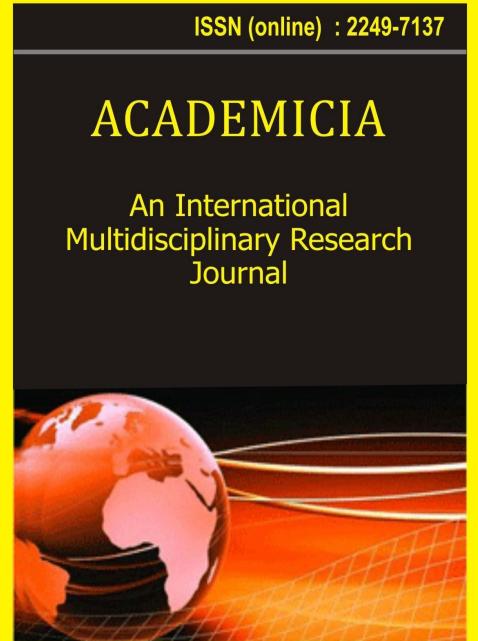
ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 A peer reviewed journal

SJIF 2022 = 8.252





Published by South Asian Academic Research Journals A Publication of CDL College of Education, Jagadhri (Affiliated to Kurukshetra University, Kurukshetra, India)

https://saarj.com

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 S

SJIF 2022 = 8.252

A peer reviewed journal

| ACADEMICIA An International Multidiso | ciplinary Research | Iournal ISSN (onli | ne) : 2249 –7137 |
|--|---|--|---|
| | Editor-in-Chi | ef :Dr. B.S. Rai | |
| | Impact Factor | : SJIF 2022 = 8.252 | |
| | Frequency | : Monthly | |
| | Country | : India | |
| | Language | : English | |
| | Start Year | : 2011 | |
| Indexed/ Abstracted | Google Scho Summon (I I2OR, ESJI, I | rnal Impact Factor (SJIF plar, CNKI Scholar, EBS ProQuest), Primo and JIF, DRJI, Indian Science pact Factor 2019 - 0.682 | CO Discovery, Primo Central, and ISRA-JIF |
| E-mail id: | saarjjournal@ | gmail.com | |

VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

| SR. NO. | PARTICULAR | PAGE NO. | DOI NUMBER |
|------------|---|-------------|--------------------------------|
| 1. | CRAZE FOR ONLINE SHOPPING AMONG COLLEGE TEACHERS OF JIND DISTRICT OF HARYANA: A STUDY | 1-11 | 10.5958/2249-7137.2023.00081.2 |
| | Dr. Sewa Singh Bajwa, Virender Singh | | |
| 2. | ACADEMIC INTERNAL SUPERVISION AS A CORRELATE OF STUDENTS' ACADEMIC ACHIEVEMENT OF GCE(O/L) IN SECONDARY SCHOOLS IN BATTICALOA DISTRICT IN SRI LANKA | 12-19 | 10.5958/2249-7137.2023.00083.6 |
| | Chelliah Arulmoly | | |
| 3. | OPINION OF PUNJABI SPEAKING HARYANVI YOUTH ABOUT GLORIFICATION OF WEAPONS AND VIOLENCE IN PUNJABI MUSIC VIDEO ALBUMS Dr. Sewa Singh Bajwa | 20-34 | 10.5958/2249-7137.2023.00082.4 |
| 4. | MORPHOGENETIC CONFIGURATION OF IRRIGATED SOILS OF THE SOKH ALLUVIAL FAN U.Kh. Mamajanova, A.J. Ismonov | 35-41 | 10.5958/2249-7137.2023.00084.8 |

SIIF 2022 = 8.252

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 A peer reviewed journal

CRAZE FOR ONLINE SHOPPING AMONG COLLEGE TEACHERS OF JIND DISTRICT OF HARYANA: A STUDY

Dr. Sewa Singh Bajwa*; Virender Singh**

*Professor, Department of Journalism and Mass Communication, Ch. Devi Lal University, Sirsa (Haryana), INDIA Email id: nachizbajwa@gmail.com

**Research Scholar, Department of Journalism and Mass Communication, Ch. Devi Lal University, Sirsa (Haryana), INDIA DOI: 10.5958/2249-7137.2023.00081.2

ABSTRACT

Online shopping has become a trend all over the world in last few years. People have started preferring online shopping over visiting to shopkeepers in local markets. India is no exception in this regard. Though the trend of online shopping is fast picking up in India but its pace is rather slow in rural pockets. But online shopping has made great inroads in advanced states like Punjab, Haryana, Delhi, Gujrat and Maharashtra. Rural people still prefer visiting the markets and purchase the goods they need. The trend of bargaining with the shopkeepers has been prevalent in India. It is still there in towns and cities. Urban people get allured by discount offers available on online shopping sites. This study has been conducted on the Government College Teachers in Jind District of Haryana. Jind is located in the central Haryana and it is not yet as developed as the districts in the periphery of national capital. The study gives great insights about the Online purchasing patterns of teachers working in Jind District of Haryana.

KEYWORDS: Online Shopping, Bargaining, Shopkeepers, Haryana, Government College Teachers.

INTRODUCTION:

India is predominantly an agriculturalist country. Majority of its population lives in villages and it is dependent on agriculture or agriculture oriented industry. Though Indian mega cities have developed a lot but still poverty is found in rural as well as urban pockets. The problem of unemployment has magnified the menace of poverty. As a result the income of people is rather low. With low income their purchasing power is also very low. They purchase the goods which cater to their basic necessities. But the situation is in sharp contrast in Big Cities or in urban areas of economically advanced states. With the spread of education people have been working in Government sector as well as they run their own big or small business. They are affected most by digitalization. This digitalization brought with it the facility of online shopping sites. There are sites on which buyers can purchase almost every item of their use. They ,now, need not to visit the markets. The trend of online shopping is fast picking up among Indians.

ACADEMICIA: An International Multidisciplinary Research Journal SIIF 2022 = 8.252

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023

A peer reviewed journal

Online Shopping:

Online shopping is an emerging business technology. Here the consumers get unlimited opportunities to buy the product. It is a medium to buy products of your choice from the comfort of your home away from the hustle and bustle of traditional markets, making shopping easier and more convenient. The seller of the product uploads the details of the product online which can be easily searched through the website or application. There are many sites that are very easy to access. Technological advancement is changing the standards and lifestyle of human beings. Changes are taking place in technology day by day. It is the method in which business and transactions are done through internet. Online shopping has become an essential need of the present. Because most of the people do not have time due to their busy life style due to their daily work or office work, by this the life of the people will be simple because in busy time they can buy more and more useful and low cost products.

Online shopping in India is expected to grow from 650 million to one billion in the coming years due to the increasing trend towards online shopping. The online shopping industry has shifted towards a direct-to-consumer model. The advent of the Internet has changed a lot in the rough market. E-commerce has become an integral part of the global retail system. Due to the modern day glitz, the buyers are now getting benefited from the system of online transactions. Not only in India, the number of people shopping online is increasing with the growing internet and increasing intensity around the world with about 5 billion global internet consumers. Online shopping was expected to cross US\$ 5.2 trillion worldwide in 2021, expected to reach new highs in coming years.

Before moving forward a review of some recent research works done recently becomes imperative. Following are some reviews of previous researches.

- Khandai, Sujata and Agarwal, Bhavna (2018) in their research study "Impact of television commercials upon the online purchase behavior of urban Indian children" found that adolescent consumers are potential targets of sellers. In India this class represents a lot of purchasing power. The brands a person is interested in as a child carry over into adulthood. For this reason, this special category is very important among the sellers. Adolescents have their own individuality; they are not much influenced by their parents and peers. The result of the study also came out that the influence of parents on children is gradually decreasing. Hence nowadays children are becoming more independent in making purchases and other decisions. The impact of Television advertisements is far greater on children than on other age-groups. They demand only those commodities which they watch in Television advertisements.
- Deshmukh, Dr. Gopal Krishna, Joseph, Dr. Sanskruti (2018) 'Online Shopping in India: An Inquiry into the Consumer World' research found that online shopping is preferred by consumers because of the ease with which they can shop anytime, anywhere, comparing prices, available varieties, and features of products across brands on online shopping sites. Online shopping companies should take appropriate measures for data encryption to ensure the security of financial transactions. Online shopping sites should be customer friendly and there should be measures in place to ensure repeat visits of customers to the online shopping website. The facility like returning undersized/oversized products and Cash on Delivery has gained great consumer acceptance.

ACADEMICIA: An International Multidisciplinary Research Journal ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SIIF 2022 = 8.252

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 A peer reviewed journal

- Kaushik, Neeraj and Gupta, Deepak (2019) have done a research study titled "A Study of Online Consumers Buying Pattern of Cosmetic Products in South Haryana". This study was done on girls aged 15 to 25 years. In this, information was collected through a questionnaire. The study has been done to know the consumer behavior as well as to know the growing trend towards herbal products. The study revealed that girls give more importance to quality while buying cosmetics products; they are influenced by the quality, price and brand of the products. The study found that respondents also pay attention to the ingredients used in the products. Girls from high income families prefer to buy quality and well known name brand products. 32% of the respondents always use herbal products. 56.3 percent of the respondents want to buy herbal products while shopping. The reason for this they consider natural and quality and good results.
- **Deshmukh et al (2018) in 'Online Shopping in India**: An Inquiry into the Consumer World' found that online shopping is preferred by consumers because they are able to access the online shopping sites on the basis of prices, availability Easily shop for anything, anytime, anywhere, comparing features of products between varieties and brands. Online shopping companies should take appropriate measures for data encryption to ensure the security of financial transactions. Online shopping sites should be customer friendly and there should be measures in place to ensure repeat visits of customers to the online shopping website.
- **Droch et al** (2020) in 'A Study on Factors Limiting Online Shopping Behavior of Consumers' found that consumers have both negative and positive experiences while shopping online. Many problems and issues arise while shopping online. Mainly six types of issues found in the study are fear of banking transaction, lack of trust, traditional shopping easier than online shopping, reputation and service convenience, incomplete information about the product etc.
- Nithya et al (2021) found in the research paper 'A Study on Online Shopping Habit of Working Professionals' that consumers search online sites for various reasons. They want to see what trend is going on in the market. They compare the price, features and quality of a particular product with other products. It is found that online shopping saves time. The study found that there are positives as well as negatives such as fake online sites, clone sites, low quality products, fake products etc. It was also found in the study that more shopkeepers are giving preference to selling goods online. Online shopping habits have been seen more in the age group of 18 to 30 youth, from this it can also be inferred that the future of online shopping is bright.

Research Questions:

- 1. To what extent the Government College Teachers in Jindindulge in online shopping.
- 2. Which one is their favorite and most reliable online shopping site?
- 3. What types of articles/ goods do they usually purchase through online mode of shopping?
- 4. What is their mode of payment while making online purchase?

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252

A peer reviewed journal

Hypotheses:

H0: There is an increasing trend of online shopping among Government College Teachers in Jind District of Haryana.

H1: Government College Teachers in Jind District still depend heavily on shopping in local markets and shopping store or shopping malls.

Research Methodology:

This study has been done on Government College Teachers of Jind district of Haryana. They are Kaithal, Jind and Rohtak. The sample size has been 54. There have been 15 multiple-choice questions. The questionnaire has been made on Google Forms which was distributed among respondents through WhatsApp. The study is based on the opinion of the Government College teachers.

Data Presentation and Interpretation:

The data collected from 54 respondents has been presented in the shape of diagrams and appropriate interpretation has been done: Let us have a look at data interpretation:

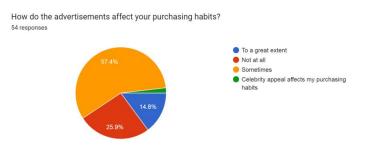


Diagram-I

When asked about the role of various types of advertisements on their purchasing habits, a majority of 57.4% respondents said that advertisements sometimes affect their purchasing habits. 25.9% respondents said that advertisements don't affect their purchasing habits, 14.8% respondents said that advertisements greatly affect their purchasing habits. Just fewer than 2% respondents said that they are allured by celebrity appeal.



Diagram-II

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

31.5% respondents opine that they Α majority of prefer purchase Smart to Phones/laptops/Computer through online mode of shopping while 25.9% respondents prefer purchasing domestic goods on this platform.22.2% respondents prefer purchasing garments while 18.5% respondents prefer to purchase domestic goods, Smart Phones, Vehicles, LED, furniture and garments also. Overall no respondent has said that he/she prefer to busy vehicles in online mode of shopping.

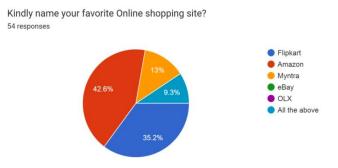


Diagram-III

Amazon with 42.6% respondents comes out to be the clear cut favourite online shopping app of college teachers in Haryana while Filpkart with 35.2% respondent's response is at number two. 13% respondents like Myntra and there are no takers of OLX and eBay.



