know how to type in coherently and effectively. Composing can be further divided into lexicon, expressions and sentences and after that passages. Composed communication is an uncommon highlight of the human species. Moreover, composing has helped people in illuminating, collaborating, and cautioning others, permitting communities to advantage from composed social information and historical heritage. Composing aptitudes serves as a center medium for communication and movement within the working environment (Lee, & Schmidgall, 2020). Composing is additionally earning how to type in is the vital abilities that understudies must have and be idealize at. It empower understudies to exceed expectations scholastically, professionally, progress learners› communication abilities because it opens a gathering to memorize all the rules of the dialect. Composing abilities appear the writer's considerations, thoughts, conclusions, realities, stories etc. in a way which makes their considerations clear and comprehensible to the peruser. Whether it is composing a story or composing an exposition, understudies ought to know how to type in coherently and effectively. Composing can be further divided into lexicon, expressions and sentences and after that passages. Composed communication is an uncommon highlight of the human species. Moreover, composing has helped people in illuminating, collaborating, and cautioning others, permitting communities to advantage from composed social information and historical heritage (Lee, & Schmidgall, 2020). Composing is additionally

## Digital Literacy Tools (DLT) and Communication Skills

DLT are effective resources or programs, websites, or online resources that help individuals complete the tasks more easily (Heick, 2019). DLT may encompass soft wares, electronic devices such as computer, laptops, mobile phones, tablets, audiobooks, interactive white boards, digital libraries, digital dictionaries, and multimedia with which both teachers as well students teach and learn and communicate themselves in the present-day language (Barltrop, 2018). The DLT assists the teachers to create or design, outline, transfer, inspire, encourage, boost, and excite the students to engage themselves in classroom activities. Applying or the usage of DLT tools benefits both teachers as well as students. This improves in researching, logical thinking, communication, interaction, assessment skills, creative thinking and problem solving (Levy, 2018). DLT empowers students to effortlessly produce, explain, and evaluate knowledge in the classroom (Heick, 2019). DLT pre-requisites knowledge of applying technology for any academic purposes such as reading or writing. TPACK can be used to teach teachers how and what to teach through digital resources in language classrooms (Xie et al., 2018; Amelia et al., 2021; Tuzahra, et al., 2021). DLT have transformed the classrooms into students' friendly settings due to which absenteeism has been reduced. DLT also made the learners motivates, engaged, while stimulated the slow learners to be more self-confident and interactive (Lee & Young, 2003).Teaching through computers reduces stress and anxiety among students as they are entitled to use the computers as many times as they like (Mohammadyari & Singh, 2015). PowerPoint template will boost the reading skills of students. Digital dictionary to define or to find the meaning of learning new words from their smart phones. Teaching through technology using PowerPoint motivates students and enhances their reading abilities (Pritchand & O'Hara, 2009). Digital audio books are the latest trend in digital world (Catalano, 2018). Research has shown a greater impact on the slow learners' reading comprehension and reading expressions while they were assisted through audiobooks (Moats, 2014).

Writing skill is considered to be the important academic activities of students. Modern Technology devices mobile phones, tablets, laptops and desktops have fascinated students to learn writings skills. Writing digitally allows students to enhance their writing abilities while communicating their beliefs, plans, thoughts, desires, and happenings to peers or friends or

anyone. In coutries like Malaysia, students are encouraged by the teachers to be cooperative, and ambitious and interesting in writing paragraphs digitally (Choo & Li, 2017). Digital interactive whiteboards permit the images or pictures from the computer or laptop to be displayed on an interactive whiteboard. Audio and visual effects can be used to teach grammar which is an important part in the process of procuring writing skills. As the videos are socially bound, which increase inquisitiveness among the learners and are very useful to present their personal experiences. Watching videos could assist students to learn sentence construction, language rules etc. Alharbi (2019) revealed that students who have watched the video have shown tremendous enhancement in their sentence construction. Research from Lin et al. (2013) inform that language teachers like to teach through video as it stimulates learners and connect them to the world. Likewise the students also likes the videos for it is encouraging, interesting and thought-provoking to watch (Umutlu & Akpinar, 2020).

figure 1 TPACK Teaching Model
Mishra and Koehler,(2006)
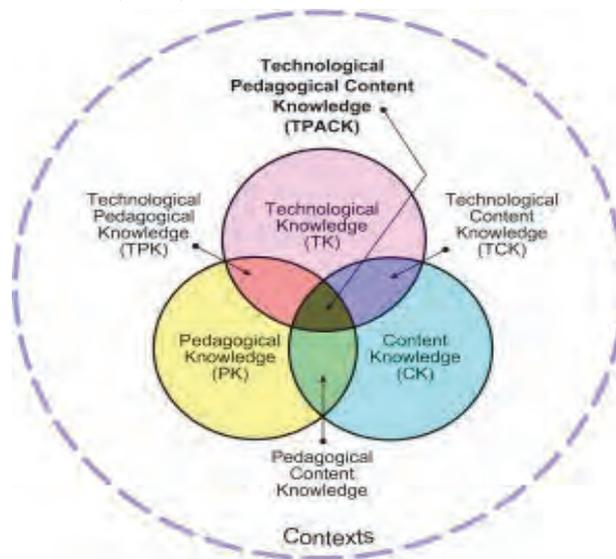
Usage of TPACK in the Classroom for Teaching Communication Skills

TPACK is a teaching models which involves integration of technology for teaching purposes. "T' refers to technological, 'P' refers to pedagogical, and 'C' refers to content knowledge (Rodgers, 2018). Baran and Thomson (2011) inform us that through the framework of TPACK, teachers can incorporate

technology into their language classroom for the subject matter knowledge to be taught with the blend of technology in which the learners to get the ideas clear and purposeful. Through TPACK, teachers can develop curriculum, teach, conduct instructive activities and evaluations orassessments using technology and it changes the manner in which the teachers plan and design daily lesson planning procedures (Willermark, 2018; Mishra & Koehler, 2006).

A study from Pritchand and O'Hara (2009) claims that digital tools boost the reading skills of students. Hermafustiana and Rusinawaty (2010) study confirmed that videos can be shown and teachers can teach the students using electronic devices such as tablets, laptops, desktops and LCDs. Study by Cdadmin (2019) on writing skills declares that teaching through digital tools such as videos, multimedia, computers, and laptops can enhance writing correct punctuation which improves students' writing skills. Jacobs (2010) research found in the study that literacies are not limited to text books, tales or essays, rather it is now include multimedia and digital texts to enhance students' writing skills. A study, conducted by Shopova (2014) at South West University on digital in Bangkok on digital literacy in students and their improvement in communication skills. Research conducted by Kamhi et al. (2014) proved that phonic awareness is a part of reading skills and it is an indicator or predictor to gauge the reading skills of individuals. Phonic awareness helps in word identification and is a powerful tool to identify reading-related issues which can be acquired through DL. A study conducted in Faisalabad, Punjab by Abbas et al. (2018) on the effect of digital tools on students' academic performance in communication skills. The result was statistically significant and found that teaching through DLT enhanced the students' communication skills. Catalano (2018) used digital audio books for the study. The study found that audio recorded stories and reading aloud by the teachers helped students to acquire reading skills, as they heard the audios as many times as they wanted to improve their reading comprehension. Zhang (2013) research on the integration of technological devices for teaching learning process. His experimental research showed positive results when students are taught through digital tools. A study conducted toquantify the influence of DLT in middle school language classes by Destebasi (2015) found that DLT not only induced motivation among the learners but also improved their critical thinking abilities. Students were able to engage themselves in reading, writing, listening, and interpreting activities using the laptop. Furthermore, laptops facilitated learners.

CONCEPTUAL FRAMEWORK

Figure 2
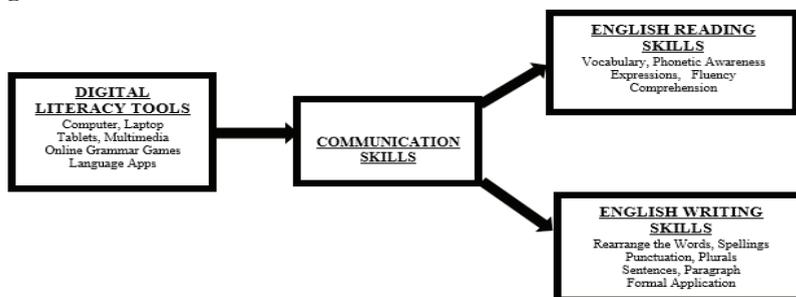
The above figure 2 shows the conceptual framework of DLTC, which is the combination of the usage of digital literacy tools for teaching communication skills to students. Digital tools involved Computer, Laptop, Tablets, multimedia, language apps and online grammar games, LEDs, teacher-made videos, you-tube videos, recorded audio of model readings, online grammar games, and language apps to create a stimulating, motivating, or conducive classroom learning environments. Whereas the communication skills involved English reading and writing skills.

RESEARCH DESIGN

The current study is an experimental research design of quantitative approach

Experiment

Under the quantitative approach, a pre-test post-test control group research design was applied to find the influence of DLT on student's communication skills. A quasi-experimental research design was adopted for this study, as random sampling was not possible.

