

ISSN: 2581-8651



JHED

**Journal of Humanities and Education
Development**

Cross Ref DOI: 10.22161/jhed

<https://theshillonga.com/index.php/jhed>

Volume - 7 | Issue - 1

Jan-Feb, 2025

TheShillonga Publication

Journal of Humanities and Education Development (JHED)

(ISSN: 2581-8651)

DOI: 10.22161/jhed

Vol-7, Issue-1

Jan - Feb, 2025

Editor in Chief

Dr. Manoj Kumar

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Publisher

TheShillonga Publication Group

Email: theshillonga.jhed@gmail.com

Web: <https://theshillonga.com/index.php/jhed/index>

FOREWORD

I am pleased to put into the hands of readers Volume-7; Issue-1: 2025 (Jan-Feb 2025) of “**Journal of Humanities and Education Development (JHED)** (ISSN: 2581-8651)”, an international journal which publishes peer reviewed quality research papers on a wide variety of topics related to, Humanities and Education development. Looking to the keen interest shown by the authors and readers, the editorial board has decided to release print issue also, journal issue will be available in various library also in print and online version. This will motivate authors for quick publication of their research papers. Even with these changes our objective remains the same, that is, to encourage young researchers and academicians to think innovatively and share their research findings with others for the betterment of mankind. This journal has DOI (Digital Object Identifier) also, this will improve citation of research papers.

I thank all the authors of the research papers for contributing their scholarly articles. Despite many challenges, the entire editorial board has worked tirelessly and helped me to bring out this issue of the journal well in time. They all deserve my heartfelt thanks.

Finally, I hope the readers will make good use of this valuable research material and continue to contribute their research finding for publication in this journal. Constructive comments and suggestions from our readers are welcome for further improvement of the quality and usefulness of the journal.

With warm regards.



Dr. Manoj Kumar

Editor-in-Chief

Journal of Humanities and Education Development (JHED) (ISSN: 2581-8651)

<https://theshillonga.com/index.php/jhed/index>

DOI: 10.22161/jhed

Date: March, 2025

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The Philosophical Underpinnings of Trump's Foreign Policy: Analyzing Key Influences and Implications

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Received: 03 Dec 2024; Received in revised form: 06 Jan 2025; Accepted: 13 Jan 2025

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Abstract

Donald Trump, the forty fifth President of the United States, has attracted and continues drawing sharp criticism regarding his foreign policy. Apart from being described in some circles as a nationalist, there is no denying that the President holds an extraordinary set of beliefs that are completely different from the rest of the world and dedicates himself to achieving them regardless of any type of backlash. 'America First', Mr Trump's campaign slogan, sends messages which offer a glimpse to the intertwining principles of his policies and strong anti-globalist sentiment of the American people which results in a revolutionary view of a world order that focuses on restraint and traditionalism. In this scientific commentary, we will discuss the basic philosophical formatives that are guiding Trump's foreign policy and explaining how this world's perceptions not only impact the President's decisions, but also the international relations as a whole. Furthermore, we explore what this means for the wider understanding of politics where ideology and practice grow in opposite directions. We trust this will provide useful insights into what to expect out of US diplomatic relations in the subsequent years after the end of Mr. Trump's presidency.

Keywords— Trump's presidency, Basic Philosophy, foreign policy, character based, psychology of candidates

I. OVERVIEW OF DONALD TRUMP'S FOREIGN POLICY

Unlike his predecessors, Mr. Trump's foreign policy evolved into a philosophy, which was cut down from the norm starting with its basic principles¹. This is how he viewed the policy paper he wrote as a combination of history, personal experience in life and global affairs, where both nationalism, realism and a pragmatist attitude are intertwined². More specifically, it can be said that the central theme of Mr. Trump's foreign policy is the rejection of internationalism in favour of bilateralism and 'America First' rhetoric. This particular philosophy, This America

abroad worldview slogan affects how all policy decisions are made, and has a very broad reach³.

Indeed, that is not just a vision of I The America abroad. Indeed, it was because Mr. Trump's vision of America as A New World Order was confronted with an overly bilateralist approach to this definition of America abroad. The United States under Trump's administration also took the stance of withdrawing from multinational agreements on various issues such as the Paris climate accords or even the Iran Nuclear Accord simply put owing to the reason of reinstating national interests and promoting bilateral relations⁴.