Diagram-IV

So far as the purchase of domestic goods in concerned, 46.3% respondents say that Amazon is their favourite app, followed by Flipkart with 33.3% respondents' response. There are found to be no takers of snapdeal.

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023

A peer reviewed journal

SJIF 2022 = 8.252

Kindly name your favorite online shopping site for purchasing garments? ⁵⁴ responses

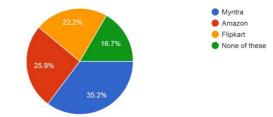


Diagram-V

So far as Garments are concerned, a majority of 35.2% respondents like Myntra the most and 25.9% like Amazon. 22.2% like Flipkart and there are 16.7% respondents who don't like any of these apps for the purchase of garments.

Which mode of payment do you prefer while shopping through online shopping sites? 54 responses

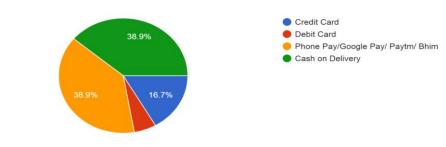


Diagram-VI

An equal percentage of 38.9% respondents use Cash on Delivery as well as Phone Pay/Google Pay/Paytm/Bhim for making payments through online mode of shopping. 16.7% respondents make transactions through Credit cards.



ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

Diagram-VII

61.1% respondents say that Discount Offers and off line sales affect their purchasing habits while just 9.3% respondents replied in the negative. 29.6% respondents say that such offers affect their purchasing habits to some extent.



Diagram-VIII

38.9% respondents prefer Myntra for purchase of products. 24.1% said that they prefer Flipkart while a majority of 38.9% respondents said that it depends on their need.



Diagram-IX

A majority of 46.3% respondents say that they purchase branded products on online shopping sites while 42.6% say that they sometimes do so.

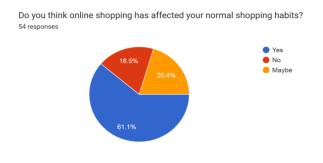


Diagram-X

ACADEMICIA: An International Multidisciplinary Research Journal ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SIIF 2022 = 8.252

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF A peer reviewed journal

61.1% respondents said that online shopping has affected their normal shopping habits while 20.4% are undecided. 18.5% respondents say that online shopping has not affected their normal shopping habits.

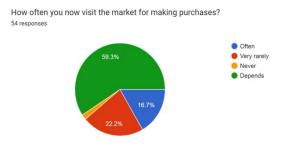


Diagram-XI

While 16.7% respondents still prefer to visit local markets for purchasing the goods they need, 22.2% said that they rarely visit local markets. A huge majority of 59.3% respondents said that it depends on the need.

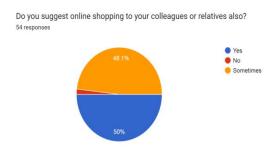
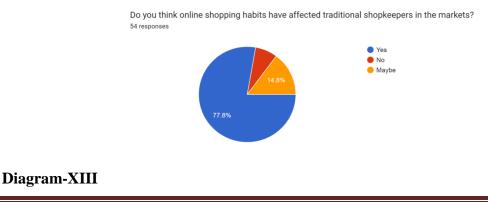


Diagram-XII

50% respondents say that they suggest online shopping to their relatives and colleagues while 48.1% respondents said that they sometimes do so. It is evident that respondents usually suggest online shopping to their colleagues and relatives.



https://saarj.com

77.8% respondents agree that online shopping has affected traditional shopkeepers in the market.

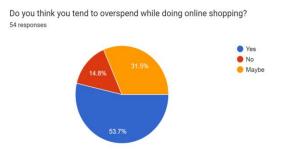


Diagram-XIV

53.7% respondents said that they tend to overspend on online shopping sites, 31.5% said that it may happen sometimes while 14.8% respondents said that they never overspend while doing online shopping.

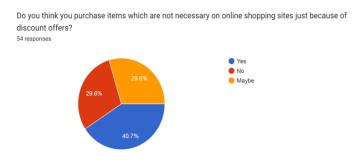


Diagram-XV

40.7% respondents said that they purchase items even if they don't require them just because of Discount Offers on online shopping sites, 29.6% said that they may go for purchasing if there are discount offers and 29.6% respondents said that they never purchase any item if it is not needed.

CONCLUSION:

Above data presentation and interpretation presents a picture of online shopping habits of Government College teachers in Jind District of Haryana. Majority of teacher-respondents like online shopping but they still prefer to visit local markets or Malls for making purchases. A majority of respondents opined that they prefer online shopping because of three parameters. Firstly, they prefer online shopping due to the facility of shopping while sitting at home. Secondly because of lucrative offers available on online shopping sites like Discount offers and off season sales. Thirdly, they prefer online shopping because of Cash on Delivery facility. The facility of returning damaged or over/under sized items also plays its role in the trend for online shopping among Government College Teachers. Advertisements affect their shopping habits and they prefer purchasing domestic goods, garments and electrical goods. They have developed the habit of purchasing branded goods as they are available at low cost in online shopping. They tend to overspend on online shopping. The respondents also said that they refer online shopping to their colleagues, friends and relatives also. Amazon, Flipkart and Myntra are their most trusted and favorite online shopping sites. Though Jind is not counted among some most developed

districts of Haryana yet the study shows that College Teachers who draw handsome salaries, have the craze for online shopping. To conclude, it may be safely said that online shopping trend is picking up in this agriculture dominated state also.

REFERENCES:

Books:

- 1. Gupta, A., Bansal, R., Bansal, A. (2013). Online Shopping: A Shining Future, International Joural of Techno-Management Research, 1-10
- 2. Hansen, A. (2009). Mass Communication Research Methods. SAGE Publications
- **3.** Jensen, K. B. (2013). A Handbook of Media and Communication Research: Qualitative and quantitative methodologies. Routledge.
- 4. Kenneth and Coral. (2002). E-commerce: Business, Technology & Society, india
- 5. Kotler, P. & Keller, K. L. (2012). Marketing Management. New Jersey, Pearson Education.
- 6. Maliakal, G. (2019). Online shopping Everything you need to know. Blurb. Mehta, Maltiand S.R. Sharma (2013) Theories of Communication. New Delhi: Sarup Book Publishers.
- 7. Malhotra, Naresh K. (2005). Marketing research, New Delhi, India
- 8. Journals
- **9.** Pradeep Mathur, J Syadava (2008) Issues in MASS COMMUNICATION. New Delhi: Kanishita Publishers.
- 10. Ryan, Damian (2015) Understanding Social Media. New Delhi: Kogan Page.
- **11.** Sarkar, Dr.Tarun (2017) Research Methodology Tools and Techniques. New Delhi: Omega publications.
- **12.** Saxena, Dr. Ambrish (2014) Social Media and New Technologies. New Delhi: Kanishka Publishers.
- **13.** Schulz, J. Peter (2010) COMMUNICATION THEORY. New Delhi: Sirochactine and Editorial Arrangement.
- 14. Singh, Suraj (2010) Advertising Media. New Delhi: Centrum Press.
- **15.** Sutherland, Max (2010) ADVERTISING AND THE MIND OF THE CONSUMER. Australia: Sutherland, Max.
- 16. Van Dyck, Fons (1999) Advertising Transformed. New Delhi: Kanishka Publishers.
- **17.** Wadia, Angela (1999) Communication and Media Studies in Ideas, Initiatives and Institutions. New Delhi: Kansishka Publishers.

Websites:

- https://www.amazon.in/
- https://www.diva-portal.org/smash/get/diva2:1309560/FULLTEXT01.pdf
- https://www.emerald.com/insight/content/doi/10.1108/RAMJ-07-2020-0038/full/html

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

- https://www.flipkart.com/
- https://www.ijariit.com/manuscripts/v2i6/V2I6-1180.pdf
- https://www.meesho.com/
- https://www.myntra.com/
- 16.https://www.researchgate.net/publication/293517608_Consumer_Behavior_in_Online _Shopping_A_Study_of_Aizawl
- https://www.sciencedirect.com/science/article/pii/S2212567116000502

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

ACADEMIC INTERNAL SUPERVISION AS A CORRELATE OF STUDENTS' ACADEMIC ACHIEVEMENT OF GCE(O/L) IN SECONDARY SCHOOLS IN BATTICALOA DISTRICT IN SRI LANKA

Chelliah Arulmoly*

*Professor in Education, Department of Education and Childcare, Eastern University, SRI LANKA Email id: chelliah.arulmoly@yahoo.com **DOI: 10.5958/2249-7137.2023.00083.6**

ABSTRACT

Understanding the impact of academic internal supervision on students' academic achievement of GCE (O/L) results is important in determining effective and valid performance for secondary schools in Sri Lanka. The study examined the relationship between academic internal supervision and students' academic achievement in secondary Schools. The objective of this study is to examine the relationship between internal supervision and students' academic achievement in secondary schools.

In this study was a design survey method and ex-post facto was used and directed at the population of secondary students in the Batticaloa district of Eastern Province in Sri Lanka. The population consisted of the principals and teachers in secondary schools in this district. The stratified random sampling techniques were used to select the school and teachers.

KEYWORDS: Academic Internal Supervision, Students' Academic Achievement, GCE(O/L) Examination And 1AB, 1C And Type 2 Schools.

INTRODUCTION

Academic internal supervision in the school is currently experiencing various problems. Supervision preparation problems are related to: lacking of supervision plan, lacking of holistic and systematic planning, and lacking of analysis in current conditions or requirements. While supervision operational problems are included: lacking of supervision cooperation, lacking of knowledgeable and skillful supervisors, and lacking of feedback to supervisees. Problems in evaluation are included: lacking of ongoing supervision and monitoring in a systematically and continually manner. Whereas, supervision is to continuation of a system based on the participation of all parties involved. This is a procedure in management of academic for controlling quality in education.

Supervisors should ensure that teachers are utilizing information from a variety of valid and appropriate sources before they begin planning and teaching lessons. Teachers should use different techniques of teaching methodology considering students background, academic levels, and interests, as well as other data from student's records to a certain academic needs and to facilitate planning for appropriate initial learning. The overall education system should be supported by educational supervision in order to improve the teaching-learning process in general and learner's achievement in particular (UNESCO, 2007).

SIIF 2022 = 8.252

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 A peer reviewed journal

Working for students' progress towards the established standards and facilitate the planning of various types of instruction are the main tasks of internal supervisors. Internal supervision plays a crucial role in achieving the overall objectives and goals of education in the strategy of attaining quality education, focuses on teacher's professional growth to enhance the instructional practice in schools and to bring about the desired change of learning achievement for the students. In line with this, UNESCO (1999) indicated that internal supervisory practices are significant for individual teacher's professional development, school improvement and organized to accommodate the central interest of teachers, students and the society. According to the view of Goble and Porter (1977), internal supervision is vital for the continuous professional development of teachers and the overall enhancement of quality education.

Review of Literature

The role of supervision, especially, at the basic level is very important in the entire educational process. According to Glickman (1995), supervision influences effectiveness and efficiency among personnel in the school and their systems of operation in the teaching learning situation. He was of the view that supervision focuses on the improvement of instruction in whatever subject hence, headteachers and supervisors must actively participate if educational goals are to be achieved.Musaazi (1985) also sees the inevitable role of academic supervision in schools and declared that supervision is primarily concerned with actions taken to ensure achievement of instructional objectives. Glickman, Gordon and Gordon (1995) see supervision as a glue of a successful school. According to them, supervision as a function in the school draws together the discrete elements of instructional effectiveness into a whole school action. Burton (1988) however, says that supervisory role in the school is mainly to evaluate the effectiveness of the instructional programme.

A number of writers have expressed their views on the effects of supervision on teaching and learning. Clickman (1995) is of the view that, supervision influences the effectiveness and efficiency among personnel in the school and their systems of operation. He is therefore of the view that supervision should focus on the improvement of instruction in order to achieve the desired result. Neagley and Evans (1980) also agree that supervision makes the work of the teacher more effective through such things as improved working conditions, better materials for instruction, improved method of teaching, preparation of courses of study and supervision of instruction through direct contact with the classroom teacher.

The works of Ashta and Webb (1986) cited in Sergiovanni and Staratt (1998) concluded that a supportive school climate is one important contribution to a teacher's sense of efficacy. Improving schools by helping teachers to reflect on their practice, to learn more about what they do and why, to strive for improvement, to share what they know with others and to strive to improve their practice is at the heart of what supervisors do.Peretomode (2007), suggests that the purpose of internal academic supervision in schools is to directly influence the behavior of teachers and the teaching processes employed to promote students learning, to ensure that each individual teacher within the school system has been performing the duties of which he was scheduled andto cooperatively develop favorable climate for effective and learning.