Population of the Study

The population of the study comprised of English Language subject teachers and grade VIII students from public schools of Karachi, which is heterogeneous in nature.

Sample Size and Sampling Procedure

For the intervention phase, one public school ABC was selected purposefully to implement teaching through digital literacy tools using the TPACK model to teach English reading and writing skills to students in

the experimental group. Two teachers and 90 students were selected for the experiment by using purposive sampling technique. 45 students were the part of the control group and 45 students were the part of the experimental group.

Research Instrument

A reading rubric checklist by (Murgueittio, 2019) was used to measure the English reading skills while a teacher-made writing achievement test was used for measuring the writing skills of students.

Research Hypotheses

H_o1: There is no statistically significant difference in grade VIII students' post-test English reading skills performance scores between the experimental and control group students.

H_o2: There is no statistically significant difference in grade VIII students' post-test English writing skills performance scores between the experimental and control group students.

Research Variables

Independent Variable (I.V): Digital literacy tools

Dependent Variables (D.V):Students' Communication (English reading & writing) Skills

Data Collection Procedure

Quasi- experimental research design was adopted due to administrative constraints. Intervention in the form of teaching through digital literacy tools was applied to the experimental group students (45) and the control group students (45) were left untreated using the lecture of teaching. The control group students were taught with DLT for 12 weeks using various type of technological resources (refer to figure 3) whereas the control group students were taught with lecture method of teaching for 12 weeks. Performance in communication skills involve reading and writing skills was measured before and after the intervention with the help of DLT.

Pre and Post test

The researcher collected quantitative data in the experimental study that used pre and post-test in English reading and writing skills performance of students from an adopted public school. The experiment was planned for three months, with 12 weeks of 72 working days, which consists of 3600

minutes (72X50). The experimental group of students received treatment in the form of teaching and exposure to teaching through DLT while the other control group was taught with the lecture method of teaching.

Teaching Intervention

Figure 3

Digital Literacy Tools Teaching Methodology

Table 1

Measure of the Reliability of English Reading Subscale

Subscales	Cronbach's Alpha	No of Items
English Reading skills	.912	**05**
English Writing skills	.944	**07**

Fundamental Ethical Principles

Research ethics such as maintaining confidentiality, intellectual property respect, caution , sincerity, reliability, honesty, flexibility, accountability in publication, mentoring in a responsible manner, consideration for co-workers, responsibilities in the community, on-discrimination, human subject protection

DATA ANALYSIS

Tthe researcher used independent t-test to measure the difference in the mean scores of students' English reading and writing skills performance between the control the experimental group,

DATA ANALYSIS FINDINGS, DISCUSSIONS & RECOMMENDATIONS

Ho 1. There is no statistically significant difference in grade VIII students' English reading skills performance mean scores between the control and experimental groups.

Table 2

Independent t-test English Reading Skills

Reading Skills	N	M	SD	t( )	P	Cohen's D
Experimental Group	45	3.71	695	12.043	000	2.532
Control Group	45	1.87	757	12.043	000	

Grouping variable: Reading Skills of the research participants

Table 2 represents that there is variation in the mean scores of grade VIII students' English reading skills performance between the experimental and the control group. The experimental group students had performed better in reading (M=3.71, SD=.679) in comparison to their counterparts, the control group students (M=1.87, SD=.757) since the value of *p* as shown in table 4.8 is less than 0.01, the result is statistically significant; t (88) = 12.043, p 0.01. with the Cohen's D=2.532, which is a large effect size. Hence, the hypothesis, that there are no significant differences in the reading skills performance mean scores between the control and the experiment group, is therefore rejected.

Ho2: There is no statistically significant difference in grade VIII students' English writing skills performance mean scores between the control and experimental groups.

Table 3

Independent t-test English Writing skills Performance

Writing Skills	N	M	SD	t(88)	P	Cohen's D
Experimental Group	45	6.16	878	10.784	000	2.278
Control Group	45	4.20	842	10.784	.000	

Grouping Variable: English writing skills Performance between the groups

Table 3 signifies that there is variation in the mean scores of grade VIII students' in English writing skills performance between the experimental and the control group students. The experimental group students had performed better in writing skills (M=6.16, SD=.878) in comparison to their counterparts,

the control group students (M=4.20, SD=.842). Consequently, the value of *p* as shown in table 4.15 is less than 0.01. The result is statistically significant, t (88) = 10.784, p 0.01, with a large effect size (Cohen's D=2.278). Henceforth, this null hypothesis is rejected.

DISCUSSIONS

English Reading Skills

The experimental group of students performed better in Englsih reading skills performance than the control group students. The present study was supported by a recent study by Mah et al. (2020) in which there were considerable improvement in English reading performance when students taught through computers and online resources. A study conducted in Faisalabad, Punjab by Abbas et al. (2018) on the effect of digital tools on students' academic performance in communication skills proved to be statistically significant and bring into line with the present study. The results were similar to that of a study by Korkmaz (2021) in Turkey. Games based learning on computers demonstrated enhancement of reading skills among the learners. The current study was also found related to a study by Cecen (2020) on the students' perceptions of using the technology acceptance mode in Turkey, which proved to be successful among students who are low-learners. A study by Sage et al. (2020) on the effect of digital flashcards and paper on vocabulary learning was found to be beneficial by both researchers and students. Contrarily, Younus et al. (2013) confirm the disadvantages of teaching reading skills through technology. They insist that teachers should have experience of teaching through technology and be able to control the class and engage the students in the learning process when they are teaching through technology. Wang et al. (2015) and Ludwig and Mayrberger (2012) study on using the iPad vocabulary application for English-language learning brought specific changes among the learners and guided students towards reading fluency. Moreover, studies by Bennett et al. (2017), Mize et al. (2019) and Alqahtani (2020) on tablet and iPad aided English reading have provided backing evidence that tablets can be used for teaching reading skills which can benefit students with reading disabilities.

English Writing Skills

The students of the experimental group who were taught through various digital literacy tools using the videos, WhatsApp recorded voice over, emails, social media, multimedia presentations, computers, laptops, mobile phones,

tablets, online games, and other digital tools, had shown great improvement in their writing skills performance when compared to the control group students who were taught through the traditional method of teaching.

The current study was supported by both Balka (2019) and Chang et al. (2019) which showed positive results on the usage of mobile phone for teaching writing skills. Mardiana (2011) and Sadeghi et al. (2014) studies also align with the present study in which teaching through media, techniques, and e-learning improves writing performance in academic compared to the lecture method of teaching. Jacobs (2010) research supports the present research. Bugueno (2013) backs the current study and highlights that teachers must know the TPACK model to guide students to improve their writing skills in simple sentences, paragraphs, and formal writing. Kulavuz's (2014) study demonstrates the significance of teaching paragraph writing through videos (Alharbi, 2019) pictures, and scripts, with different nationals demonstrating remarkable improvement in their writing skills in sentence formation, paragraph writing, and formal letter writing.

Practical Implications

This study on the effects of DLT on students' communication skills would be beneficial for both private and public schools in terms of changing the teaching and learning process and adding to existing knowledge. English language teaching will focus more on the instructional strategies in both primary and secondary public schools and will be advantageous for teaching all disciplines, so that the learning environment will be meaningful and enjoyable.

CONCLUSION

Based on the experiment, it was established that teaching through digital literacy tools had improved the communication skills (English reading and writing) of grade VIII students. Teachers as instructional leaders must understand the learner needs and learning styles so that they can teach them through modern method of teaching such as using digital literacy tools by integrating technology in the teaching learning process for active engagement of learners and to improve language skills. Another advantage of the study was, it brought awareness and importance of digital literacy tools, UTAUT, TPACK teaching models among the teachers as well as students.

Recommendations for Future Research

Researcher suggested the following future researches.

➤ Teacher surveys regarding the application and acquaintance with DLT.

➤ Teachers' efficacy on the use of technology and impact on the outcome of the students learning.

➤ Observational study of teachers to see how they use DLT in their classrooms to assess technology efficiencies among teachers that could affect technology implementation in curriculum instruction

➤ A larger sample size study a multi-grade level of students of different districts of Sindh.

➤ Further study could be perhaps amomg higher socio-economic, middle socio-economic and a lower socio-economic class level schools of karachi.

➤ Finally, a study could be done comparing the matriculation results of Sindh with other provincial matriculation results

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CONSTRAINTS IDENTIFICATION AND ANALYSIS USING PARETO CHART AND CAUSE & EFFECT DIAGRAM IN THE GARMENT INDUSTRY: A CASE STUDY OF THE APPAREL INDUSTRY IN PAKISTAN, KARACHI

Afzal Adamjee, Faiza Azeem, and Adeel Shah

ABSTRACT

Readymade garments are a major textile value chain industry and play a significant role in Pakistan's economic growth, as they make up approximately 54% of export revenues in the textile sector. Because of its importance, companies face intense local and international competition in this region. Currently, textile companies compete for consistency, reliability, customer loyalty, process efficiency, consistency, and distribution costs. Bottlenecks are the key causes of the decreased production, performance, and power of the entire system. It is often within the scheme in various forms, such as management constraints, resources, materials, facilities, procedures, policies, environment, etc., but the approaches and methods for finding the bottlenecks are almost the same. The primary purpose of this paper is to provide a wider range of bottlenecks in the garment production unit, identify root causes, and evaluate and suggest possible solutions to eliminate these bottlenecks from a selected garment industry in Karachi, Pakistan. To do this, we have worked in a specific section (i.e., cutting and stitching) on a specific product (i.e., woven pants). Data from factory records, management, and observations have been collected for two months. Pareto Analysis is carried out on the data to find the bottleneck's key area. Cause-Effect Diagrams are then arranged to define hierarchies of causes for individual problems. Finally, potential solutions are being presented for eliminating these bottlenecks to improve the company's performance and productivity.