¹ Elias Aghili Dehnavi and Mohammad Alizadeh Jamal, "From Containment to Americanism," May 15, 2020, https://www.researchgate.net/publication/381002365_From_Containment_to_Americanism.

² Elias Aghili-Dehnavi, "The Trump Doctrine: Redefining U.S. Foreign Policy through Immigration, Security, and Diplomacy," *Journal of Humanities and Education Development* 6, no. 5 (2024): 26–28, <https://doi.org/10.22161/jhed.6.5.5>.

³ Radoslaw Fiedler and Elias Aghili-Dehnavi, "Navigating Engagement with Iran: Exploring US Strategies and Options: A Futuristic Scenario and Review," *International Journal of English, Literature and Social Science* 9, no. 2 (January 1, 2024): 109–13, <https://doi.org/10.22161/ijels.92.18>.

⁴ Radoslaw Fiedler and Elias Aghili-Dehnavi, "Navigating Engagement with Iran: Exploring US Strategies and Options: A Futuristic Scenario and Review," *International Journal of English,*

When grasping Trump's philosophies on foreign relations policies, the populist did play a role to his rise. He harnessed the discontent of a sizable number of Americans with the wave of global policies and neglect of domestic issues. This feeling shaped his positions on immigration, business, military involvement as focusing on the American blue collar's opinion was a must. The flip side is that Trump could not have done an effective job without social media. His direct connection with potential followers allowed him to avoid filter of the mass media whenever it was required for articulation and support of his views. This approach was not only peculiar to his presidency but also exemplified the

new tendency in which leaders communicate with citizens in the internet era. Through Trump's foreign policy strategy, we are able to see the damages his decisions enacted on global relations; and on the other hand the factors which influenced his decisions. Looking at it through the prism of his foreign philosophy and the internal and external policies, we can appreciate the controversies that the tasks and policies of his team brought about in the perception of the world and that of Americas. But there are factors in which captivated global policy and polarized it at the same time⁵.

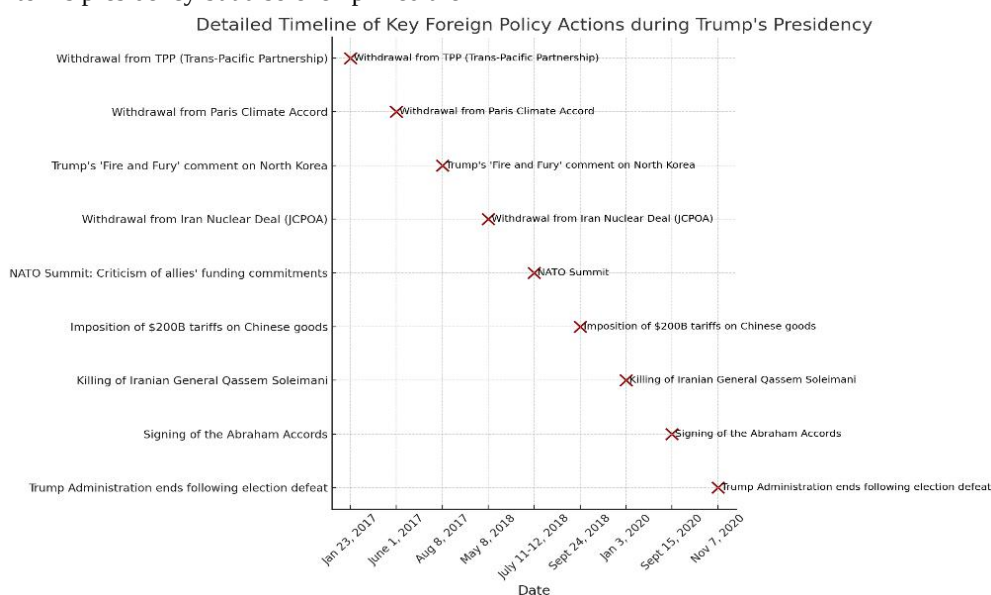


Fig.1.