Tua (1998) stated that the greatest problem militating against educational achievement is the urban/rural disparity in the distribution of trained teachers, distribution of materials, inadequate facilities, and low moral of teachers and lack of supervision. Again he said, many parents in the

rural areas are not able to make any meaningful contribution to the improvement of facilities in the schools

Statement of the Problem

There is concern about the secondary school objectives because of doubt that many school principals give little attention to internal academic supervision of instructional activities. Informal discussions by the researcher with some stakeholders in Batticaloa district suggest that students from government schools in the district do not perform well in national examinations due to ineffective internal supervision of teachers by school curriculum committee. This assertion from the stakeholders that the poor performance of students is as a result of ineffective supervision by committee is not verified, but the fact remains that many students perform poorly in national examinations. Could the poor achievement level be attributed to the ineffective internal supervision by school curriculum committee in Batticaloa district secondary schools? This situation has become a matter of concern to stakeholders in the education sector and the society at large.

Objective of the Study

The purpose of this study was to find out the influence of teacher's academic internal supervision and students' academic achievement of secondary school students in Batticaloa district.

Hypothesis

There is no significant relationship between teachers' academic internal supervision and students' academic achievement in secondary schools in Batticaloa district.

Research Questions

- 1. Is there is any significant relationship between teachers' academic internal supervision committee and academic achievement secondary school students?
- 2. What is the level of students' academic achievement in secondary schools in Batticaloa district?

Methodology

This study adopted a descriptive research design of the survey type and ex-post facto was used and directed at the population of secondary students in the Batticaloa district of Eastern Province in Sri Lanka. The population consisted of the principals and teachers in secondary schools in this district. The stratified random sampling techniques were used to select the school and teachers. Thirty (30)school of 1AB, 1C, and Type 2 schools and 810 teachers in which 27 teachers (per school) were randomly selected from the 30 secondary schools sampled were selected from this research area.

Two instruments were used to obtain data from respondents. The research instruments, academic supervision questionnaireformat titled supervision questionnaire; it's to measure the process of supervision with teacher responses about the classroom activities. And G.C.E (O/L) results for a period of five years (2016 - 2020) were used to collect data from the sampled schools. The reliability of the instrument was ascertained using Cronbach Alpha Method. The reliability coefficient in a study conducted with 10 secondary school teachers and 5 principals was 0.83. The calculated instrument reliability co-efficient was said to be good and reliable for the study. The research instrument was personally administered directly to the secondary school teachers and principals sampled for the study after obtaining permission to administer the instrument from the principals of the schools. The completed questionnaires were collected, collated and decoded

into statistical data and analyzed using mean, standard deviation and Pearson product moment correlation statistics (r) at 0.05 level of significance.

Data Analysis

The data collected in this study were analyzed using descriptive statistics frequency count, percentage, mean score and inferential statistics, hypothesis were analysis using Pearson Product Moment Correlation and tested at 0.05 level of significance.

Research question 1

Is there is any significant relationship between teachers' internal supervision committee and academic achievement secondary school students?

 TABLE 1: ACADEMIC INTERNAL SUPERVISION COMMITTEE DUTIES AND STUDENTS'

 ACADEMIC ACHIEVEMENT IN BATTICALOA DISTRICT SECONDARY SCHOOLS

| Variables | Ν | Mean | SD | r – Calculated values | r – table values | Significant level |
|----------------------|-----|-------|-------|-----------------------------|------------------------|----------------------|
| Academic Performance | 810 | 48.36 | 26.26 | | | |
| Academic internal | 810 | 2.67 | 0.537 | 0.541 | 0.40 | P<0.05 |
| Supervision | | | | | | |

Sources: Research Study, May 2021

Table 1 shows that, the mean and standard deviation among the views of teachers on academic supervision committee duties in Batticaloa district and also show the level of students' academic achievement. The average of the mean of academic supervision committee indicate that2.67; an indicated that the level of academic supervision committee duties in Batticaloa districtsecondary schools was low. It is concluded however from the findings of this study that there is a significant relationship between academic supervision committee and secondary school students' academic achievement in Batticaloa district as r-calculated value is 0.541 (above the table values 0.40) and P<0.05.

Research question 2

What is the level of students' academic achievement in Batticaloa district secondary schools?

In order to ascertain the level of academic achievement of schools under study, data collected on students GCE (O/L) results for a period of five years (2016-2020) for each sampled school were pooled and averaged to the nearest whole number for each school and the average obtained.

Keys:

Passed: 6simple pass and above including Mathematics and Tami Language (mother tongue).

Failed: Less than 6subjects without Mathematics and Tami Language (mother tongue).

| | DISTRICTSECONDART SCHOOLS BETWEEN 2010 AND 2020 | | | | | | |
|-----|---|---------|-------------------|--------|------------------|--------|--|
| S/N | Educational zone | Number | 6 simple pass and | Percen | Less than 6 | Percen | |
| | (Batticaloa | of | above including | tage | subjects without | tage | |
| | district) | Student | Mathematics and | | Mathematics | | |
| | | S | Tami Language | | and Tami | | |
| | | | | | Language | | |
| 1 | Batticaloa | 2526 | 2134 | 84.48 | 392 | 15.52 | |

TABLE 2: LEVEL OF STUDENTS' ACADEMIC ACHIEVEMENT IN BATTICALOADISTRICTSECONDARY SCHOOLS BETWEEN 2016 AND 2020

SIIF 2022 = 8.252

27.16

344

| | A peer reviewed journal | | | | | | | |
|---|-------------------------|------|------|-------|-----|-------|--|--|
| 2 | Batticaloa West | 1727 | 1157 | 69.99 | 570 | 30.01 | | |
| 3 | Batticaloa Central | 1941 | 1535 | 79.08 | 406 | 20.92 | | |
| 4 | Kalkudah | 958 | 724 | 75.57 | 234 | 24.43 | | |

72.84

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023

923

Sources: Research Study, May 2021

1267

Paddiruppu

5

Table 2 shows that,, the result showed that academic achievement five educational zone in the Batticaloa district was;

- 1. Batticaloa Zone Out 2526 students that sat the exam, in the 2016 2020 only 2134 (84.48%) pass with 6 simple pass and above including Mathematics and Tami Language while 392 (15.52%) failed.
- Batticaloa West Zone Out 1727 students that sat the exam, in the 2016 2020 only 1157 (69.99%) pass with 6 simple pass and above including Mathematics and Tami Language while 570 (30.01%) failed.
- 3. Batticaloa Central Zone Out 1941 students that sat the exam, in the 2016 2020 only 1535 (79.08%) pass with 6 simple pass and above including Mathematics and Tami Language while 406 (20.92%) failed.
- 4. Kalkudah Zone Out 958 students that sat the exam, in the 2016 2020 only 724 (75.57%) pass with 6 simple pass and above including Mathematics and Tami Language while 234 (24.43%) failed.

On the grand total average, 76.39% passed and 23.61% failed from the sampled schools in Batticaloa district. Table 3 shows that, relationship between teachers' internal supervision and students' academic achievement in Batticaloa districtsecondary schools.

TABLE 3: RELATIONSHIP BETWEEN TEACHERS' INTERNAL SUPERVISION AND STUDENTS' ACADEMIC ACHIEVEMENT IN BATTICALOA DISTRICT SECONDARY SCHOOLS

| Variables | N | Mean | SD | r – Calculated values | r – table values | Significant level |
|----------------------------------|------|-------|--------|-----------------------------|------------------------|----------------------|
| Academic Performance | 810 | 48.36 | 26.26 | | | |
| Teachers internal Supervision | 8419 | 6.43 | 0.7236 | 0.457 | 0.40 | P<0.05 |

Correlation is significant at 0.05 levels (2-tailed)

Testing of Hypothesis

There is no significant relationship between teachers' academic internal supervision and students' academic achievement in secondary schools in Batticaloa district.

In testing the hypothesis, teachers' responses to teachers' internal supervision items on the instrument in line with students' academic achievement was subjected to Pearson's Product Moment Correlation Coefficient to shows at Table 3. The result of the test performed indicates that there is a positive and significant relationship between teachers' internal supervision and students' academic achievement inBatticaloa district secondary schools (r=0.457, p<0.05). This implies that the hypothesis which states that there is no significant relationship between teachers' supervision and students' academic achievement in Batticaloa district secondary schools (r=0.457, p<0.05).

A peer reviewed journal

rejected. The positive value is an indication that as supervision of teachers by their supervision committee increases, the academic achievement of students increased.

Finding and Discussion

The study investigated the impact of internal supervision on the students' academic achievement in GCE (O/L) in Batticaloa district in Sri Lanka. The findings revealed that there is a positive and significant relationship between teachers' internal supervision and students' academic achievement in Batticaloa district secondary schools (r= 0.457, P < 0.05). This implies that the hypothesis which states that, there is no significant relationship between teachers' internal supervision and students' academic achievement in Batticaloa district secondary schools is rejected. The result on regular internal supervision and its bearing on students' academic achievement was significant and in support of National Policy on Education. The result is was also in favor of Ebiringha's (1987) findings which indicated that instructional process and supervision make a difference in secondary school student's performance.

The positive value is an indication that as supervision of teacher by their curriculum committee increases, the academic performance of students improves. This finding agrees with Ogunsaju (2004), who summits that there is need for effective supervision to achieve the set goals in the schools system, but Ijaiya (2008), believes that efficient and effective supervision is dependent on the level of intelligence, capability and experience of the manager to manipulate the situation he finds himself or herself in order to achieve the best for his or her organization. The findings of Ogunsaju (2006) and Osika (2002) in line with the result of this study suggested thatschool Principal should focus on planning and preparation, lesson presentation, relationship and teacher's personality with reference to planning and preparation during classroom observation. He reiterated that the principal should be particular about the effectiveness of the teacher's communicationin his voice, choice of words and speech habits, the teachers' knowledge of the subject and his skills in effecting students' participation in the lesson.

Also, this is in line with the research work of Ezekwensil (2007), who observed that lack of supervision in school had been the bane of education policies; that a system not supervised will not yield the desired result and that when supervision is absent, it leads to ineffective curriculum delivery which often causes poor academic performance of students in secondary schools. This is corroborated with the Akudo (2007), that students' performance depend on how school principals invest their energy in their instruction role, maintain visibility, monitor students' performance, build teachers capacity and coordinate curriculum, promote teachers' academic professional development.

The test on impact of positive/negative remarks by supervisors on teacher's performance was significant. This implies that good comments by supervisors during the supervision process have a measurable bearing in improving the teacher performance in the teaching learning process. The analysis established a significant relationship between supervisory climate and improved teachers performance. The findings further indicated that negative comments by supervisors have an adverse effect on teacher's performance. It reveals that, if teachers develop apathy, negative attitude towards the administrator or supervisor because of his/her harsh method of approach, his/her performance will be lowered and this will affect his performance in the instructional process especially when the supervisor is with him/her. This finding is supported with the findings of Adesola (2005), who observes that, it is only the effective utilization of human resource management variables such as teachers supervision and teachers capacity building that would in turn utilize and improve other resources of education for better performance.

SJIF 2022 = 8.252

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 A peer reviewed journal

This finding confirmed the statement of the research problem, that there is a falling standard in education due to the retrogression in the academic standard of students in secondary schools. The falling standard of education perhaps requires an effective utilization of human resource as corrective strategy, which would in turn utilize other resource of education to enhance better students' academic performance. This finding is in support of the study outcome conducted by Owadiae (2012), who observed that secondary school students academic performance in external examination have been low and this is to the dissatisfaction of the general public and the poor performance of students in examinations is always attributed to the level of human resource management by school administrators who are responsible for the coordination and supervision of teachers affairs.

Conclusion and Recommendations

The results of this study showed that based on teachers and the principals responses, the practice of supervision by the supervision committee was not up to the expected level yet it was found to impact on students' academic achievement. It was evident that most principals only practiced the specific activities of supervision frequently, rarely or sometimes and a few of them practiced almost always. It was observed that schools with principals who exemplify internal supervision behaviors had students with higher levels of academic achievement than principals who did not. The correlation test showed that academic achievement of the students had a positive correlation with the principals' practice of instructional supervision in almost all the activities.

Supervision is critical in the development of any educational program in both developed and developing countries including Sri Lanka. Based on the findings of the study, the research revealed that the education system in Batticaloa district is plagued with multifarious problems notably are students poor performance in GCE (O/L), poor attitude of teachers to work and non-regular instructional supervision of schools as such, the challenges being currently faced by the educational system requires professional approach by experts in the educational field to improve and sustain the education industry in Batticaloa district.

This study affirmed that academic supervision had positive correlation to students' academic performance. Hence, students' academic performance in examination can be attributed to the level of supervision of teachers for effectiveness in secondary schools. Conclusively there is no doubt that achieving quality learning depends largely on effective supervision of teachers which will improve the academic performance of students in schools, this ensure the realization of the desired goals and objectives of secondary education in terms of students quality output. Involving school principal and supervision committee in the linking chain of internal supervision under the guidance and direct coordinator of the principals and vice-principals can assist teachers and improve the quality of instruction and promote improved performance of teaching and learning that is most beneficial to the students.