INTRODUCTION

In today's era, the textile industry is facing a lot of hurdles in keeping productivity and efficiency high of the production floor. The cost of production rises due to several factors such as inefficient workload management and system failures etc. Such issues pose major challenges to manufacturing operations which are referred to as a bottleneck. Bottlenecks are also considered as the weakest link in the manufacturing process as every manufacturing unit is running after productivity but the real game changer is throughput which simply means the quantity produced in one process should be completely consumed or used in the next process in a given amount of time. The bottleneck is the clogged point in the process which resists smooth flow. For example, the piling up of inventory is a major bottleneck observed in several units.

A bottleneck can be anywhere and can be anything in the process that lags the performance of a process resulting in lower efficiency. For instance, a production floor has multiple lines with multiple processes; each process is interlinked to another process i.e., the output created from one process is the input for the following process. So, if any process faces any sort of problem, the following process is directly affected which results in a lower level of output. There can be many reasons behind the inefficient performance; it can be due to machine, labour, design, assembly and operation of the process. Anyone of these constraints can result in a bottleneck on the production floor.

Identifying a bottleneck is a very critical task in any production system. It is a continuing process that must be performed after every defined interval of time, to smoothen the flow of a process. This will reduce operational expenses, and inventory cost and increase the return on investment of the firm. The main purpose of our project is to give a wide spectrum of bottlenecks that are found on the production floor; how to find that bottlenecks and to propose possible solutions for it. This study suggests the removal of different constraints and to optimization the productivity of the system. Cecil C. Bozarth & Robert B. Handfield (2008) stated that a bottleneck is a hurdle in the manufacturing process that resists the flow of production. The bottleneck can vary according to time and continuously transfer from one process to another.

Vilarinho & Simaria (2002) stated that on the production floor, the production line is the set of multiple workstations each of which successively performs a specific task. The productivity of the line in production is specified

by the cycle time. The cycle time is the time taken by the process from the beginning to completion. If the cycle time surpasses the targeted time, the efficiency of the line is decreased.

To improve the bottleneck, you need to locate it. For daily operations management, most firms use key performance indicators (KPIs). They are the figures that represent the performance of the organization either profit or average production per unit of time for a machine.

As businesses, the ultimate objective is directed towards profit making, for which every firm wishes to cut down their cost of production but they are unable to achieve it just because of the bottlenecks. By removing the bottleneck, higher throughput can be achieved that will cut down the operational expenses and inventory costs, which will contribute to higher profitability for the firm. The major hurdles or constraints for the system's performance are bottlenecks (Li, Chang, & Ni, 2008). Identifying bottlenecks and setting it would result in high quality and increased productivity." An hour saved at the non-bottleneck is a mirage" (Goldratt, 1986).

Bottlenecks in Manufacturing System

The flow of materials in the line is bound by the capacity of distinctive processes; some processes relatively affect the system output more than others. These processes are known as bottlenecks. "An hour lost at the bottleneck is an hour loss of the entire system" (Goldratt, 1986). There can be various types of bottlenecks on the production floor i.e., labour, time, material, machine etc. Described below are some major types of bottlenecks:

Material constraints

Poor treatment of merchandise, poor handling of goods, poor forecast, insufficient production designing, insufficient finance etc. Each of these factors might cause a reduction in overall production and increased lead time due to improper flow of material.

Equipment constraints

Production equipment ought to meet the present demand. However, sometimes a breakdown of equipment, lack of designing, improper maintenance, inconvenience of spare parts, low level of infrastructure, machines and equipment becomes a constraint for manufacturing.

Process constraints

In the production line, a process constraint can be due to a shortage of

resources, quality issues, inflexible processes, and poor plant layout. The constraint can be anywhere, it can be in the policy, process, customer, supply chain and supplier etc. hence any constraint affecting the output of the process is known as process constraint.

People constraint

People are the most important factor which plays a vital role in the production floor. In every production line, there are usually different types of people working together that belong to different backgrounds and having different experiences and qualifications.

Management constraint

Efficient management means that performance should result in increased throughput and profits. Management of the firm should align their aim to the objectives and goals of the firm. Sometimes the management is not able to fulfil the requirements of the firm which causes problems such as disruptive flow of material and information, de-motivation of employee and many more.

Policy constraints

A production unit's strategy should follow the organisational goal. It should explicitly state how to take action in what cases. Management usually can not identify all the problems that might lead to a restriction. This is every company's most popular form of issue.

Environmental constraint

The operating environment of any business includes competitor activities, rules and laws formulated by the government, client demands, client expectations, labor law, union law, economical situation, technological improvement, development in infrastructure etc. Simultaneously, the company can assume social obligations. These all factors influencing the company are referred to as environmental constraints (The times 100 business case studies, 2012).

Approaches to Find Bottleneck

It is essential to find the right bottleneck in the process to improve the throughput. Assuming the wrong problem as the weakest link in the process can result in an increase in cost rather than decreasing it. The methods should therefore be clearly understood. Below are some of these methods which are used to define the bottleneck.

Benchmarking

A method of linking the company's own activities to the best practices on the market to pursue the best possible options to enhance or develop particular operations is known.

Five Process Why

Introduced by Japanese industrialist Sakichi Toyoda "Five Why" is the basic and easiest method to reach down for the cause of the problem. Once the bottleneck is found, one must keep questioning why to reach the root cause at every move.

Fishbone Diagram

Fishbone diagram is also known as the Ishikawa Diagram or cause-effect diagram. It also helps to think clearly and to reach to the root cause of the subject.

Pareto Analysis

The purpose of the Pareto Chart is to visualize the most important factors of a particular issue or problem. In the world of manufacturing, a Pareto is often used to highlight downtime and scrap reasons as well as finding bottlenecks in production lines.

By using Pareto Analysis one can identify the bottlenecks in the system and can analyze the causes of decreased output or inefficient production on the factory floor and determine a course of action for fixing such problems.

Theory of Constraints

It focuses on the continuous improvement of the process. Every system consists of several sub-independent systems which focus on to meet a particular target. For example, a garment industry has multiple departments working on different parts of the garment, so the final throughput of the company determines the progress and productivity of each department. It highlights the weakest place that needs improvement. Following are some basic steps to find constraints:

- Identify the constraints
- Exploit the constraints
- Elevate the constraints and
- Repeat the cycle

Failure Model and Effect Analysis (FMEA)

Failure Model and Effect Analysis provide the possible factors that can result in failure of the process, at the initial stage when the process is being developed. It indicates the subject's estimation and severity and also helps provide solutions. It focuses on improving product reliability, protection, and reducing external costs such as warranty costs, service delivery barriers, etc.

It generally identifies the issues of examined process, such as:

- Potential failure mode

- Potential effects of failure

- Times of occurrence

- Present control methods

- Recommend actions

Objectives

The objectives of this research are:

1. To identify the bottlenecks in the process.

2. To analyze the root cause of bottleneck in order to improve productivity in the production department.

3. Recommending the necessary changes to smoothen the flow of the process.

LITERATURE REVIEW

Lawrence & Buss (1995) illustrated that bottleneck has become a major part in planning and managing production systems. They have identified bottlenecks from an economic perspective in their study. They have used a queueing model to describe that bottlenecks are unavoidable problems in the production due to several differences: in job arrival rates, processing rates, or costs of production resources. These differences creates problem in facility and demand planning decisions.

Goldratt (1986) stated that the firm's productivity is measured and improved through three basic elements: holding inventory, operation expense and throughput. Any bottleneck that effects them directly or indirectly will result in inefficiency and in the firm's profitability. Simatupang, Wright &

Sridharan (2004) declared that there are multiple problems and constraints in a supply chain network. They have used the Theory of Constraint approach to solve supply chain collaboration problems so that the entire network can work together and increase a firm's overall profitability.

Watrous & Pegel (2005) demonstrated the successful TOC application in a manufacturing plant operations problem. This application is used to identify the constraint in the process which is causing a problem in increasing throughput and has a negative effect on the plant's productivity. Chakravorty & Atwater (2007) discussed in their study that a bottleneck resource is a major hindrance in operations that slow down the system and causes losses. They proposed that the maximum bottleneck utilization should not exceed 100%. Efficient bottleneck management is critical to improve and maintaining performance.

Li, Chang, Ni & Xiao (2009) said that by identifying the bottleneck's root cause correctly and efficiently, a company can improve the utilization of the resources, can increase the company's throughput, and can decrease the total cost of production.