II. THE NATIONALISM ELEMENT IN TRUMP'S STRATEGY

According to Trump's ideology, nationalism supersedes everything else in the broad context of his foreign strategies as well as the practices of his administration. The extension of this ideology can also be seen in US histories where UQ was able to provide a narration that whenever the country's sovereignty and interests clouded every consideration including military aggression and trade relations. Similar sentiments were expressed by millions of Americans who felt dissociated with the political establishment and the dream of globalization⁶.

Fundamentally, nationalism as crusaded by Trump can be summed up by a single phrase, "America First." This comes as a sendoff remark for Trump's intentions of bring back the country's industrial base, creating, and sustaining jobs, and securing America's borders. This goes against the trend of internationalism that has enveloped us foreign policy for the last decades, for what reason engagement in the world comes at the expense of the American nation, workers included. Trump's administration aimed to modify the content of the former so-called free trade agreements including the NAFTA agreement with an intention to suit

Literature and Social Science 9, no. 2 (January 1, 2024): 109–13, <https://doi.org/10.22161/ijels.92.18>.

⁵ Ellias Aghili-Dehnavi and Hossein Daheshiar, "Changes and Indicators of Trump's New Immigration Policy Plan," *Journal of Economics and Administrative Sciences*, September 13, 2020, 71–81, https://www.researchgate.net/publication/362014916_Changes_and_indicators_of_trump.

⁶ Ellias Aghili Dehnavi and Morteza Nourmohammadi, "Factors of the Prevalence of Authoritarianism and the Push on Democratization in the Middle East," *International Journal of Advanced Multidisciplinary Research and Studies* 3, no. 1 (January 1, 2023): 659–63, https://www.researchgate.net/publication/368297277_Factors_of_the_Prevalence_of_Authoritarianism_and_the_Push_on_Democratization_in_the_Middle_East.

the trade terms he believed would help Americans and their businesses which greatly benefited⁷.

Apart from that, Trump's populism also showed itself as a certain skepticism with regard to international organizations, almost treating such structures as NATO or the United Nations in a rather commercial way. He challenged how 'most' countries contributed and how resources were distributed in these unions, and thus forced debates regarding the position of the U. S. in international order and the responsibilities of the states to their partners. This businesslike attitude not only transformed diplomatic relations but provoked considerations concerning prospects of international collaboration and collective security as well⁸.

However, nationalism in Trump's foreign policy has its flaws as well. Critics claim that this self-absorption

approach does not only ignore the existence of global partnerships, but is also a recipe for disintegration in an increasingly interdependent world. On top of that, the stress on identifying oneself with the nation can at times be dangerously close to exclusionary language that raises fears of xenophobia and its ramifications on the perception of America overseas⁹.

To conclude, the importance of nationalism in the foreign policy of Trump has been striking, and indeed much closer to the trend of the US being more inward looking and protecting American interests. While it has been, but it also poses serious dilemmas facing America now and in the future in terms of its position in the global hierarchy and the ethics of pursuing an aggressive policy of self-interest rather than internationalism. Would self-interested nationalism now make relations and cooperation stronger?

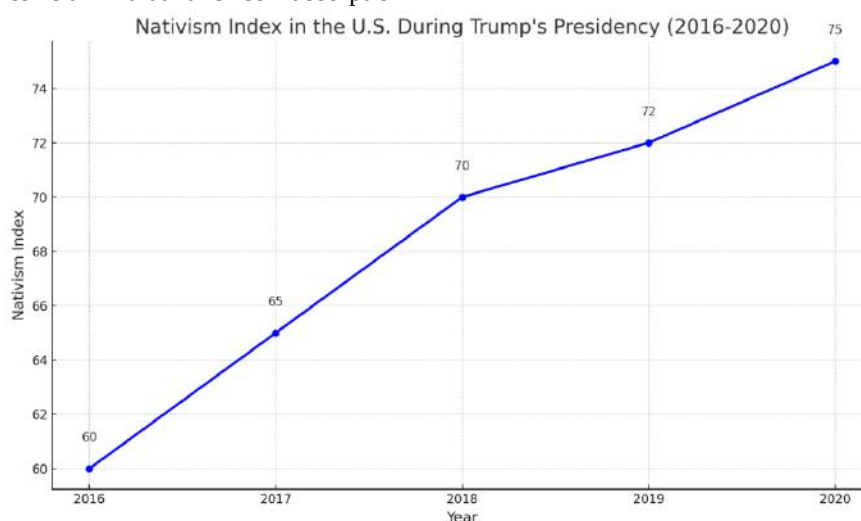


Fig.2.