Based on these findings, the author recommends the following as a roadmap for effective application;

- 1. The school principal should be assigned constitutional roles and responsibilities in the secondary school settings due to the fact that principals and vice-principals are more devoted to administrative and disciplinary matters to ensure good school climate and tone of the school.
- 2. Principals should supervise, evaluate and coordinate the with supervision committee, instruction process to ensure that it is in line with the set goals. This can be done by meeting

with individual teachers to encourage them on the effective use of instruction time and new teaching skills and also with learners to discuss their performance at given times. Principals should be available in the school to both teachers and students. They should visit teachers in classrooms and Science laboratories to encourage the teachers and ensure the provision of teaching - learning resources.

- 3. Principals should be more proactive in their day-to-day internal supervision exercise on teachers and students. Government should provide all necessary teaching materials that will promote the teaching standard among teachers.
- 4. Principals should monitor students' progress by discussing their academic achievement with teachers individually and at classroom level. The principal should also talk with students and teachers about academics and progress towards the set goals. They should visit classrooms to ensure alignment of instruction to the set school academic goals.
- 5. Checking of professional documents of teachers by principals and supervision committee should be taken serious at all times. Principals should make sure that teachers cover every topic in the scheme of work in line with the time frame. Laissez faire and irregular supervision amongst others must be discouraged.

Bibliography

- Adeniji, I. A. (2002). Perception of principals and teachers of external supervisors'role in secondary schools in Ogun State. Nigerian Journal of Clinical and Counseling Psychology. 8(1), 43-56.
- **2.** Akudo F.V (2007). The influence of supervision of instruction on teacher's effectiveness in primary schools in Nigeria. J. Educ. Manag., 6(1):75-82.
- **3.** Archibongs, F.I.(2010)Instructional Supervision In The Administration Of Secondary Education: A Panacea For Quality Assurance: European Scientific Journal June edition Vol.8,No.13.
- **4.** Ashta, C.M.and Webb,K (1986). Educational systems analysis. New York: The Macmillan Company.
- 5. Clickman, C. D. (1995). Supervision of instruction. New York: Allan and Bacon.
- **6.** Ebiringha, O.(1987). Supervision, a key to improvement in an organization: Nigeria Institute of Management {NIM} Journal 8(5).
- **7.** Ezekwensil, O. (2007, October). Our educational system. Paper presented at the Presidential Forum of Education, Abuja.
- **8.** Glickman, C.D., Gordon, P.S, & Gordon, R.J. (1995). Supervision of instruction: A developmental approach. Boston: Allyn and Bacon Inc.
- **9.** Harbison R.N. and Hanushek, EA (1992). Educational Performance of Poor: lesson from the Rural North East Brazil: Oxford University press.
- **10.** Manas, R.P.(2012)Implementation of Instructional Supervision in Secondary School: Approaches, Prospects and Problems: Science, Technology & Arts Research Journal,2012, 1(3): 59-67.

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

OPINION OF PUNJABI SPEAKING HARYANVI YOUTH ABOUT GLORIFICATION OF WEAPONS AND VIOLENCE IN PUNJABI MUSIC VIDEO ALBUMS

Dr. Sewa Singh Bajwa*

*Professor, Department of Journalism and Mass Communication, Ch. Devi Lal University, Sirsa, Haryana, INDIA Email id: nachizbajwa@gmail.com DOI: 10.5958/2249-7137.2023.00082.4

ABSTRACT

Critics argue that modern-day Punjabi songs glorify violence due to their lyrical content and visual representation in music videos. The use of aggressive language, explicit references to weapons and the portrayal of confrontational behavior contribute to this perception. In terms of lyrical content, some Punjabi songs contain explicit references to violence, gang culture, and illegal activities. These lyrics can glamorize and normalize violent behavior, especially among impressionable listeners, including the Punjabi youth. The repeated exposure to such content may desensitize individuals to the consequences of violence and perpetuate a cycle of aggression. Furthermore, the visual representation in music videos plays a significant role in the glorification of violence. Some Punjabi music videos showcase luxurious lifestyles, lavish parties, and the use of weapons as symbols of power and dominance. These visuals can create an inspirational image for viewers, inadvertently promoting a culture of violence and aggression. It is essential to consider the impact of such music on society, particularly on the impressionable minds of the Punjabi youth. Exposure to violent themes in songs can shape attitudes, beliefs, and behavior, potentially leading to real-life consequences. Critics argue that artists should be more responsible in their artistic choices, promoting positive messages and themes that inspire and uplift the audience. However, it is important to note that not all Punjabi songs glorify violence. There are numerous artists who prioritize meaningful storytelling, love, and cultural themes in their music. It is crucial to study the opinion of youth regarding the opinion of critics. This study conducted on Punjabi youth in Haryana bring forth many important aspects related to Punjabi Music.

KEYWORDS: Critics, Violence, Weapons, Aggression, Perception, Consequences, Luxurious Lifestyles, Punjabi Youth.

INTRODUCTION:

Punjabi music has gained immense popularity around the globe for several reasons. First off, Punjabi music has a unique and infectious energy that gets people grooving. The catchy beats, vibrant melodies, and lively rhythms make it hard to resist. It's like a burst of joy that instantly lifts your spirits! Moreover, Punjabi music often tells relatable stories of love, friendship, and

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

celebration. The lyrics are heartfelt and reflect the emotions and experiences of many listeners. Whether it's a heartbreak anthem or a party banger, Punjabi songs have a way of connecting with people on a deep level. Another reason for its global popularity is the fusion of traditional Punjabi folk elements with modern sounds. This blend creates a fresh and exciting musical experience that appeals to a wide range of audiences. Punjabi music has the ability to seamlessly blend traditional instruments like the Dhol and Tumbi with contemporary beats and electronic sounds, creating a unique sonic landscape. The Punjabi music industry has also seen a rise in collaborations with international artists, which has further expanded its reach. These crosscultural collaborations introduce Punjabi music to new audiences and help create a global fanbase. Furthermore, Punjabi music videos are often visually stunning, featuring vibrant colors, beautiful landscapes, and captivating storytelling. These visually appealing videos enhance the overall experience and attract viewers from all over the world. Lastly, the Punjabi diaspora plays a significant role in spreading the popularity of Punjabi music. Punjabi communities around the globe have kept their cultural traditions alive through music, and as a result, Punjabi music has found a home in many countries. In conclusion, the popularity of Punjabi music worldwide can be attributed to its infectious energy, relatable lyrics, fusion of traditional and modern sounds, international collaborations, visually appealing music videos, and the active involvement of Punjabi communities around the world. It's a musical genre that brings people together, transcending borders and cultures.

Punjabi music has gained immense popularity worldwide, transcending language barriers and captivating listeners from diverse backgrounds. The infectious beats, soulful melodies, and energetic rhythms of Punjabi songs have made them a favorite among music enthusiasts. One of the key factors contributing to the popularity of Punjabi music is its ability to evoke emotions and create a sense of joy and celebration. Punjabi songs often have catchy tunes and lively rhythms that make them perfect for dancing and enjoying special occasions. The vibrant and dynamic nature of Punjabi music has made it a staple at parties, weddings, and cultural events. Another reason for the widespread popularity of Punjabi music is its ability to tell stories and convey emotions. Punjabi songs often touch upon themes like love, heartbreak, friendship, and social issues, allowing listeners to connect on a deeper level. The heartfelt lyrics and powerful vocals of Punjabi singers create an emotional resonance that strikes a chord with the audience. Furthermore, the Punjabi music industry has seen the rise of immensely talented artists who have become global icons. Singers like Gurdas maan, Harbhajan Maan, babbu Maan, Kuldip Manaq, Diljit Dosanjh, Amrinder Gill, Nachhattar Gill, Karan Aujla, Satinder Sartaj, Ranjit Bawa, Sidhu Moosewala, and Ammy Virk have garnered a massive fan following with their unique styles and captivating performances. Their songs have not only topped the charts but have also been featured in Bollywood movies, further expanding the reach of Punjabi music. The popularity of Punjabi music has also been amplified by the advent of digital platforms and social media. Artists can now reach a global audience with ease, and fans can discover and share their favorite Punjabi songs effortlessly. The vibrant music videos accompanying Punjabi songs have also played a significant role in their popularity, with visually stunning visuals and engaging storytelling. In recent years, Punjabi music has also gained recognition and appreciation in international markets. Punjabi artists have collaborated with renowned international musicians, leading to a fusion of different musical styles and opening doors for cross-cultural exchange. Overall, the popularity of Punjabi music can be attributed to its infectious beats, heartfelt lyrics, talented artists, and the ability to connect with listeners on an emotional level. It continues to captivate audiences' worldwide, making Punjabi music a global phenomenon.

SJIF 2022 = 8.252

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 A peer reviewed journal

Traditional Punjabi music is rich in culture and history. It reflects the vibrant and joyful spirit of the Punjabi people. Traditional Punjabi music is deeply rooted in folk traditions and has been passed down through generations. One of the most popular forms of traditional Punjabi music is Bhangra. It originated as a celebratory dance form during the harvest season. Bhangra music is characterized by its energetic beats, catchy rhythms, and lively lyrics. Instruments like the Dhol, Tumbi, and Dholak are commonly used in Bhangra music to create that signature sound. Another traditional Punjabi music genre is Giddha, which is a form of folk dance performed by women. Giddha songs are usually sung in a call-and-response style, with women showcasing their grace and agility through dance movements and expressive gestures. Punjabi Sufi music is also an integral part of the traditional music scene. It combines devotional poetry with soulful melodies, aiming to connect with the divine. Sufi music often features instruments like the harmonium, tabla, and sarangi, creating a soothing and spiritual ambiance. Traditional Punjabi music is deeply ingrained in the cultural fabric of Punjab and continues to be cherished by people worldwide. It's a beautiful way to celebrate and preserve the rich heritage and traditions of the Punjabi community.

Glorification of Weapons and Violence in Punjabi songs/music albums:

It's understandable that people are concerned about the promotion of weapons and violence in Punjabi songs. While it's true that some Punjabi songs may contain references to weapons and violence, it's important to remember that not all Punjabi songs fall into this category. Music, including Punjabi music, is a form of artistic expression, and artists often draw inspiration from various aspects of life, including personal experiences, social issues, and cultural influences. Some songs may touch on themes of struggle, power, or street life, which can sometimes involve references to weapons or violence. However, it's crucial to recognize that Punjabi music is diverse, and there are many artists who focus on different themes such as love, celebration, and cultural pride. It's all about finding the songs that resonate with you and align with your values. If you're looking for Punjabi songs that promote positivity and avoid violence, there are plenty of options available.

Actually, it's a misconception that hip hop has popularized violence in Punjabi songs. While there may be some songs that contain violent or aggressive lyrics, it's important to remember that not all Punjabi songs fall into this category. Punjabi music is diverse and encompasses a wide range of themes, including love, friendship, celebration, and cultural pride. Hip hop, like any other genre, can be a platform for artists to express their personal experiences and emotions, which may sometimes include references to violence. However, it's crucial to understand that the portrayal of violence in songs is not exclusive to hip hop or Punjabi music. It exists across various genres and is influenced by a multitude of factors, including societal issues, personal narratives, and artistic expression. It's essential to appreciate the entirety of Punjabi music and not generalize based on a few songs. There are numerous Punjabi artists who focus on positive messages, spreading joy, and celebrating Punjabi culture. So, let's not overlook the vast array of Punjabi songs that promote unity, love, and cultural richness.

The impact of weapons in Punjabi music videos on Punjabi youth can vary. Some argue that the inclusion of weapons in music videos can desensitize young viewers to violence and glamorize harmful behaviors. It is important for artists, parents, and society as a whole to be mindful of the messages being portrayed and the potential influence they can have on impressionable minds. However, it is also important to consider that not all Punjabi youth are negatively impacted by

SJIF 2022 = 8.252

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 A peer reviewed journal

these music videos. Many young viewers are able to differentiate between fiction and reality, understanding that the use of weapons in music videos is simply a form of artistic expression and entertainment. To mitigate any potential negative impact, it is crucial for parents and guardians to have open and honest conversations with their children about the content they consume, including music videos. Encouraging critical thinking, promoting positive values, and fostering a healthy understanding of the difference between fiction and reality can help young viewers navigate the influence of these music videos in a responsible manner. Moreover, it is important for artists and the music industry to also take responsibility by creating a diverse range of music videos that promote positive messages, social awareness, and cultural pride. By offering a variety of content, young viewers have the opportunity to engage with music videos on Punjabi youth is a complex issue that requires a multifaceted approach involving artists, parents, and society as a whole. It is important to foster a supportive environment that encourages critical thinking, responsible consumption, and the promotion of positive values.