Lorentzen, Deuse & Roser (2015) in their study they proposed that bottleneck identification is a key element for running a successful production system. They have used a new methodology which is used to identify bottlenecks in processes and in inventory levels. The method is already in use at Robert Bosch GmbH, where it is called Bottleneck walk.

Jadayil, Khraisat & Shakoor (2017) studied a company's case study regarding production problems to ascertain the main reasons and factors that are affecting production capacity and enquired their influence to increase the production capacity to the optimum level. They have analyzed various factors like speed of a running machine, number of workers running a machine, operating shifts, working environments and machine utilization. They have found that all these factors contribute in improving the company's production capacity.

Huff & Al Mansouri (2017) gave a study for evaluating bottleneck detection techniques. They intended to carry out this study to find the best bottleneck detection method. Discrete Event Simulation will assist in carrying out this algorithm evaluation task. Yemane, Haque & Malfanti (2017) illustrated a study which deals with bottleneck detection techniques like simulation and

time study. Modelling and simulation techniques are probable ways for examining assembly lines such as in a garment factory, therefore for that, researchers experimented 160 numbers of replications in arena tool. In this study, A Ronny t-shirt sewing has been measured by researchers. The collected data is further analyzed statistically in arena and simulation model.

Kolinska & Domansci (2017) stated that there is continuous process management for which the Theory of Constraint is used for controlling and planning the production. The basic step in scrutinizing the production system is to identify bottlenecks in the production floor. This research is conducted on some factors like tact time, profit margin, productivity and extent of machine's excessive use and shows that with the application of TOC production managers can got assistance in decision-making process with out affecting any other process or system of production floor.

RESEARCH METHODOLOGY

Research Approach

Our approach for the research is the Deductive Approach because we are not providing a new theory rather, we are applying existing concepts to our research to observe the results. The type of research we are using is descriptive and follows a qualitative methodology to discover bottlenecks in the CMT unit of the garment factory. We studied the phenomenon on site in its natural setting and provide a descriptive analysis on the subject.

Research Design

There are generally two designs for research, Qualitative and Quantitative. We are collecting data in qualitative forms that is observation and interviews and providing descriptive analysis for research. For our study, we selected a case study of the garment industry located in Karachi, Pakistan. They are primarily involved in the production of denim pants. Cutting, stitching, washing, finishing, quality control to clearance, and delivery of denim apparel are performed in this garment unit. The key objective of our research is to eliminate the bottlenecks in the CMT department of this industry.

Population, Sample, and Sampling Technique

According to Sekaran (2003), population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. Our area of interest is to investigate bottlenecks in the Textile Industry of

Pakistan, so our population is garment industries in Karachi and the sample is a single garment unit selected by using a convenient sampling technique as we are doing a case study.

Data Collection Method

The data used in this research consist of two types, which is primary and secondary data. The Primary data collection method is based on observations and in-depth interviews. Information acquired through this is the most reliable for our project. The secondary data is collected through research journals, books, relevant literature from internet and past-production data of factory to gain most relevant and supportive information related to our research. This data helped us to look for the bottlenecks with a different perspective, while production reports provided us the statistics and a complete picture of the situation.

Respondents

Firstly, our respondents are front line managers who are line in-charge and supervisors. They have firsthand knowledge of what is going on and what hurdles they face on the production lines. Secondly, we interviewed middle-level managers, factory managers and general managers.

DATA ANALYSIS

We have conducted our study with the help of observations & interviews as a source of getting information; also, we have acquired data and reports of two months (November & December) from the factory officials. We have identified and analyzed this data by using Pareto Analysis in order to find the actual problem (bottleneck) and its root cause by using fishbone diagram, due to which production was affected.

RESULTS AND DISCUSSION

Findings

The company officials briefed us about the CMT department of the company so that we can understand the functioning and system of both departments which will help us in investigating finding bottlenecks and identifying the Root cause of the problem.

Cutting Department

Cutting is the first process, after the arrival of fabric in the factory. The

department does cutting in advance for three days so that there would be no gap or pause in the production lines of the stitching floor. There are three cutting tables in the cutting department which are operated manually. The cutting floor specifications are as under:

- Length: 99'9"
- Width: 86"
- Area: 8514 sq. ft.

Stitching Department

The process of this department is complex and includes three stages of garment production. The first stage is the front part manufacturing of a garment, the second stage is back part manufacturing and finally, the third stage is assembling the front and back parts of a garment. One of the reasons for the complexity of this department is the lack of educated and trained people in the department. The stitching floor has nine production lines working on the chain system. All the lines are on wages except line no. 1 which is being operated on a salary basis. The stitching floor specifications are as under:

- Width: 170'
- Length: 172'
- Area: 29240 sq. ft.

The officials further informed us that the unit works with around 100% efficiency. However, they mainly face problems in production due to the stitching department.

Analysis of Cutting Department

First, we have analyzed data of the cutting department with the help of a Pareto chart which is shown below:
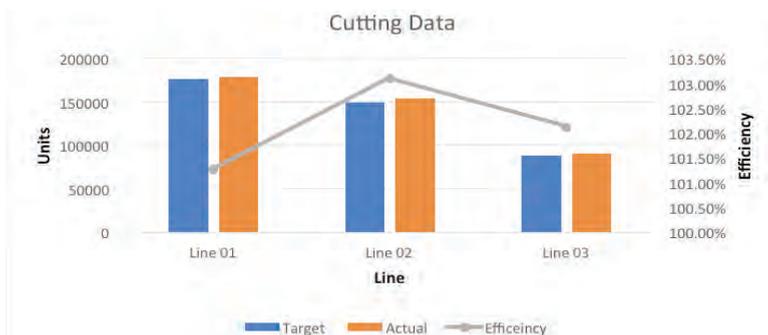
The above graph shows how efficiently the cutting department was working. Through this graphical representation, we came to know that the cutting department is working on an efficiency level of above 100% for each line with respect to their target. As mentioned above, they also maintain a buffer of three days in advance. There is no bottleneck in this stage of the process. So, our next target was to move on to the Stitching department.

Analysis of the Stitching Department

The data we obtained from the stitching department was analyzed as follows, which is separately shown for two months with the help of the Pareto chart:

With the help of this graphical representation, we can see the efficiency level of each line on the stitching floor in the month of November. The blue bar denotes the target which has to be achieved, whereas the grey bar denotes the actual target achieved. The orange line denotes the percentage of efficiency level. According to this representation, we can see that there are problems in line no 6, 7 and 9 as the targets given were not met. Despite the fact that line no 4 and 5 are likewise demonstrating some distinction among real and target levels however it is insignificant, so we chose to study line no 6, 7 and 9 to identify the real bottleneck.

This graph illustrates the efficiency of each line on the sewing floor throughout the month of November. The blue bar represents the required objective, while the grey bar represents the actual target reached, and the orange line represents the percentage of efficiency level. According to this depiction, there are issues with lines 6, 7, and 9, since the specified objectives were not completed. Despite the fact that lines no. 4 and 5 also demonstrate a little difference between actual and goal levels, we selected to examine lines no. 6, 7, and 9 to determine the actual bottleneck.
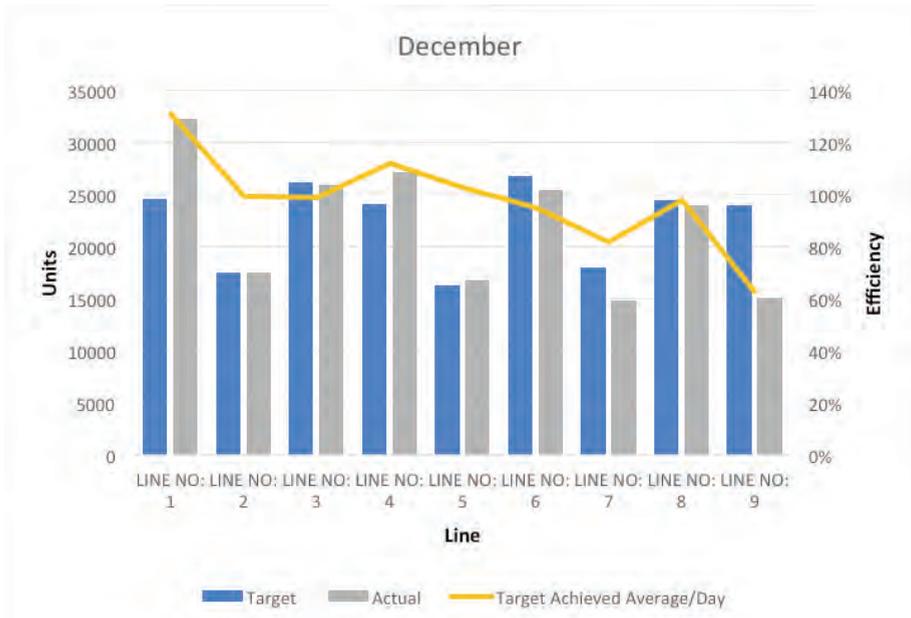
In the chart above, it is seen that line No 6 has improved to achieve the target by December but line No 7 and 9 could not meet the target provided and proceeded with low efficiency to the negative side. In December, line 7 and 9 working efficiency decreased more than in November. Therefore, we narrowed our analysis to focus on line 7 and 9.
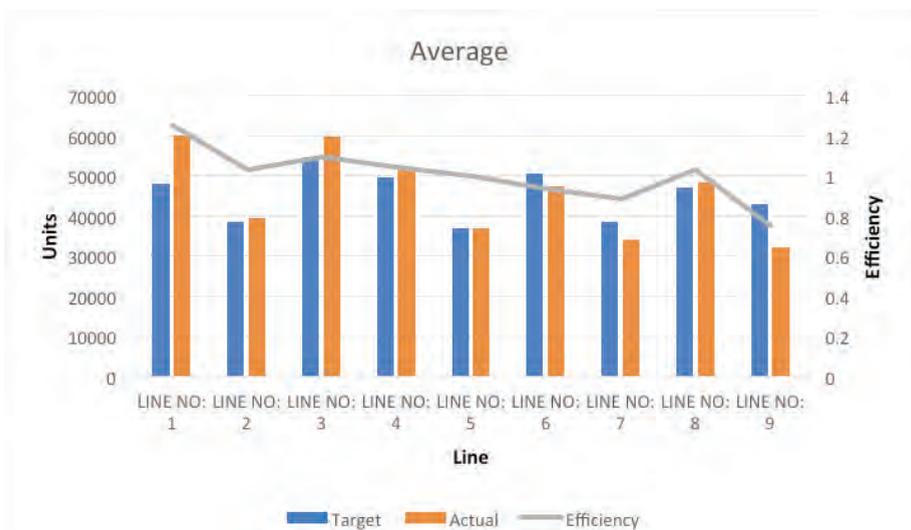
The above chart sums up the performance of two months (November and