The chart illustrates the trend of the Nativism Index in the United States during Donald Trump's presidency from 2016 to 2020. The data shows a steady increase in the index, starting at 60 in 2016 and rising to 75 by 2020. This upward trend reflects the growing emphasis on nationalist sentiments, including anti-immigration views and policies, during this period.

The increase is likely influenced by key policies and rhetoric from the Trump administration, such as stricter immigration controls, "America First" economic strategies,

and skepticism toward multilateral agreements. The chart underscores the administration's impact on shaping public opinion and policy dynamics related to nationalism during these years.

III. A FRAMEWORK FOR UNDERSTANDING FOREIGN POLICY: REALISM AND IDEALISM

In order to grasp the intricacies of Trump's foreign policy, one needs to venture into the aspect of realism and idealism

⁷ Ellias Aghili-Dehnavi, Mohammad Mahdi Niafar, and Kanan Ahmadzadeh, "An Overview Regarding the U.S Domestic Economic Strategies: Role of Think Tanks," *Journal of Humanities and Education Development* 6, no. 5 (January 1, 2024): 82–92, <https://doi.org/10.22161/jhed.6.5.12>.

⁸ Ellias Aghili Dehnavi and Morteza Nourmohammadi, "Factors of the Prevalence of Authoritarianism and the Push on Democratization in the Middle East," *International Journal of Advanced Multidisciplinary Research and Studies* 3, no. 1

(January 1, 2023): 659–63, https://www.researchgate.net/publication/368297277_Factors_of_the_Prevalence_of_Authoritarianism_and_the_Push_on_Democratization_in_the_Middle_East.

⁹ Ellias Aghili-Dehnavi and Seyed Mohammad Tabatabaei, "Principles and Positions of US Foreign Policy against Terrorism," *ResearchGate* 5, no. 2 (November 21, 2021): 2541, https://www.researchgate.net/publication/356423964_Principles_and_positions_of_US_foreign_policy_against_terrorism.

which is central to understanding the international relations. As realists assert, states are self-surviving beings. To that end, the international system is described as anarchic, for there are power relations between states. This outlook implies that political units, namely nations, are self-seeking and self-advancing, and consequently their decision making is based on utilitarianism and at times harsh¹⁰.

Idealism, on the other hand, claims that the pursuit of foreign policy would enhance global partnership, moral aspirations, promotion of democracy and the values of democracy. Indeed, idealists argue that international need and the international order can make the world a more peaceful and orderly place and that countries do not always act solely for their own benefit¹¹.

Trump's views on foreign policy appear to be in line with the realist school of thought. His strategies advocate for prioritization of America, coupled with a distrust of diplomacy¹². His policies like exiting agreements like the Paris Climate Accord and the Iran nuclear agreement highlight an overarching theme of self-interest where deals which do not instantly appeal to the United States are best ignored. This sense of self interest is also seen where he has a practical perception of international relations where the relevance of trade and military treaties are reevaluated depending on the benefit, they bring to the US¹³.

Most of the time, Trump was critical of democracy and authoritarianism, quite a contrast to the pragmatism seen in his past works. These views, however, seem more reactive than ideological as they are rarely followed consistently and thus, to have a coherent foreign policy invariably one has to oscillate between these two modes.

There are many questions that arise when one looks at the global chess board with a sense of relevance to Trump and the ideals he followed. Trump's views have significant

relevance to issues such as international treaties, state politics, and the relative picture of the global arena when looked at strategically. The need for sustained and prominent efforts of cooperation and strategy-building for boosting state's ethics becomes vital when considering Trumps administration and how it favored and advocated for realistic politics theories¹⁴.