Punjabi songs have been known to incorporate elements of violence and weapons in their lyrics and music videos. While it is true that some Punjabi songs may glamorize these themes, it is important to understand that not all Punjabi songs follow this trend. There is a wide variety of Punjabi music available that focuses on different themes and messages. The inclusion of violence and weapons in Punjabi songs can be seen as a reflection of certain societal realities and cultural influences. However, it is crucial to approach these songs with a critical mindset and not glorify or promote harmful behaviors. It is the responsibility of both artists and listeners to be mindful of the impact that such content can have on individuals, especially the younger audience. Fortunately, there are many Punjabi artists who choose to create music that promotes positivity, love, and unity. These artists use their platform to spread messages of social awareness, cultural pride, and personal growth. It is important to support and appreciate these artists who contribute to the diverse landscape of Punjabi music. Ultimately, the trend of weapons and violence in Punjabi songs is just one aspect of the larger Punjabi music industry. It is essential to explore the wide range of Punjabi music available and appreciate the artistry, creativity, and cultural richness that it offers.

Discussion:

Punjabi music videos sometimes feature open displays of violence, which can include scenes of fights, weapons, and aggressive behavior. It is important to note that these depictions are often fictional and meant for entertainment purposes. While some viewers may enjoy the energy and excitement that these videos bring, it is crucial to remember that they do not reflect real-life situations or promote violence in any way. The inclusion of violence in Punjabi music videos is a creative choice made by artists and directors to enhance the visual storytelling and capture the attention of the audience. It is essential to approach these videos with a critical mindset and understand that they are a form of artistic expression rather than a reflection of reality. However, it is also important for artists and viewers to recognize the influence that these videos can have on the audience, especially younger viewers. It is the responsibility of both artists and viewers to promote positive messages and discourage real-life violence. Fortunately, there are many Punjabi music videos that focus on other themes such as love, friendship, and celebration of culture. It is important to explore the diverse range of Punjabi music videos and appreciate the creativity and talent of the artists involved. Remember, it is always essential to separate fiction from reality and promote positivity and respect in our daily lives.

ACADEMICIA: An International Multidisciplinary Research Journal ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SIIF 2022 = 8.252

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 A peer reviewed journal

It's important to note that not all Punjabi singers sing about weapons all the time. Punjabi music, like any other genre, covers a wide range of themes and emotions. However, it is true that some Punjabi songs do include references to weapons. This can be attributed to various factors, including artistic expression, storytelling, and cultural influences. In some cases, the use of weapons in songs may be symbolic or metaphorical, representing power, strength, or protection. While it's essential to acknowledge the influence of music on the youth, it's equally important to promote a balanced understanding of Punjabi music. Many Punjabi artists focus on positivity, love, and cultural pride in their songs, showcasing the rich heritage and traditions of Punjab. Ultimately, the choice of songs we listen to is up to us, and we can always explore the diverse range of Punjabi music to find songs that align with our personal preferences and values.

Satinder Sartaj is a phenomenal singer. He has a unique and soulful voice that captivates listeners. Satinder Sartaj is known for his heartfelt and poetic lyrics, which touch upon themes of love, spirituality, and cultural heritage. His music is a beautiful blend of traditional Punjabi folk and contemporary sounds, creating a distinct and enchanting musical experience. Satinder Sartaj's songs like "Sai," "Sajjan Raazi," and "Udaarian" have become huge hits and have resonated with people all over the world. Not only is Satinder Sartaj a talented singer, but he is also an accomplished poet and actor. His performances are filled with emotion and his storytelling ability shines through in his music. Satinder Sartaj's popularity has soared over the years, and he has gained a dedicated fan base who appreciates his artistry and the depth of his music. His contributions to Punjabi music have been widely recognized and celebrated.

Gurdas Maan is a legend. He is incredibly popular in the Punjabi music industry and has a massive fan following. Gurdas Maan's soulful voice, meaningful lyrics, and captivating stage presence have made him a beloved figure in the hearts of Punjabi music lovers. His songs touch upon a wide range of themes, including love, patriotism, social issues, and cultural pride. Gurdas Maan's ability to connect with his audience on an emotional level is truly remarkable. He has released numerous hit songs over the years, such as "Dil Da Mamla Hai," "Challa,", "Boot Polishan", Babe Bhangra Paunde ne", Jihde Mulak da Khayie Ohda Bura Ni Mangida", "Ki Banu Duniya Da,", and "Kudiye Kismat Pudiye" which have become iconic in Punjabi music. Not only is Gurdas Maan known for his music, but he is also highly respected for his contributions to Punjabi cinema. He has acted in and produced several successful Punjabi films, showcasing his versatility as an artist. Gurdas Maan's popularity extends beyond the borders of Punjab, with fans across the globe. His music has a universal appeal and has played a significant role in promoting Punjabi culture and music worldwide. Overall, Gurdas Maan's talent, passion, and dedication to his craft have earned him a special place in the hearts of music enthusiasts. He is a true icon and continues to inspire generations with his timeless music.

Diljit Dosanjh is a rockstar. He is incredibly popular in the Punjabi music and film industry. Diljit's energetic and catchy songs have won the hearts of fans worldwide. Not only is Diljit a talented singer, but he is also a fantastic actor. His performances in Punjabi and Bollywood films, like "Udta Punjab" and "Good Newwz," have garnered critical acclaim and box office success. Diljit's charm, sense of humor, and down-to-earth personality has made him a favorite among fans. He has a massive following on social media, where he shares glimpses of his life, music, and movies. Diljit Dosanjh's popularity extends beyond Punjabi cinema, with his Bollywood and international collaborations gaining him even more recognition. His songs like "Proper Patola," "Laembadgini," and "Do You Know" has become chartbusters and is loved by fans of all ages. Overall, Diljit Dosanjh's versatility, talent, and relatability have contributed to

his immense popularity. He continues to entertain and inspire his fans with his incredible music and performances.

Sidhu Moosewala is known for his unique style of singing and his powerful lyrics. He started his career by singing folk-style Punjabi songs that showcased his storytelling abilities and deep emotions. Over time, he has explored various genres within Punjabi music, including hip-hop and rap. Sidhu Moosewala's songs often touch upon themes like love, struggle, and social issues. Some of his popular tracks include "So High," "Warning Shots," and "Famous." His music has resonated with a wide audience, and he has gained a significant following in the Punjabi music industry. If you're interested in checking out Sidhu Moosewala's songs, I'm sure you'll find a variety of tracks that cater to your musical taste. Let's dive into his discography and enjoy the vibes together! People love Sidhu Moosewala for many reasons, bro! His music resonates with listeners because he brings a unique style and energy to the Punjabi music scene. Moosewala's powerful lyrics, catchy beats, and relatable themes make his songs captivating and enjoyable. He has a knack for storytelling and expressing emotions through his music, which many people find relatable and meaningful. His songs often touch upon real-life experiences, struggles, and social issues, which adds depth and authenticity to his music. Additionally, Moosewala's charismatic personality and stage presence have also contributed to his popularity. He has a strong connection with his fans and knows how to engage them during live performances. Overall, it's a combination of his talent, relatability, and ability to connect with his audience that has made Sidhu Moosewala so beloved by people. His music has become a part of many people's lives, providing them with entertainment, inspiration, and a sense of connection.

Dilpreet Dhillon is a popular Punjabi singer known for his energetic and catchy songs. He has gained a significant fan following with his unique style and powerful vocals. Dilpreet Dhillon's songs often have a blend of traditional Punjabi folk music and modern beats, creating a fusion that appeals to a wide audience. His discography includes a variety of tracks, ranging from romantic ballads to high-energy dance numbers. Some of his popular songs include "Gunday", "Gunday Ik Vaar Fer," "Picka," and "Veham." Dilpreet Dhillon's songs often have relatable lyrics that touch upon themes of love, heartbreak, and the experiences of the youth. In addition to his solo tracks, Dilpreet Dhillon has also collaborated with other renowned Punjabi artists, creating memorable duets. His collaborations with artists like Gurlez Akhtar have resulted in chart-topping hits. Dilpreet Dhillon's music videos are known for their visually appealing cinematography and engaging storytelling. They often feature vibrant settings, showcasing the rich culture and beauty of Punjab. His videos complement the mood and lyrics of the songs, enhancing the overall listening experience. Overall, Dilpreet Dhillon's songs have resonated with Punjabi music lovers due to their catchy tunes, relatable lyrics, and his distinct vocal style. His ability to connect with the audience through his music has contributed to his popularity in the Punjabi music industry.

Review of Literature:

Kohli, Shefali in Punjabi singer Saleem lauds AAP govt for banning songs glorifying gun culture writes that the singer has called upon people and followers to listen to good songs which can be listened in the presence of family members. The government has authorised police to to take stern action against anyone indulged in delivering hate speech against any community throughout the state. The action has been taken in the wake of the murder of Sidhu Moosewala in May, 2022.

SIIF 2022 = 8.252

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 A peer reviewed journal

Thusoo, Sumati and **Deshwal, Shivangi** in their write up What Contemporary Punjabi Music Tells Us About the Construction of Jatt Masculinity write that Moosewala stirred controversy through his song Scapegoat against a political party after he lost an election of MLA by a margin of 63, 000 votes. They write that Moosewala had earlier also hit the headlines with 'Sanju' and a case was registered against him at that time also under Arms Act, 1959. In that song he compared himse3lf with Sany Dutt. An FIR was registered against Moosewala for promoting violence and gun culture as his videos were shown undermining law and order in the state. In the video of that song he was shown firing in the company of six state police officials, they write.

Lamba, Bikram (2022) writes in his write up Punjab Shifting from Glorifying Farming to the Culture of Songs Glorifying Violence that Moga police had registered an FIR against Punjabi singer Sippy Gill for allegedly promoting violence and weapons through his song 'Gundagardi'. Punjab government has put a blanket ban on public disply of weapons and songs glorifying weapons. The order has been issued to curb songs glorifying violence in Punjab.

Nath, Ritika in PTC Punjabi on 10th March 2023 in **Complaint filed against singer Happy Raikoti for promoting gun culture in songs** says that an FIR has been registered against Punjabi singer and lyricist Happy Raikoti for propagating weapons in his song 'Photoshoot.' In light of a Punjab and Haryana High Court ruling against songs that glorify violence, drugs, and firearms, an NGO filed a complaint with the commissioner of police for the immediate removal of his song "Photoshoot" from YouTube.

Scroll Staff on Feb 02, 2020 writes in **Punjab: Two singers booked for promoting gun culture through song lyrics** that Mansa police booked Shubhdeep Singh Sidhu, Mankirat Aulakh and seven others for promoting gun culture and violence through the song 'Panjgoliyan.' A HC lawyer Arora, in his complaint, cited a Punjab and Haryana High Court order that no song, not even in live shows, glorifying liquor, drugs and violence can be played. He alleged that the accused had performed the song in blatant contempt of court. The Ludhiana Police had recently summoned Sidhu Moose Wala and Aulakh on the complaint of a Right to Information activist, Kuldeep Singh Khaira, who alleged they promoted gun culture and violence, in the same song.

According to **ANI** an FIR has been registered against Sippy Gill for violating 2016 orders of Punjab and Haryana High court for glorifying weapons for allegedly attempting to disturb peace and harmony through his song 'GunaGardi'. FIR has been lodged by Chandigarh based Professor Dhaneshwar Rao at Mehna Police Station under section 153 A, 505,117 and 149 of IPC.

Gill, Pushpinder Singh in his article Punjabi Culture on the Altar of Popular Music published on June 14, 2022on internet said that Punjabi has great rapport world over for the essence of its music in love and romance. He cites the examples of Bulle Shah, Bhai Veer Singh, Waris Shah, Shiv Kumar Batalvi, Amrita Pritam, Dhani Ram Chatrik and Surjit Patar. He laments that the flood of music videos glorifying gun culture and violence is doing great disservice to the state known for its deep rooted traditions. He says that Punjab should be proud of its culture but it seems to have lost its way. He laments the blend of different styles and languages in chaste Punjabi songs which is endeared to the youth these days.

An article published on Internet 'Influence of Hip-Hop and Gun Violence in the United States: Analytical Essay' narrates that gun violence has become an issue to tackle at war front not only in United States but also around the world. It says that the Hip Hop community has impacted gun culture to a great extent and uses lyrics to glorify the use of guns. It further

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

narrates that hip hop has great impact on the teenagers and youth in the guise of a new music genre called Drill Music. This genre of Drill Music has originated in Chicago that has the notoriety of being the city with highest murder rates even more than Afghanistan. It narrates the examples of the infamous group called NWA lead by Dr.Dre and rapper Eazy-E dropped their album "Straight Outta Compton" which included their hit single, "Fu*k The Police" and "Straight Outta Compton". In "Straight Outta Compton" one of the members states, "Straight outta compton a brother with his finger on the trigger", after this many people felt carrying guns was necessary to be cool, by looking up to one of the most famous groups at that time.