December) from which we can see that Line no 6 is showing negativity for the average of two months as in both months the set target was not achieved. But, based on the above data we observed that it started to increase in efficiency and was at a 100% efficiency level in the month of December. On the contrary, as discussed above, the major issues are in line no 7 and 9 as they did not show any improvement on average of two months as well and were on low efficiencies making it difficult to reach up to the actual target. Furthermore, the above graph also depicts that line no 9 is at greater risk as compared to line no 7. Hence, we focused on these two lines and started to look for the main bottleneck and its root cause in both of the lines separately.

First, we studied line no 9. The daily target of this line was 1000 pieces and they were only making 580 pieces approximately. We observed and inquired about a few factors which were likely to be the reason for low production. At first, we analyzed the line balancing which was done properly with respect to the standard allowed a minute of the garment and available operators, then we moved towards bundling process which was also correct and up to the mark. The main problem identified in line no 9 was a smaller number of workers available per operator with an excessive workload.
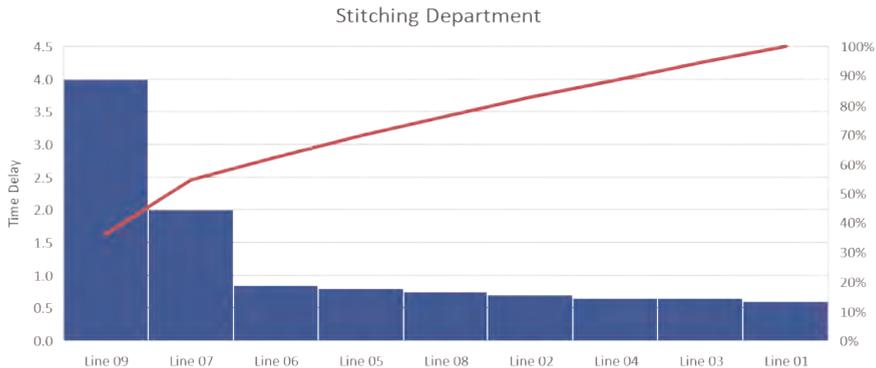

Root cause Analysis

With the help of the fishbone diagram, we have reached to the root cause of our problem i.e., low efficiency due to labor shortage. This issue arises due to the planning department as they are not allocating orders and workers properly within this line. They employed daily wagers in this line due to the processing of small orders. Such workers did not have any motivation to work attentively and have no expectation of consistency regarding their salaries due to which they did not complete their targets on time and ultimately industry has to suffer.
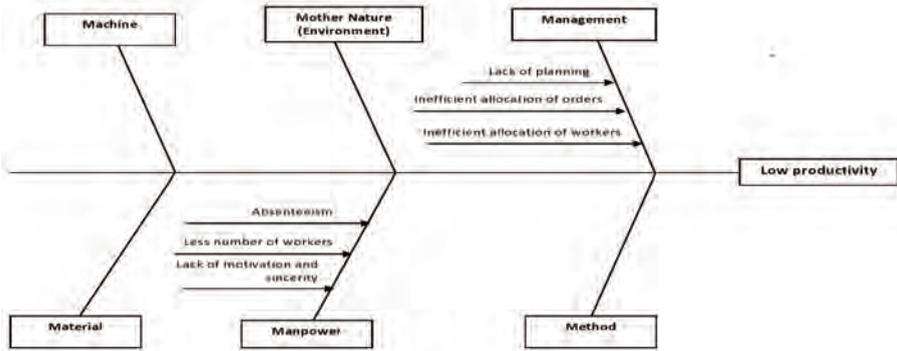
When we studied Line 7, it was observed that the workload was spread over the whole line evenly and there was no problem with the placing of orders, but the objective was still not achieved. The daily production capacity was 1000 pieces and they were only making 800 pieces approximately. To analyze the reason behind this unaccomplished target, we have examined a few factors related to this line, like line balancing, bundling process, and workers' attendance, all of which are satisfactory and up to par.

To find the real root cause, we then interviewed in a more detailed manner to the supervisor and line in charge there. As a result, it was revealed that the bottleneck which was creating hurdles in achieving the target was Kansai machine that was used for attaching belts to the garment. The machine was complicated and difficult to execute for workers that were employed on it as it was attached to the inappropriate size of the pulley, due to which work piled up there. Also, at this stage workers sew different parts as per pre-determined manner according to the machine layout for ensuring the right operation, so in this Kansai process, inefficient handling of the machine accumulated the work, which means that operators could not reach their actual target.
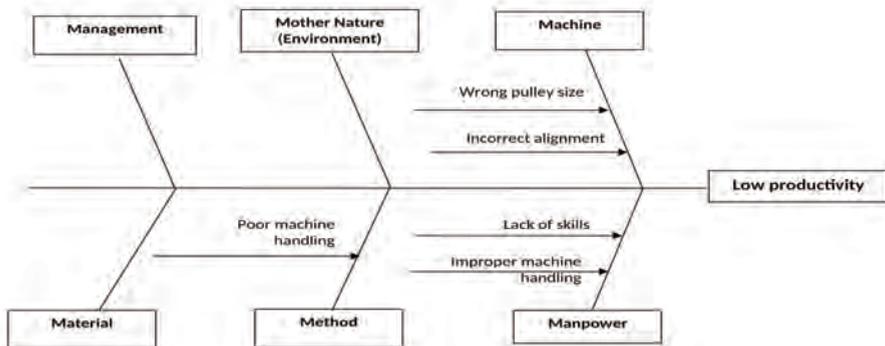
CONCLUSION

The lowest output point in the production line is called a bottleneck which is an extreme point that hindered the flow of production. In the garments industry bottleneck means the lowest capacity of one or more operations which results in low production and ultimately low profit. So, identifying bottleneck operation and removing it is a very significant task to get the highest capacity production. There are several problems during the manufacturing a garment that causes inefficiency in operations and makes it difficult to achieve the target; however, to analyze such problems and to find the real bottlenecks on the floor is quite a time-consuming process and requires a lot of effort.

Our research is based on the identification of actual problems in the production lines of cutting and stitching departments which are the weakest link (bottleneck) on the production floor and to propose possible solutions for those problems. We analyzed the data thoroughly, evaluated different factors by going on the floor, and observed machines, trims, fabric, line balancing, the accuracy of laborers and their way of carrying out the operation, and further crucial leads.

There was total nine lines on the stitching floor and three lines on the cutting floor. When we analyzed and observed the cutting floor, we found that all the processes in this department were going smoothly as all the lines were on above 100% efficiency level, whereas in the stitching department, we found differences in actual production and set targets, which were not achieved because of inappropriate process flow and several inefficiencies in it. We studied and inquired about stitching floor's data further and came up with the conclusion that the main problem areas in this section are line no 7 and 9.

We discovered that in line no 7 the waistband attachment was the actual problem behind incomplete production which is done by the Kansai machine and in line no 9 the root cause of low production is inappropriate planning which causes a smaller number of workers with demotivated behavior with an excessive workload.

RECOMMENDATIONS

We have proposed some possible solutions for the problems we have identified in both lines i.e., line no 9 and line no 7.

As in line no 7 the main constraint is an inefficient use of the Kansai machine as it was attached to the small size pulley that was limiting the

speed of the machine and making the flow of operation slow, we proposed installing the appropriate size pulley to carry out the process smoothly and efficiently.