Express News Service on November 20, 2022 in its report published under the headline '**Ban on songs in Punjab** glorifying weapons: Singer, producer booked in Ludhiana for releasing song '32 bore' informs that police has booked Tari Kasapuria for the Punjabi song, whose lyrics go like 'Dabb Vich Rakhi Da Hai 32 bore' (we keep a 32 bore weapon in our waist pocket), was being shared on social media after its release on YouTube, and it glorifies weapons in the video as well as its lyrics. The report says that it glorifies weapons in Public and on Social Media. Police booked Kasapuria along with producer Satta D K and owners of Love Music Company.

Research Gaps:

The above Review of Literature is based on news reports, blogs and write-ups of people written on their walls or published in newspapers. No scientific study has been done to look into this all important problem. Hence a need was felt to study the 'Opinion of Punjabi Speaking Haryanvi Youth about Glorification of Weapons and Violence in Punjabi Music Video Albums'. So it has become necessary to get the opinion of those for whom they say they sing such songs. This study will definitely give much needed academic and authentic feed back to producers who make violence-ridden music video albums.

Research Problem:

Opinion of Punjabi Speaking Haryanvi Youth about Glorification of Weapons and Violence in Punjabi Music Video Albums

Research Questions:

- 1. What is the opinion of Punjabi Speaking Haryanvi Youth about the glorification of weapons in Punjabi Music Video Albums?
- 2. What type of songs do they prefer to listen?
- 3. To what extent do they like the glorification of weapons in Punjabi Music Video Albums?
- 4. What is their opinion about putting a ban on the production of such music videos?

Hypotheses:

H0: Punjabi Youth living in Haryana don't like the glorification of weapons and violence in Punjabi Music Video Albums.

H1: Punjabi Youth living in Haryana like traditional Punjabi music more than violence ridden gangster songs.

Objectives:

This study is based on following objectives:

- 1. To learn the opinion of Punjabi Youth living in Haryana about glorification of violence in Punjabi Music Video Albums.
- 2. To know what type of songs do they like most.
- 3. To study their music listening habits.
- 4. To learn their opinion about glorification of weapons and violence in Music Video Albums.

Research Methodology:

This study has employed Survey Method of research. As Punjabi Diaspora has spread in many districts so, getting the opinion of Punjabi Youth living in Haryana living in the state of Haryana. Hence, districts with huge Punjabi population have been selected for study. Though a sample of 51 people may look rather small yet, it gives enough and valuable information about the opinion of Punjabi Youth living in Haryana about the research problem. A questionnaire comprising of 17 open-ended and close-ended questions was sent to 80 respondents via e-mail and WhatsApp out of which only 51 responded.

Data Presentation and Analysis:

1. Who has been your all time Favorite Punjabi Singer?

| Singer | Gurdas | Surjit | Sardool | Hans Raj | Balkar |
|-------------|--------|------------|----------|----------|--------|
| | Maan | Bindrakhia | Sikandar | Hans | Sidhu |
| No. of | 38 | 05 | 02 | 02 | 04 |
| Respondents | | | | | |
| Percent | 74.5 | 9.8 | 3.9 | 3.9 | 7.8 |

Table-I

When the respondents were asked to name their favorite Punjabi Singer a huge majority of 74.5% said that Gurdas maan is their favorite Punjabi Singer. 9.8% respondents said Surjit Bindrakhia, 7.8% regarded Balkar Sidhu and 3.9% each respondents regarded Sardool Sikander and Hans Raj hand as their favorite Punjabi Singers.

2. Who is your Modern day Favorite Punjabi Singer?

| Singer | Satinder | Diljit | Karan | Sidhu | All |
|-------------|----------|---------|-------|-----------|------|
| | Sartaj | Dosanjh | Aujla | Moosewala | |
| No. of | 22 | 3 | 3 | 15 | 8 |
| Respondents | | | | | |
| Percentage | 43.1 | 5.9 | 5.9 | 29.4 | 15.7 |

Table-II

When the respondents were asked to name their modern day favorite Punjabi Singer 43.1% regarded Satinder Sartaj as their favorite Punjabi Singer. 29.4% regarded Sidhu Moosewala, 5.9% each said Diljit Dosanjh and Karan Aujla while 15.7% respondents said that all of these are their favorite Punjabi Singers of modern times.

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

3. How often do you watch Punjabi Music Video Albums?

| Response | Sometimes | As & when I get Time | Always | Never |
|-------------|-----------|-------------------------|--------|-------|
| No. of | 21 | 9 | 23 | 2 |
| Respondents | | | | |
| Percentage | 41.2 | 9.8 | 45.1 | 3.9 |

Table-III

45.1% respondents said that they always watch Punjabi Music Video Albums, 41.2% respondents said that they sometimes watch such videos while 9.8% respondents said that they watch Punjabi Music Video Albums as and when they get time,

4. Do you think Punjabi songs take up social issues?

| Response | May be | Yes | No | Sometimes |
|-------------|--------|------|------|-----------|
| No. of | 9 | 18 | 15 | 9 |
| Respondents | | | | |
| Percentage | 17.6 | 35.3 | 29.4 | 17.6 |

Table-IV

35.3% respondents are of the opinion that Punjabi Songs take up Social issues while 29.4% respondents say that they don't take up social issues.

5. Which Punjabi Singer sings more cultural songs?

| Singer | Sidhu | Gurdas | Harbhajan | Satinder | Others |
|-------------|-------|--------|-----------|----------|--------|
| | | Maan | Maan | Sartaj | |
| No. of | 3 | 19 | 06 | 15 | 8 |
| Respondents | | | | | |
| Percentage | 5.9 | 37.2 | 11.8 | 29.4 | 15.7 |

Table-V

When asked to specify which Punjabi Singer sings Cultural Songs more than others 37.2% named Gurdas Maan, 29.4% said Satinder Sartaj and 11.8% respondents said that Harbhajan Maan sings cultural songs more than others.

6. Do you think Punjabi songs Glorify Weapons and Violence?

| Response | Yes | May be | Sometimes | No |
|-------------|-----|--------|-----------|-----|
| No. of | 25 | 7 | 15 | 4 |
| Respondents | | | | |
| Percentage | 49 | 13.7 | 29.4 | 7.8 |

Table-VI

Regarding the Glorification of Weapons, 49% respondents agree that Punjabi songs glorify weapons and violence, 29.45 respondents said that such glorification is found on some occasions while just 7.8% respondents said that there is no glorification of Weapons or violence in Punjabi Songs.

7. Do you think there is glorification of weapons in Punjabi Music Video Albums?

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

| Response | Yes | May be | Sometimes | No | Always |
|-------------|------|--------|-----------|------|--------|
| No. of | 24 | 7 | 12 | 7 | 1 |
| Respondents | | | | | |
| Percentage | 47.1 | 13.7 | 23.5 | 13.7 | 2 |

Table-VII

8. The songs of which singer glorifies weapons more than others?

| Singer | Dilpreet Dhillon | Sidhu Moose Wala | Babbu Maan | Amrit Maan | Karan Aujla | All of these | Others |
|-------------|---------------------|------------------------|---------------|---------------|----------------|--------------|--------|
| No. of | 3 | 20 | 4 | 3 | 3 | 14 | 4 |
| Respondents | | | | | | | |
| Percentage | 5.9 | 39.2 | 7.8 | 5.9 | 5.9 | 27.5 | 7.8 |

Table-VIII

When asked to specify which Punjabi Singer sings more songs glorifying Weapons and Violence, a majority of 39.2% named Sidhu Moosewala and 27.5% said that all the singers sing such songs. There were very low percentage of respondents who named Dilpreet Dhillon, Amrit Maan, Babbu Maan and Karan Aujla.

9. Do you like to watch such Punjabi Music Videos which Glorify Weapons and Violence?

| Response | I Hate such Videos | I don't watch such Videos | Some Videos Mislead Youth | | Everybody should watch such videos |
|-------------|-----------------------|------------------------------|------------------------------|------|---|
| No. of | 3 | 9 | 14 | 22 | 3 |
| Respondents | | | | | |
| Percentage | 5.9 | 17.6 | 27.5 | 43.1 | 5.9 |

Table-IX

43.1% respondents said that they enjoy watching the videos which glorify weapons and violence, 27.5% said that such video albums mislead youth while 17.6% respondents said that they don't watch such videos.

10. Is there any need for Glorification of Weapons in Punjabi Music Video Albums?

| Response | Absolutely Not | Producers do it | Can't Say | People Like | Yes, why |
|-------------|----------------|------------------|-----------|-------------|----------|
| | | to attract youth | | Such Videos | not |
| No. of | 18 | 5 | 10 | 8 | 10 |
| Respondents | | | | | |
| Percentage | 35.3 | 9.8 | 19.6 | 15.7 | 19.6 |

Table-X

35.3% respondents agree that there is no need glorifying weapons and violence in Music Video Albums while 15.7% respondents said that people like such videos. 19.65 respondents said that there glorification of weapons and violence should be presented in Punjabi Music Video Albums.

11. Do you think this Glorification of Weapons in Punjabi Music Video Albums has increased craze for weapons among youth?

| Response | Yes | May be | No | Sometimes |
|-------------|------|--------|------|-----------|
| No. of | 27 | 11 | 7 | 6 |
| Respondents | | | | |
| Percentage | 52.9 | 21.6 | 13.7 | 11.8 |

Table-XI

52.95 respondents agree that such violence ridden videos have resulted in increased craze for weapons among youth, 21.6% said that such videos may be the reason behind increasing craze for weapons among youth while 13.7% respondents don't agree that such videos are responsible for craze of weapons among youth.

12. Do you think this craze for weapons has lead to Gang War in Punjab?

| Response | Yes | May be | No |
|--------------------|------|--------|------|
| No. of Respondents | 29 | 12 | 10 |
| Percentage | 56.9 | 23.5 | 19.6 |

Table-XII

56.9% respondents that craze for weapons has lead to Gang War in Punjab, 23.55 respondents that it may be true while 19.6% respondents said that craze for weapons is not the reason behind Gang War in Punjab.

13. What reason do you assign to the murder of Sidhu Moose Wala?

| Response | Gang War | Popularity of Moosewala | Glorification of Weapons in his songs | All of these | None of These |
|-------------|----------|-------------------------------|---|--------------|------------------|
| No. of | 17 | 12 | 5 | 11 | 6 |
| Respondents | | | | | |
| Percentage | 33.3 | 23.5 | 9.8 | 21.6 | 11.8 |

Table-XIII

33.3% respondents regard gang War as the reason behind the murder of Sidhu Moosewala, 23.5% respondents think that the singer was murdered because of his popularity and 21.6% respondents opine that Gang war, his popularity and glorification of weapons in his songs may be the reason of his murder.

14. Should Glorification of Weapons in Punjabi Music Videos be declared Unlawful?

| Response | Yes | May be | No |
|--------------------|-----|--------|------|
| No. of Respondents | 25 | 14 | 12 |
| Percentage | 49 | 27.5 | 23.5 |

Table-XIV

49% respondents are of the firm opinion that such glorification of Weapons and Violence should be declared unlawful, 23.5% respondents don't think that it should be declared unlawful. 27.5% respondents that such glorification may be declared unlawful.

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

| • • | | v | | | |
|-------------|----------|-------------|-----------------------|------------|----------|
| Response | Romantic | Traditional | Weapons Glorifying | Devotional | Gang War |
| No. of | 17 | 14 | 11 | 5 | 4 |
| Respondents | | | | | |
| Percentage | 33.3 | 27.5 | 21.6 | 9.8 | 7.8 |

15. What type of Music Videos do you like most?

Table-XV

33.3% respondents said that they like to watch Romantic Music Video Albums, 27.5% said that they like traditional music propagating videos, 21.6% respondents said that they like such videos in which there is glorification of weapons while just 9.8% respondents like Devotional Music Video Albums.

16. Which Female Punjabi Singer's Music Video Albums/Songs Glorify Weapons?

| Singer | Gurlez Akhtar | Kaur B | Afsana Khan | Neha Kakkar | Others |
|-------------|---------------|--------|-------------|-------------|--------|
| No. of | 28 | 11 | 9 | 2 | 1 |
| Respondents | | | | | |
| Percentage | 54.9 | 21.6 | 17.6 | 3.9 | 2 |

Table-XVI

When asked to name the female Punjabi Singer whose songs whose videos glorify weapons and violence more than others 54.9% named Gurlez Akhtar, 21.6% named Kaur B and 17.6% said the Music Videos of Afsana Khan glorify weapons more than others.

| 17. Which singer Glorifies | weapons more than others? |
|----------------------------|---------------------------|
|----------------------------|---------------------------|

| Singer | Amrit Maan | Dilpreet Dhillon | Babbu Maan | Aujla | Sidhu Moose Wala | Others |
|-------------|---------------|---------------------|---------------|-------|------------------------|--------|
| No. of | 6 | 5 | 9 | 4 | 24 | 3 |
| Respondents | | | | | | |
| Percentage | 11.8 | 9.8 | 17.6 | 7.8 | 47.1 | 5.9 |

Table-XVII

47.1% respondents said that Sidhu Moosewala glorifies weapons and violence in his songs, 17.6% named Babbu Maan, 11.8% said the songs of Amrit Maan glorify weapons and violence. 9.8% respondents said that the songs of Dilpreet Dhillon glorify weapons and Violence.