For line no 9, after discussing a number of solutions with the planning department's management we have come up with a reasonably clear and practical solution that, alternately small and large orders should be allocated in this line so that the workers employed in this line do not feel insecure about their earnings. This will also motivate them to work wisely and rapidly in order to maintain the stability of heir salaries due to their role at the end of each month.

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CRITICAL DISCOURSE ANALYSIS OF THE TELL-TALE HEART IN THE CONTEXT OF PAKISTAN

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Abstract

Power relations that highlight social discourse depict different perspectives on society and culture (Fairclough, 1997). *Applying the critical discourse analysis model* (Fairclough, 1992) *and* (Fairclough, 1995)*, this paper explores new dimensions of* **The Tell-tale Heart** *by Edgar Allan Poe* (Poe, 1903) *in the context of Pakistan. Following a text-based methodology, it investigates the three major themes of guilt, time, and insanity at the micro and macro level. The analysis further highlights the specific power relation in the researcher's society and supports the claim that each society follows certain norms. This paper argues that power relations which the story uproots through the 'Evil Eye' exist in every society and maintains the social-cultural differences between people dividing them in the world of 'I' and 'You'.*

INTRODUCTION

Literature nurtures an individual's intellectual qualities for personal and social growth which further enables to uplift cultural awareness. Language on the other hand enhances meaning-making processes through the short stories (Widdowson, 1984). It can be argued that human feelings have a universal appeal and that the hues of human suffering match across time and space. Hence a literary work, with a given plot, context, and characters, transcends geographical boundaries and time-space limitations. Even today, Edgar Allan Poe's captivating works are considered masterpieces of English literature, are cherished, and valued by enlightened, inquisitive readers.

This paper attempts to delve deep into   *The Tell-Tale Heart*, one of the celebrated works of Poe. Despite its narrow scope and setting, the story goes beyond its literal interpretation and can be interpreted as a social satire. Through his tale, Poe highlights issues prevailing in his society that relates to

the socio-cultural context. *The Tell-Tale Heart* was first published in James Russell Lowell's, '*The Pioneer*' in January 1843, and it reappeared in *The Broadway Journal* on August 23, 1845. The author's works left imperishable imprints on American culture that can neither be ignored nor denied. His stories and poems profoundly influenced other American writers. Poe's short story 'provides an engaging premise-the murder of a beloved old man by his housemate-and provokes readers into an exploration of the true motivation for that crime' whereby the narrator-killer appears to suffer from bipolarity, ripped between his love and revulsion towards the same person (Pritchard, 2003).

Critical Discourse Analysis (CDA) is a research perspective for analyzing and theorizing a text; explicit awareness is transparent to the role it plays in society. The text provides an insight into the relationship of the author with the written discourse and gives in-depth information through the reader; explaining the theory formation as "socio-politically" situated in the text, a fact that cannot be ignored (VanDijk, 1993 b).

While analyzing a text as a discourse, analysts move beyond the boundaries of text and context and explore how multidisciplinary perspectives from sociology, philosophy, and linguistics contribute to meanings (Titscher, Meyer, Wodak, & Vetter, 2000). Discourse analysis of the story, the *Tell-Tale Heart*, is a critical intervention of discourse framed in a fictional work, measuring discourse beyond the text; a form as social practice (Fairclough & Wodak, Critical discourse analysis, 1997).

This paper is an attempt to situate Poe's Gothic story in a different socio-cultural context. Using the CDA approach, this study appraises the universality of the major themes of the story.

Research Questions

1. How can the confessions of the narrator's guilt be mapped at the individual (micro) level in the context of the researcher's society?

2. How can the narrator's claims in the story regarding his sanity be used to draw a macro-level parallel with the researcher's socio-cultural context?

3. What is the significance of the theme of using the time for hiding a grave crime? How is it relevant, both at micro and macro levels, in the context of the researcher's society?

LITERATURE REVIEW

Text: *The Tell-Tale* **Heart**

The complex analysis by (Eliot, 1949) raises questions about Poe's writing style, diction, and "haphazard experiments" but also acknowledges his literary contribution as "a mass of unique shape and impressive size." But despite odd criticisms, Poe was looked up to by contemporaries as well later authors including Baudelaire, Mallarme, and Valery.

A manifestation of "haphazard experiments" *The Tell-Tale Heart''*, is a Gothic drama with an unnamed protagonist divulging while trying to hide tactfully a murder- a crime that he has committed. His insistence on his sanity is artfully juxtaposed by the insanity of his manner and expression. A careful reader cannot miss the two perspectives that complement each other and are yet distinct. (Zimmerman, 2001) refers to these as "the narrative and the authorial" and compares the narrator's nervousness with the author's poise. (Wall, 2013) explores the ambiguity of expression of the protagonist as a stylistic choice and declares it to be "intentionally opaque." The tell-tale madness veiled in the character's assertion and proclamation of his sanity hints not only at his guilt and state of mind but also of the abuse that he might have experienced. (Tucker, 1981) appraises the story as a "perfectly structured, skillful study of madness. Although his evaluation of Poe's method through the narrator's madness seems to miss the possibility of absence and juxtaposition being used as discourse and literary choices by the author. Whereas, (KACHUR, 2008) acknowledges Gothic horror's association with the unspeakable in his analysis of the narrator's inability to 'articulate his motivation behind the murder yet revealing the motive through his uncouth utterances such as – "I think it was his eye! Yes, it was this! One of his eyes resembled that of a vulture – a pale blue eye, with a film over it."

Commentators and critics agree on the significance of the motifs of "the evil eye- the vulture eye" and morbidity. Synesthetic expressions, fuzzy boundaries, and nervous utterances of the narrator manifest Poe's artistic capacity with which he zooms into the dread that disgusted the character and led to the murder. (Rachman, 2009) admires the narrator's economy of expression even in his 'paranoid pathology' claiming that he is conscious of an audience base with full concentration to his words and acts.

Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) as a method and an approach looks

into social power abuse, dominance, and inequality and are reproduced and resisted by the text and talk in the social and political context (VanDijk, 1993 b). A researcher intervenes through the critical discourse analysis, taking an explicit position, and underpins the text to understand it, expose it, to resist social inequality. CDA mainly focuses on the social problems and political issues rather and narrows down to the representation of discourse structures within a text, confirms, reproduces, or challenge relations of power and dominance within a society.

CDA is not confined to a single method but follows approaches; eight principles of CDA are widely used (Fairclough & Wodak, 1997). These principles employ different perspectives and methods to study the relationship between language and social context.

Each principle outlines a research approach for establishing analytical or theoretical frameworks. The first is linked with the social problems within the ambit of language usage, linguistic characteristics, and cultural processes. (Fairclough & Wodak, 1997) present power relations as discursive in their second approach, whereas the next principle highlights discourse that constitutes society and culture. The interpretative and explanatory CDA moves beyond textual analysis giving the two dynamic access to new contextual information that may shape new readings. This approach is called the Hermeneutic effect that helps researchers understand the meaning of one part in the context of the whole. The sixth approach to critical discourse analysis is history which is strictly confined to the historical context through the reference. Hence, discourse according to the critical discourse analysis is also a form of social actions (seventh approach) that unveils opaqueness and power relationship. Overall, CDA holds a substantial socially committed scientific paradigm.

Authors in the field of critical discourse analysis have worked notably to systematize it and even though they vary in the technical specifications. They share the same strategy involving transparency and a principled way of shunting back and forth between the microanalysis of texts with multiple tools of linguistics, semiotics, and literary analysis. The macro and literary analysis of social formations, institutions, and power relations are further linked with these texts index and construct (Lukes, 1986) CDA's vocabulary is very specific and is used globally: Power, dominance, hegemony, ideology, class, gender, race, discrimination, interests, reproduction, institutions, social

structures, and social orders. Another set pattern that critical discourse follows is the macro and micro levels.

The agreed-upon classification puts Language use, discourse, verbal interaction, and communication into a micro-level category, whereas power, dominance, and inequality between social groups are considered for a macro-level analysis (Alexander, Giesen, Munch, & (eds.), 1987) and (Knorr-Cetina & (eds)., 1981).

The current study intends to highlight the aspects of critical discourse analysis moving from micro to macro concerning the selected text initially and then taking it further to a societal level. To bridge the gap between the levels, four unified critical analyses will be used for the text; member groups of the text, the action- process in the text, context-social structures, and personal and social cognition.

RESEARCH METHODOLOGY

This paper presents micro and macro-level critical discourse analyses of Edgar Allan Poe's *The Tell-tale Heart* and examines the critical discourse analysis (CDA) model in the context of literary and the rhetorical devices used in the story. The focus is Pakistan's socio-cultural context unveiling the themes of guilt, time, and (in)sanity from within the story. The study attempts to investigate the psychological perspectives of a heinous crime and the unfolding of the truth by extracting information from society at large.

DATA ANALYSIS

Key themes of *The Tell-Tale Heart*

Guilt envelops the story and the narrator's denial mode signifies the futility with which he insists on his innocence and justifies the actions that haunt him through the throbbing heart of the dead old man. Furthermore, the narrator sheds light on his sanity but contradicts it by planning and plotting against his guest hinting upon **insanity**.

Another important key theme is **time** which reoccurs in the story several times to emphasize the narrator's obsession with time and his psyche.

Level 1: Micro- Member groups of the text

Literary and Rhetorical Devices

The Tell-Tale Heart unfolds six characters: the narrator, an old man, the

neighbor, and the three policemen. The story unveils by the narrator insisting he is not insane, despite taking the life of the old man who used to reside with him. The "murder aforethought" does not identify the circumstances of the crime. He pushes the limits by giving lame excuses as the old man's pale blue eyes, which had a white thin layer on it and 'resembled that of a vulture.' This statement is a killing reason for getting rid of the 'Evil Eye.' The eye symbolizes the narrator's paranoia and insanity. This provides evidence of his anxiety and the belief that the old man sees deep into the narrator's fears (Turner, 2013).

At one instance, the narrator objects to being called insane and yet has a flashback of the crime he committed. He recalls going to the old man's room for seven days and each night would watch him closely through the lantern light. He would also let the lantern light shine brightly on the old man's closed eye. The lantern in the text symbolizes the counterpart of darkness, yet, as a source to light the evil side of the narrator. Mustering up the courage, the Narrator decides to put an end to the old man's life on the eighth day. This fully sheds light on the insanity of the narrator and projects his reflection on the heinous crime he committed to the person who was not evil himself. The narrator placed the lantern light on the old man and when he opened his eye, he was petrified so much so that the narrator could hear the old man's heartbeat. Feeling anxious, the narrator fears the intrusion of his neighbors, and before he thinks there are interruptions in his plans, he drags the old man to the floor and removes him from the bed; in fact, he pulls the heavy bed over the old man and finally kills him. To his horror, the Narrator cuts the body into pieces and buries the corpse under the planks of the bed.

The narrator thinks that he has put his conscience to rest but on the contrary, the policemen who come at 4 o'clock investigate the search of the old man by interrogating the narrator and creating a disturbing sub-consciousness of the narrator. The Narrator is put on the spot and even though he manipulates his story from his loud shrieks due to a bad dream to playing around with words as though he does not know what the policemen were talking about. The narrator beats about the bush stating the old man is away to his homeland, yet feels agitated as though the policemen know it and are testing the Narrator. He further feels his heartbeat cracking faster than he felt the old man's heartbeat; in fact, it reminds him of the night when the old man was frightened but the Narrator showed no mercy. Time here is symbolized

as the approaching of death; the narrator has control over time and shows no mercy when it comes to the old man's death. Time also represents the journey as the narrator describes how "very, very slowly" the old man moved. The Narrator thinks the policemen have hit the nail on the head and he can no longer take the pressure, he bursts out and claims that he killed the old man and gives reasons for his crime.

Level 2: The Action- Process in the text

At the micro-level, the text deals with two primary motifs; the narrator and his identification and the planning of time. The language used in the third person form is the fact that the Narrator cannot confront himself. He relates the entire story from another person's point of view yet is thoroughly involved through the words that describe the instability of his nature. The beating of the old man's heart is in reality his terror that he cannot live with, and the time psychologically haunts him. The story mentions the 'heartbeat' which is related to the ticking of time and reminds the narrator of the time he killed his guest. The "eye" on the other hand donates double meaning; one is the external eye of the old man and the other is the internal self of the narrator that projects "I".

Analyzing the themes of *The Tell-tale Heart*, some commentators believe that symbolically death, time, nature, dreams, the heart, inner versus outer reality, and the eye are all interwoven to create the dramatic effect. Some critics' point that Edgar Poe's writing strongly reflects the psychological disturbance, the relationship of the narrator and the reader of the tale. Through his story, the narrator moves slowly to the planning and plotting of murder to taking a speed towards its feverish conclusion. The usage of dashes in the story portrays the obscure connections of the tale and the repetition of the words 'evil-eye' mark his empathetic denial of insanity which is, in fact, the marked feature of the narrator throughout the story.

The communication throughout the story is confined within the vicinity of the house, the narrator does not go beyond the walls of the setting that he plans and plots to keep the characters intact in the critical moments; one such example is the scrutiny of the narrator going into the old man's room and the continuous beating of his heart which later in the story provokes the narrator's confession the communication of the narrator is one-sided and is distorted to the extent that his reflection is questionable in terms of his sanity, emotional health and his strange behavior. Furthermore, 'the

eye' which becomes the obsessive object for the narrator is a sign of non-verbal communication sending vibes of hatred and yet denying the spilled contradictory consciousness of this reality. The readers are made to realize that the narrator is not insane but due to his communicative gestures, he imparts terror in the old man who is helpless presumably due to his age. Another non-verbal interaction of the "evil eye" is through the usage of a metaphor comparing the old man's eye to the feelings of terror and fear and later in the text with "A watch's minute hand" to carefully unbolt the knob to enter his room.

The literary and rhetorical devices in terms of time and clocks are one of the major themes of the story. The flashback used in the text, "past", "eight nights", "midnight" go unexplained, and the confusion is interwoven with the choices the narrator makes in terms of time structure which builds up the complexity as the time moves forward in the text with his heartbeat as a fear of guilt and his own time linked with approaching death. This guilt consciously targets the narrator and tortures his mind and overburdens his heart that torments him leading him to accept the crime he committed. This at a micro-level proves that guilt dominates the decision to either lie or hide the truth.

Another theme that strongly holds the text is based on insanity. Throughout the story, the narrator claims that he is not insane but the mind map of executing the plan to murder the old man provides enough evidence of his insanity and further on admitting the crime by the ticking off the clock that he cannot bear because of his guilt.

Level 3: Macro- Context-Social Structures

Insanity

The story begins with the claim of the narrator that he is not insane; he unfolds the entire story trying to prove to the readers his sanity and plead his innocence. Thus, readers contemplate if he is insane. The strongest proof that the narrator is insane is his attempt to hear the old man's beating heart after he has not only killed him but also cut his head and placed under the floor with other parts of the body (Editors, 2002). It is hard for an individual to accept his/her insanity. People feel offended if someone tries imposing, they are insane or mad. Madness or insanity is not a new theme in literature. We have seen the madness of King Lear, who ironically was not mad but the people around him thought that he had gone mad. One can vividly recall the forest

scene of King Lear's madness. The dialogues uttered by Lear in his madness have become proverbial. Similarly, looking at the madness of Captain Ahab in <u>Moby Dick,</u> one wonders if Ahab was really mad? (Zoellner, 1973) In his madness, he attempts to chase the white whale across the ocean (Wilson, 2008). Then, we also see the madness of Heath cliff in <u>Wuthering Heights</u>. Heath Cliff lost his sanity in his love for Catherine Earnshaw (Harley, 1958). One thing that is common amongst all these characters is the tragic heroes and their valid reasons for their madness; unlike the narrator in the Tell-Tale Heart, who lost his mind over a mere eye. His madness has to do a lot with internal madness; the madness of the self or mind which comes from within. Poe's interest is less in external forms of power than in the power that pathologies of the mind can hold over an individual. The narrator's paranoia and guilt make it inevitable that he will give himself away. The police arrive on the scene to allow him to betray himself. The more the narrator proclaims his cool manner, the more he cannot escape the beating of his own heart, which he mistakes for the beating of the old man's heart. No external forces could be attributed to his madness except for the eye. One has a strong feeling that he might have lost his sanity after committing the murder because an insane person could not have conceived and executed such a well thought out plan. If that could be considered as true, then it's a case of typical murder. Every murderer after committing the crime for a petty issue would become insane because of the prick of the conscience.

One must keep in mind that *The Tell-Tale Heart* was written in the backdrop of the growing debate in the mid-nineteenth century over the "insanity defense." Before the end of the eighteenth century, the most common test of pardonable insanity was the loss of reason and the consciousness of good and evil. This insanity defense is not a new phenomenon in our part of the world, though its shape is a bit changed. Here it is called "honor killing" or Karo Kari[1]. In this scenario, when a male or a female is murdered, is because of an immoral act that brings shame to the family of the tribe. The victim is considered to have committed a sinful act that could be actual or perceived. This so-called immoral behavior may be in the form of alleged marital infidelity, refusal

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[1] *'**Karo Kari**' is a Sindhi term used for honor killing, specific for the province of Sindh. **Karo** means black man, and **Kari** means black woman; the term means they have blackened themselves by committing this sin, dishonoring the family. Originally, karo and kari were metaphoric terms for adulterer and adulteress, but it has come to be used with regards to multiple forms of perceived immoral behavior. Once a woman is labeled as a kari, family members consider themselves to be authorized to kill her and the co-accused karo in order to restore family honour. In the majority of cases, the victim of the attacks is female with her attackers being male members of her family or community.*

to accept an arranged marriage, asking for separation, apparent flirtatious activities, and becoming a victim of rape. Many times, a family's reputation is tainted merely based on suspicion or accusations which is considered enough to kill a woman (Khan, 1999). Once a woman is identified as a Kari, she is likely to be murdered cold-bloodedly. In most cases, the killers are her family members or the member of the tribe.