CONCLUSION:

This study conducted on Punjabi Speaking youth living in Haryana clearly shows that they like traditional Punjabi music more than any other genre. A huge majority of respondents like Gurdas Maan the most. Satinder Sartaj has emerged as their modern day favourite. Going by the lyrics of the songs of Satinder sartaj one can say that youth like him because of his Sufi and traditional roots. But there are quite a few die-hard fans of Sidhu Moosewala also. Most of the Punjabi youth living in Haryana regularly watch Punjabi Music Video Albums. They agree that at times Punjabi songs do take up social issues. They regard that Satinder Sartaj, Gurdas Maan and Harbhajan Maan sing cultural songs more than others. The absence of Debi Makhsoospuri, Hans

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

Raj Hans, Manmohan Waris and Diljit sounds somewhat awkward. The respondents admit that there is open glorification of weapons and violence in Punjabi songs and Punjabi Music Video Albums. They do not shy away saying that Sidhu Moosewala used to sing songs which glorigy weapons and violence. They enjoy watching the videos propagating weapons and violence which may be because of the glorification of weapons in Punjabi songs at a large scale. They also admit that that such songs and videos have resulted in increasing craze for weapons among Punjabi youth. They regard this craze for weapons as one of the reasons for the surge of Gang War in Punjab. A majority of respondents say that such glorification of weapons is found mostly in the songs and videos of Sidhu Moosewala to a great extent and in the songs of Amrit Maan, Babbu Maan, Dilpreet Dhillon and Karan Aujla to some extent. They think that Gang War as one of the reasons for the murder of Sidhu Moosewala. A majority of respondents is of the opinion that there should be a ban on the glorification of weapons and violation in Punjabi songs and Music Video Albums. Most them love to watch and listen Romantic and Traditional Punjabi songs. They consider Gurlez Akhtar as the main female singer who has appeared in duets with a majority of singers in the songs glorifying weapons and violence. Thus it can be safely concluded that the study has succeeded to provide a much needed data base about the glorification of weapons and violence in Punjabi songs and videos.

REFERENCES:

- https://english.jagran.com/india/ban-on-songs-glorifying-weapons-as-punjabi-musicindustry-tilts-towards-gun-culture-10054335
- https://www.ndtv.com/india-news/case-against-punjabi-singer-sidhu-moosewala-for-promoting-violence-in-latest-song-2265741
- http://www.aninews.in/news/national/general-news/punjabi-singer-sippy-gill-booked-for-promoting-violence-through-his-song20200307235031/
- https://www.thequint.com/explainers/punjab-imposes-ban-on-songs-promoting-gun-culture-violence-public-display-of-firearms
- https://www.ptcnews.tv/punjab-2/punjabi-singer-saleem-lauds-aap-govt-for-banning-songs-glorifying-gun-culture-712610
- https://economictimes.indiatimes.com/news/india/punjab-govt-bans-public-display-ofweapons-in-songs-glorifying-violence/videoshow/95499898.cms?from=mdr
- https://thewire.in/film/punjabi-music-jatt-masculinity-caste
- https://edubirdie.com/examples/influence-of-hip-hop-and-gun-violence-in-the-united-statesanalytical-essay/
- http://www.aninews.in/news/national/general-news/punjabi-singer-sippy-gill-booked-for-promoting-violence-through-his-song20200307235031/
- https://www.babushahi.com/opinion.php?oid=1561
- https://www.epw.in/engage/article/exploring-formation-jat-masculinitycontemporary?0=ip_login_no_cache%3D8ae22c60868608f9cb83868c262145fd
- https://scroll.in/latest/951886/punjab-two-singers-booked-for-promoting-gun-culture-through-song-lyrics

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023

SJIF 2022 = 8.252 A peer reviewed journal

- https://www.academia.edu/90937452/Punjab_Shifting_from_Glorifying_Farming_to_the_Cu lture_of_Songs_Glorifying_Violence
- https://www.ptcpunjabi.co.in/pollywood/complaint-filed-against-singer-happy-raikoti-for-• promoting-gun-culture-in-songs-413151

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

MORPHOGENETIC CONFIGURATION OF IRRIGATED SOILS OF THE SOKH ALLUVIAL FAN

U.Kh. Mamajanova*; A.J. Ismonov**

*Junior Researcher, Scientific Research, Department of Genesis, Geography and digital Cartography of Soils, Institute of Soil Science and Agrochemistry, Ministry of Agriculture of the Republic of UZBEKISTAN Email id: mamajanova-1783@mail.ru

*Ph.D,

Scientific Research, Head of the Department of Genesis, Geography and digital Cartography of Soils, Institute of Soil Science and Agrochemistry of the Ministry of Agriculture of the Republic of UZBEKISTAN Email id: abduvahob60@mail.ru DOI: 10.5958/2249-7137.2023.00084.8

ABSTRACT

The article presents data on the formation and morphogenetic configuration of irrigated illuvial, meadow-swamp and meadow-alluvial soils distributed in the upper, middle and lower part of the Sokh alluvial fan. Agricultural-irrigation layer of meadow-swamp soils of new irrigation is characterized by smaller thickness, sometimes thicker than the arable layer (tilth-top soil). Soils are saline, slightly saline and moderately saline. Formation of brushwood and branches was revealed in middle and lower layers of irrigated meadow-swamp soils. Illuvial soils of old irrigation are widespread in the southwest fan. Texture is heavy, medium to light loamy. Slightly saline, occasionally mixed with gravel, subject to moderate to weak washing.

KEYWORDS: Sokh Alluvial Fan, Illuvial Soils, Meadow-Swamp, Meadow-Alluvial, Medium Loamy, Salinities.

INTRODUCTION

Enforcement of the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 841 of 20 October 2018 "On measures to implement the national sustainable development goals for the period until 2030" and the Resolution of the President of the Republic of Uzbekistan No. PP-277 dated June 10, 2022 "On measures to create an effective system to land erosion control", as well as implementation of tasks established by other laws and regulations aimed at improving the conditions of reclamation of irrigated soils and increasing of soil fertility.

Target of Research: Irrigated illuvial, meadow-swamp, meadow-alluvial soils formed in the upper, middle and lower parts of the Sokh alluvial fan.

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

Target of Research and Implementation Methods: They include the land plots of separately selected irrigated farms located in different geomorphologic areas of the Sokh alluvial fan of mountain rivers, in the southern Fergana Valley. The methodological basis of the research conducted is the works published in our republic [1;2], as well as methods of geochemical, comparative-geographical, laboratory-analytical analysis. During the research period, chemical test of soil and water samples, as well as research studies [3] were carried out in accordance with the methods developed at the institute and generally accepted in the republic.

Research Results and their Discussion: Scientific research was carried out on selected reference farms located in elevation and azimuth: on irrigated soil cover of farms A. Bozorboshi and Sokhibkor of Uzbekistan district, Dustlik and Pakhtakor of Bagdad district, Oksuv of Uchkuprik district, Kokand of Furkat district, Naymancha and Mulkobod of Dangara district, named after Alikulov of Buvayda district. Soils of the studied reference farms include soils of the Sokh alluvial fan flowing from the mountain.

It is covered on the basis of morphogenetic characteristics of irrigated soils of characteristic (specific) reference farms, located in the selected directions of trunks from the Sokh alluvial fan areas and having basic groups of soils formed in geomorphologic areas of distribution, data of field, laboratory and chamber studies performed on soil samples drawn from genetic layers of soils.

Alikulov massif of Buvayda district. Extreme part of the Sokh alluvial fan, meadow alluvial soils of new irrigation, consisting of alluvial deposits, medium loamy, slightly saline, moderately cultivated soils. The agricultural-irrigation layer is formed 60 centimeters thick. 200 meters east of the asphalted road is an area with planted cotton, flat field, and continuous north-west gradient.

Section 16. U.Kh. Mamajanova, A.J. Ismonov.

Ahk 0-25 cm. Gray, dry soil surface, with high humidity towards the bottom, heavy loamy, loosely packed, fine-grained, traces of plant roots and subterranean insects occur, transition to the next layer by precise texture and density.

Aho 25-57 cm. Gray, in weakly moistened, moderately loamy, grainy granular structure, moderately packed, occasionally small salt crystals, as well as plant roots, almost rotten root remains and traces of subterranean insects occur, transition to the next layer by precise texture and density.

 B_1 57-72 cm. Light-gray, moderately moistened, sandy, granular texture, moderately packed, rotten root remnants and traces of insects occur, transition to the next layer by precise texture and density.

 B_2 72-105 cm. Light-gray, moderately moistened, medium loamy, fine-sulfur structure, closely packed, few traces of almost rotten roots and insects, sometimes salt crystals are found in the layer, transition to the next layer by precise texture and density.

 B_3 105-150 cm. Light-gray, spouty, slightly loamy, closely packed, salt crystals occur mixed with rust spots. From 150 cm, outflow of groundwater.

Meadow-swamp soils of new irrigation are spread in the area of ancient alluvial plains of the Syr-Darya River, by texture they consist of medium and light loams. Such soils are

morphologically gray, with well-formed humus layer, differing in color, in the lower parts of the soil profile are found in the form of light loams, loams and sand layers.

On meadow-swamp soils of new irrigation the agricultural-irrigation layer is characterized by smaller thickness, sometimes thicker than arable layer. According to salinity, such soils are differentiated into saline, slightly saline and moderately saline soils. During the period of field studies, formation of brushwood and branches in the middle and lower layers of irrigated meadow-swamp soils was revealed. Irrigation water saturation combined with groundwater occurs, resulting in anaerobic conditions, this, in its turn, resulted in a decrease in humus in the lower layers of the section. Such soils are also poorly supplied with nutrients (Figure 1). Below are layers of alluvial-proluvial sediments. [4; 5; 6].

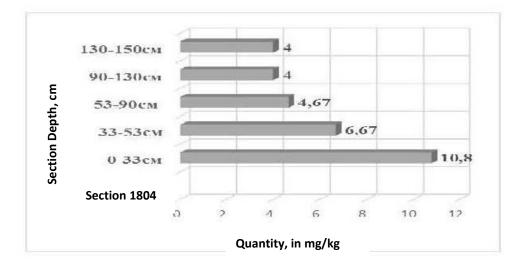


Figure 1. Labile phosphorus content in meadow-swamp soils of old irrigation of the lower part of the alluvial fan

Relatively high humus content is observed in these soils, and irrigated meadow-swamp soils are constantly moistened by groundwater that is good for only soil formation, but also decay of plant residues captured by soil. According to M.A. Pankov, it is explained that hydromorphic soils of the extreme parts of the Sokh alluvial fan compared to the middle parts of the alluvial fan show changes in the texture of soils, humus level, salinity, caused by the relief structure, i.e. soils with light texture, weakly saline and with low humus content are found on the upland parts of the relief [7].

However, because of land forming in subsequent years, such large differences in relief become less noticeable, and such condition is less noticeable in the domain of impact on the soil cover of the irrigated area. Irrigation farming, in turn, has played a big role in the formation of meadow (grassland) soils, that is, because of irrigation, continuous agro-technical treatments, application of additional organic and mineral fertilizers, large changes in water-air regime, properties, structural framework, and hydrology and soil improvement are observed in the morphogenetic texture of soils. In the field studies, it was observed that such morphogenetic changes still persist in the soil layer irrigated by the reference farm. In the studies completed, it was observed that agricultural soil tillage (soil turning, inter-row tillage, etc.) promotes faster rotting and propagation of crop residues therein. One of the negative aspects of the swamp regime was that

in this regime, groundwater approach to the ground surface was observed and because of temperature rise in the soil, brushwood and branches were also formed. Such conditions were formed in the lower layers of swamp regime soils distributed in Buvayda, Bagdad and Furqat districts [8;9;10].

Illuvial soils distributed within the territories of the farm named after Bozorboshi of Uzbekistan district apparently have different directions of interaction of relief, hydrogeological and edaphicclimatic conditions, as well as soil formation processes. In the farm territory located at a height of 800 meters above sea level, there are gravel deposits of large thickness as parent rock materials, on the surface of which illuvial soils were formed. Illuvial soils are artificially manmade soils by sludge wasting on the surface of stony-gravel deposits.

Irrigated illuvial soils of the Sokh alluvial fan are spread in the territories of farms named after Bozorboshi of Uzbekistan district, Oksuv and Bagdad of Uchkuprik district, and Duslik of Bagdad district. Studies have shown that stony-gravel deposits in the Sokh alluvial fan have reduced thickness from top to bottom, but in some districts they are 70-80 m thick (Mukimiy farm of Uzbekistan district). The morphological view of irrigated illuvial soils in terms of the farm named after A. Bozorboshi of Uzbekistan district is given below.