In male-dominated cultures, a woman must live her life under a strict honor code. For a woman to safeguard her chastity, she must abide by this restrictive honor code which is important for the honor of the entire family, for example, the practice of observing purdah[2] and the segregation of the sexes. The causes of honor killings are mostly other than what the killers state. A major cause could be the problem of inheritance, the settlement of a family feud or to get rid of one's wife for another woman. Human activists in Pakistan have raised their voices time and again, that in the majority of the cases the victims were women who wanted to marry as per their choice. Mostly, the victims had properties in their name and the male members did not want to lose their precious portion to another person by letting the woman marry of her sweet wish (BBCNews, 2005).

As a parallel, in both the honor killing and the insanity defense, the accused would try to win a legal battle for a crime that they had committed in their senses. In Pakistan, many of the accused went scot-free because of the non-availability of proof or the fact that the murder itself was presented as a case of suicide. Pakistani producer and filmmaker Shermeen Obaid Chinoy made a documentary on this issue A Girl in the River: The Price of Forgiveness, which won her an Academy Award. She beautifully highlighted the plight of women victimized due to this custom.

Guilt

Guilt or the prick of the conscience is one of the major themes of the story. Moreover, it is because of the sense of guilt that the story is given the title *The Tell-Tale Heart*. It is our conscience that would bring out the best and worst in us. In the story, the sense of guilt before the crime and the sense of

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[2]***Purdah*** *is a religious and social practice of* *female* *seclusion prevalent among some* *Muslim* *and* *Hindu* *communities in* *South Asia*. *It takes two forms: physical segregation of the sexes and the requirement that women cover their bodies so as to cover their skin and conceal their form. A woman who practices purdah can be referred to as pardanashin or purdahnishan. Physical segregation within buildings is achieved with judicious use of walls, curtains, and screens. A woman's withdrawal into purdah usually restricts her personal, social and economic activities outside her home. The usual purdah garment worn is a* *burqa*, *which may or may not include a* *yashmak*, *a* *veil* *to conceal the face. The eyes may or may not be exposed.*

guilt after the crime could be identified. One can see a contrast between the two types. Before the crime, the sense of guilt kept him from carrying out his plan for eight nights. The narrator kept looking for a reason to murder the old man, though he knew the reason for the murder; and since that reason was not enough, he had to see the eye before he could kill. This eye reminds one of the evil eyes in the Lord of the Rings. Poe's story is a case of domestic violence caused by irrational fear. To the narrator, this fear is represented by the old man's eye. Through him, Poe describes this eye as being pale blue with a film over it, resembling that of a vulture. There is a strong possibility that the narrator's fear is the cause of a belief which says the bearer of the evil eye has the power to destroy people and their belongings, by just looking at them. In the areas where this belief exists, the eye is considered the major cause of misfortunes and mysterious illnesses.

The narrator thinks that he can get rid of the old man's eye by murder, but he is pursued by the victim's heart as a tool or symbol of revenge, a fantastic heart that dramatically starts beating again when the murderer is in a most confident, triumphant, and cheery mood. After committing the crime of murdering the old man, it was his sense of guilt that gave him away. One feels that if only he could have somehow taken a picture of the eye and kept it in front of him for motivation. It might have saved him from telling the truth to the police about the murder.

His sense of committing a heinous crime was overcome by his sense of guilt. It is a human psyche that if the object of their dislike is in front of them, they would be more focused on achieving their goal and later would be consumed by their sense of guilt. One has a strong feeling that it was his sense of extreme guilt that led him to his insanity after committing the murder. No matter how meticulous he has been in doing the crime clean up and even convincing the police, his sense of guilt kept increasing after every passing moment. The more convincing he became with the police, the more he became a victim of the prick of the conscience. This sense of guilt of the narrator brings to our mind the sense of guilt that Arthur Dimesdale had in The Scarlet Letter, who consumed his strong sense of guilt (Kennedy-Andrews, 1999). The narrator's hearing of the heartbeat was his sense of guilt and that is which he could not live with for the rest of his life.

Time

The writer has used the device of time very effectively in the story. He

seemed to have tied the entire plot with time. Time has been used in a variety of ways for example, as a tool of delay as well as a device of creating suspense. During the story, we observe that the narrator only feels threatened by the old man when he sees the eye which he refers to as an evil eye. It means that it is only during those moments of exposure to the evil eye that he wanted to kill and shut it forever; otherwise, the narrator loves the old man.

One can draw a parallel between the narrator's senses of delay with Shakespeare's Hamlet (Cairncross, 1975) . Just like the narrator, prince Hamlet also had this strong sense of delay. One is led to note that both these delays were for confirmation. Hamlet's delay was because the ghost of his father had given him certain information and Hamlet being quite intelligent could not just believe in what the ghost had told him. So, instinctively, he kept delaying his revenge to verify the information provided by his father's ghost. On the other hand, the narrator of Tell-Tale Heart has this acute sense of fear of the old man's so-called evil eye. The narrator himself has said that he hated the old man's eye. It is a fact that extreme hatred stems from extreme fear. Hence, the only logical explanation or motif of the murder would be that he was afraid of the eye. Since the eye was shut due to the old man being asleep was that he could not kill him on the eighth night. The moment he saw the eye, he had to get rid of it and he took no time in killing the old man. It's just like killing a cockroach by a female because of her extreme fear. It is also a human psyche that people would wait for the right time to strike or to kill to get rid of their object of dislike or fear. One recent incident is the brutal murder of Mashal Khan in a reputed university of Pakistan. His was a planned murder in the sense that the propagator took their time to execute their plan of murdering him. His killers did not like his bold stance against their wrongdoings, so they planned for his murder and got him killed by a mob who accused him of blasphemy; another law that is misused in our part of the world. Hence, in this case, the propagators managed to arouse the religious sentiments of the other students on campus and managed to get him killed by the mob. The group of students formed into a mob accused Mashal of running a Facebook page where he was allegedly publishing blasphemous material (Mackey, 2017).

FINDINGS AND DISCUSSION

The relationship between Literature and Linguistics are tied together in terms of classical rhetoric, aiming to analyze the ways authors create dramatic

effects on their texts. Using the approach of expression as a conscience of authors represents their own "vision of the worlds". Discourse is inescapably linked with society as part of understanding its people and their responses (Jaworski & Coupland, 1999). As practitioners and researchers, when a text is explored from the author's point of view, it is also dealt with the structure that speaks of the researcher's rationality and society at a larger scale. The micro-level of any text aims of a smaller fraction of a society limited to the circle belonging to a specific field, whereas, at the macro level, the researcher associates the text with a certain way of life for inventing new ways of dealing with other people and producing new discourse based on a personal experience and going on a new dimension to the text as a whole. The crime committed in the story, "*The Tell-Tale Heart*" by Poe is an insight into the author's vision and his world view, depicted through his work. Moreover, the researchers move beyond the text giving shape to a new paradigm of discourse that takes place in society, however, restricting the scope of discourse analysis to its purpose and community.

Time holds a key element in changing the environment and affecting those around it. The story is the outcome of the 18th century, a period when writers were exhorted to produce work that was truly native, and Edgar Allan Poe was one of the writers to initiate a great half-century of literary development in his times. The touch of Freudian theory used in his story is psychoanalysis that one can see in the current times. At a macro level of cultural context, societies undergo psychological contradictions that can have paranoiac consequences due to mental deterioration. A girl in the river shot to fame as a 2015 documentary film by Sharmeen Obaid, highlights the hidden motives behind committing the attempted murder of a woman who pays a high price for falling in love and becomes the target of the country's harsh judicial system. Raising awareness at a global level, the Pakistani producer embraced critiques within her society but was acclaimed globally.

Edgar Allan Poe's critical work is the outcome of his findings according to the taste of readers under the study of popular magazines of the day. His gothic tales soared impressively due to his analytical skills of clearly explaining the logic behind his writings. When people react in any society, it is often the influence of a greater force that causes acts of insanity, be it globally. Pushing a woman on the flight of stairs at a subway in Berlin is a horrifying moment for Muslims living in that domain. Islam-phobia is a term

coined to create tensions amongst people living in multi-cultural societies, drifting apart the love and hate relationships of people who they need in life. The psychological complication of the human mind can hinder the right approach to positive thinking resulting in acts that later become the guilt of time hanging around the neck and exploring oneself of being either sane or insane. Living in this kind of limbo itself is self-destruction to any individuals and paves its way to thoughts, writings and talks shrouded in mystery, satire, and criticism.

CONCLUSION

One implication that could be highlighted in exploring the text from micro to macro level is the viewpoint presented by the researchers. While interpreting the text, specific norms are abided by to restrict oneself from going overboard with society's dominance, social power abuse, and inequality to portray the society explicitly. Defining a power base to any institution or group is an important symbolic resource in terms of gaining knowledge and information (Dijk, 1996) . Taking resources from various medium to back up the already stated text, the chances of exploiting one's society is at risk; painting the picture as we see from our naked eyes and dividing ourselves into "you" and "I" attitude. Consequently, our access to specific forms of discourse such as politics, media is a powerful resource that displays the researcher's "vision of the worlds", which may influence, manipulate or persuade other people's mind. This intricate relationship itself is a spilled on discursive power.

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