Section 30. U.Kh. Mamajanova, A.J. Ismonov. A. Bozorboshi massif of Uzbekistan district. The upper part of the Sokh alluvial fan consists of alluvial-proluvial deposits, illuvial medium-textured loamy, weakly saline, medium-cultivated soils of old irrigation. 900 m north of the paved road is a field sown with wheat, flat field, occasional smooth gravel up to 5 cm in diameter, continuous west gradient $1-2^{0}$, 618 m above sea level.

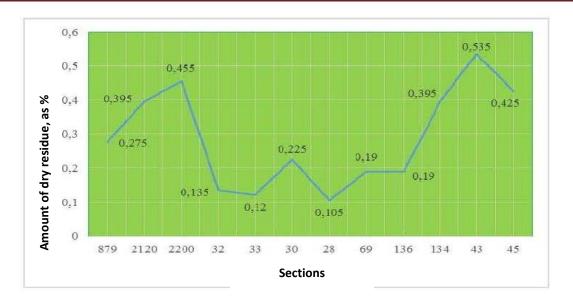
 A_{hk} 0-33 cm. Gray color, dry surface, moist from below, medium loamy, loosely packed, granular texture, fine-grained stones up to 1-3 cm in diameter, almost rotten cotton roots and earthworms, and small plant roots and traces of subterranean insects, transition to the next layer exactly by moisture and density.

 A_{hok} 33-55 cm. Gray color, weakly moistened, medium loamy, fine-grained texture, moderately packed, smooth gravel up to 5 cm in diameter occurs, small plant roots, traces of subterranean insects occur, transition to the next layer exactly by moisture and density.

 B_1 55-81 cm. Gray color, weakly moistened, loosely packed, medium loamy, fine-grained with mixed structure, subterranean insect, treated roots and traces of insects occur, smooth gravel up to 5 cm in diameter, transition to the next layer exactly by moisture and density.

 B_2 81-110 cm. Gray color, sometimes rust spots occur, moderately moistened, medium loamy, fine-grained texture, loosely packed, with few roots and traces of insects, sometime light lumps and carbonate spots occur in the layer, pebbles of 3-5 centimeters in diameter occur in the lower part of layer.

Illuvial soils of new irrigation are widespread in the southwest farm, where 20-30 years have passed since the reclamation. Now subsoil layers are formed on these soils, gravel is mixed in arable layer. It is heavy, medium to lightly clayey in texture. Slightly saline (Figure 2), slightly mixed with gravel, subject to moderate to weak degree of washing. External morphological structure of illuvial soils of new irrigation stretches to the side of soils of old irrigation, but in the soil profile there are clods of brown shade, giving the soil light gray shade, such pieces of clods are characteristic for soils of the upper zone (area of dark and typical gray soils), they are brought by mudflow waters.



ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

Figure 2. Amount of dry residues in the illuvial irrigated soils (arable layer), as %

Recently developed illuvial soils occupied small areas in the farm. Such soils have an arable layer of 10-15 cm. There are a lot of stones and small gravel in the soil layer. Texture is heavy loamy, slightly saline and moderately stony. In our opinion, the reason why the texture of such soils was heavy or medium loamy was that the Sokh River flowed continuously and its silt-rich waters and soft deposits in it were deposited on the mother rocks on the surface of the field, forming the soil. One of the distinctive features of external morphological characters of soils is their coloration, i.e. soils look light brown in the soil profile. Such condition is caused by more solar radiation, less penetration of plant residues into the soil, color and rotting of shoots. Due to the increased irrigation and tillage, with the course of later periods such soils acquire grayish shade, as well as soils of old irrigation [11; 12].

Irrigated meadow alluvial soils. Irrigated meadow alluvial soils formed in the steppe zone of the Fergana Valley, in the area of ancient alluvial plains of the Fergana Valley and in the lower and extreme parts of the Sokh alluvial fan are spread and formed in the territories of farms of Kokand Furkat district, Mulkobod and Naymancha of Dangara district, Pakhtakor and Dustlik of Bagdad district, and Sokhibkor of Uzbekistan district. Soil cover of these farms consists of alluvial-proluvial deposits, located in the geomorphologic areas of the middle and lower reaches of the Sokh alluvial fan. Due to the influence of edaphic-climatic conditions of farms and natural-manmade factors, mainly irrigated hydromorphic soils were formed [13].

Irrigated meadow-alluvial soils occupy the outer part of the Sokh alluvial fan flowing from the south, lands adjacent to ancient alluvial plains. Morphogenetic characters of meadow-alluvial soils of old irrigation are specified below in terms of soils of Section 23 of Kokand farm.

Section 23. Outer part of the Sokh alluvial fan, newly irrigated meadow, consisting of alluvial-proluvial deposits, alluvial soils, slightly loamy, moderately saline and poorly cultivated. There is a leveled area with planted cotton 350 meters east of the large paved road.

 A_h 0-32 cm. Dark gray, weakly moist surface, slightly loamy, loosely packed, finely distributed, lumpy, large and small cotton roots and traces of subterranean insect occur, traces of insects are sometimes distorted, the transition texture to the next layer is clear by the structure color.

 A_{ho} 32-61 cm. Gray sand, weakly moist, fine sand of loose structure, loosely packed, with formation of salt crystals, gypsum crystals and plant roots, almost rotten roots and traces of small subterranean insects, transition to the next layer is noticeable in density.

 B_1 61-100 cm. There are gray, sandy, rusty and gray (swamp-colored) spots, weakly moist, moderately packed, pieces of gypsum scattered in crumbs, there are almost rotten roots, sometimes salt crystals, transition to the next layer is noticeable in density and moisture.

 B_2 100-160 cm. Gray, sandy, waterlogged, uncompacted porous-loose, with admixture of rusty spots formed by gypsum crystals and salt crystals, high-humidity groundwater opened from 160 centimeters.

These soils were formed under conditions when groundwater was located at the upper 1-2 meters. Irrigated meadow-alluvial soils according to their texture vary from various light loams to heavy loams, more medium loamy soils are common. Low period of irrigation with turbid water resulted in low formation of agricultural-irrigation layers, layer thickness reaches 50-65 cm depending on dehkan culture. These irrigated soils were covered with alluvial (river) sands starting from under arable land.

CONCLUSION

Climatic conditions, irrigation, water-bearing (loamy) rocks and natural processes played a big role in the morphogenetic structure of irrigated soils formed in the Sokh alluvial fan. It is noted that in the genetic and ameliorative evolution of soil covers of the Sokh alluvial fan, the downward differentiation of the texture, that is, the weighting of the texture as it moves away from the mountains, in hydrogeological conditions, groundwater spreads, deepens or approaches the surface, there is increased mineralization of groundwater towards the extreme areas of the alluvial fan, the pattern of origin is seen.

BIBLIOGRAPHY

- **1.** R. Kuziev, N.Yu. Abdurakhmonov, A.J. Ismonov et al. Methodology of land monitoring in the Republic of Uzbekistan. Tashkent. 2011, P. 138.
- **2.** Methods of agrochemical analyses of soils and plants of Central Asia. 5th edition. Tashkent. 1977. P. 24-48.
- **3.** R. Kuziev, N.Yu. Abdurakhmonov, A.J. Ismonov et al. Instruction on soil survey and soil maps for state land cadastre. Tashkent. 2013, P. 52.
- **4.** A.J. Ismonov. Irrigated meadow-swamp soils formed on agricultural landscapes of the outer parts of the alluvial cones // Collection of materials of the Republican scientific-practical conference on "Innovative technologies of production in diversified farms". Bukhara. 2016. P. 212-214.
- **5.** A.J. Ismonov, N.N. Kalandarov, U.Kh. Mamajonova. Soil layers of the Fergana Valley // Bulletin of NUUz, Tashkent, 2011. No.1/1, P. 148-151.

- **6.** A.J. Ismonov. Formation, development and fertility of irrigated cultivated soils of the Sokh alluvial fan // Uzbek Biological Journal. Tashkent, 2013. No.6, P. 49-51.
- **7.** M.A. Pankov. Soils of Fergana region // In the book: "Soils of Uzbek SSR", Volume II Tashkent: Press of the Academy of Sciences of the UzSSR, 1957. P. 249-320.
- **8.** N.N. Kalandarov. Constitution of hydromorphic soils of the northern Central Fergana and their change under the influence of anthropogenic factor. Abstract of doctoral dissertation on biological sciences Tashkent, 2019. P. 20.
- **9.** G.T. Sotiboldieva. Biogeochemical features and use of illuvial soils of Fergana region. Abstract of a thesis. 2019. Tashkent. P.
- **10.** Collective of authors. Monograph, 2017. Properties, ecological state and productivity of irrigated soils of Fergana Valley // Tashkent, P. 328.
- 11. Ismonov A., U.Mamajanova., N.Kalandarov. Optimization of irrigated soils of Fergana valley by introducing innovative agro-technologies. Proceedings of the III Tashkent international innovation forum. TIIF-2017 From Innovative Ideas to Innivative Economy. Tashkent – 2017. Ilmiy texnika axboroti – press nashriyoti, 2017. p 224-231
- 12. Ismonov A.J, Abdurakhmonov N.Y, Kalandarov N.N, Tursunov Sh.T, Mamajanova U.X, Sobitov U.T. Soil-meliorative state of irrigated soils of the intermountain basins of central Asia (On the example of the Fergana region of the Fergana valley). / International Journal of Botany Studies. ISSN: 2455-541X; Impact Factor: RJIF 5.12. Received: 17-11-2020; Accepted: 26-11-2020: Published: 12-12-2020. Volume 5; Issue 6; 2020; Page No. 781-788. INDIA. www.botanyjournals.com

U.Kh. Mamajonova. Geo-ecological protection of the soil layer of the republic under the conditions of climate change. Ministry / Proceedings of the Republican scientific-practical conference on "Ecological features of environmental protection in the Fergana Valley and their optimization". (Namangan, April 16, 2021. P. 113-116).

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

Editorial Board

Dr. B.S. Rai, Editor in Chief M.A English, Ph.D. Former Principal G.N. Khalsa PG.College, Yamunanagar, Haryana, INDIA Email: balbirsinghrai@yahoo.ca

Dr. Romesh Chand Professor- cum-Principal CDL College Of Education,Jagadhri, Haryana, INDIA Email: cdlcoe2004@gmail.com

Dr. R. K.Sharma Professor (Rtd.) Public Administration, P U Chandigarh, India Email: sharma.14400@gmail.com

Dr. Mohinder Singh Former Professor & Chairman. Department of Public Administration K. U. Kurukshetra (Haryana) Email: msingh_kuk@yahoo.co.in

Dr. S.S. Rehal Professor & chairman, Department of English, K.U. Kurukshetra (Haryana) Email: srehal63@gmail.com

Dr. Victor Sohmen Professor, Deptt. of Management and Leadership Drexel University Philadelphia, Pennsylvania, USA. Email: vsohmen@gmail.com Dr. Anisul M. Islam Professor Department of Economics University of Houston-Downtown, Davies College of Business Shea Street Building Suite B-489 One Main Street, Houston, TX 77002, USA Email: islama@uhd.edu

Dr. Zhanna V.Chevychalova, Kharkiv, Associate Professor, Department of International Law, Yaroslav Mudry National Law University, UKRAINE Email:zhannachevychalova@gmail.com

Dr. Kapil Khanal Associate Professor of Management, Shankar Dev Campus, Ram Shah Path T.U. Kirtipur, NEPAL. Email:kapilkhanal848@gmail.com

Dr. Dalbir Singh Associate Professor Haryana School of Business, G.J.U.S & T, Hisar, Haryana, INDIA Email: dalbirhsb@gmail.com

Nadeera Jayathunga Senior Lecturer Department of Social Sciences, Sabaragamuwa University, Belihuloya, SRI LANKA Email: nadeesara@yahoo.com

Dr. Parupalli Srinivas Rao Lecturer in English, English Language Centre, King Faisal University, Al-Hasa, KINGDOM of SAUDI ARABIA Email: vasupsr@yahoo.com

ISSN: 2249-7137 Vol. 13, Issue 9, September 2023 SJIF 2022 = 8.252 A peer reviewed journal

Calegories

- Business Management
- Social Science & Humanities
- Education
- Information Technology
- Scientific Fields

Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

- 1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of ithenticate/Viper software to examine the originality of research articles received.
- 2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
- 3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
- 4. The review process may take one/two months.
- 5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri (Haryana) (Affiliated to Kurukshetra University, Kurukshetra, India)

Our other publications : South Asian Journal of Marketing & Management Research (SAJMMR) ISSN (online) : 2249-877X SAARJ Journal on Banking & Insurance Research (SJBIR) ISSN (online) : 2319 – 1422