IV. THE ROLE OF DOMESTIC POLITICS IN THE INFLUENCING OF DECISION-MAKING IN FOREIGN RELATIONS¹⁵

The association between domestic politics and foreign policy has emerged as a prominent aspect within the analysis of Trump's foreign policy which is characterized by populism as well as electioneering and party politics. The electoral base disillusioned with political elites provided the foundation for shaping his foreign policy as well as domestic policies. His choice of bilateral agreements over multilateral institutions represented a dedication towards America's interests and the disdain for internationalism which appealed to the supporters who favored national interests over global ones¹⁶.

Tribalism was another important aspect that evidently shaped Trump's foreign policy. Congressional dynamics in some instances determined who held the power to support or oppose a stance and often the agreement was bipartisan or split in cases where national policy was set around trade, military, and immigration policies. Decisions made by Trump were consistently at times in harmony with his supporters including leaving international treaties such as the Paris Accord and taking a staunch stance towards enemies such as China and Iran¹⁷.

Trump's foreign policy was also influenced by his electoral cycle which saw him scrutinize whether a decision would

¹⁰ Ellias Aghili-Dehnavi, "The Trump Doctrine: Redefining U.S. Foreign Policy through Immigration, Security, and Diplomacy," *Journal of Humanities and Education Development* 6, no. 5 (2024): 26–28, <https://doi.org/10.22161/jhed.6.5.5>.

¹¹ Ellias Aghili-Dehnavi, Mohammad Mahdi Niafar, and Kanan Ahmadzade, "An Overview Regarding the U.S Domestic Economic Strategies: Role of Think Tanks," *Journal of Humanities and Education Development* 6, no. 5 (January 1, 2024): 82–92, <https://doi.org/10.22161/jhed.6.5.12>.

¹² Ellias Aghili-Dehnavi, "The Trump Doctrine: Redefining U.S. Foreign Policy through Immigration, Security, and Diplomacy," *Journal of Humanities and Education Development* 6, no. 5 (2024): 26–28, <https://doi.org/10.22161/jhed.6.5.5>.

¹³ Radoslaw Fiedler and Ellias Aghili-Dehnavi, "Navigating Engagement with Iran: Exploring US Strategies and Options: A Futuristic Scenario and Review," *International Journal of English, Literature and Social Science* 9, no. 2 (January 1, 2024): 109–13, <https://doi.org/10.22161/ijels.92.18>.

¹⁴ Ellias Aghili-Dehnavi, "The Trump Doctrine: Redefining U.S. Foreign Policy through Immigration, Security, and Diplomacy," *Journal of Humanities and Education Development* 6, no. 5 (2024): 26–28, <https://doi.org/10.22161/jhed.6.5.5>.

¹⁵ Ellias Aghili Dehnavi et al (2024), Policy Recommendations by U.S. Think Tanks: Sanctions vs. Diplomacy An Educational Analysis of differing strategies proposed by leading think tanks on Iran, *Educational Administration: Theory and Practice*, 30(11) 896-901, Doi: 10.53555/kuey.v30i11.8886

¹⁶ Ellias Aghili-Dehnavi and Seyed Mohammad Tabatabaei, "Principles and Positions of US Foreign Policy against Terrorism," *ResearchGate* 5, no. 2 (November 21, 2021): 2541, https://www.researchgate.net/publication/356423964_Principles_and_positions_of_US_foreign_policy_against_terrorism.

¹⁷ Ellias Aghili-Dehnavi and Seyed Mohammad Tabatabaei, "Principles and Positions of US Foreign Policy against Terrorism," *ResearchGate* 5, no. 2 (November 21, 2021): 2541, https://www.researchgate.net/publication/356423964_Principles_and_positions_of_US_foreign_policy_against_terrorism.

increase voter support. Military action and diplomacy were stylistically executed around the concepts of projecting dominance and strength in order to control the perspective that the public had on the administration¹⁸.

To conclude, it can be argued that Trump's foreign policy was largely influenced by domestic politics. His embrace of his constituency, management of partisan differences and critical decisions in office shifted the direction of American foreign policy with reverberating effects across the world¹⁹.

V. KEY PHILOSOPHICAL INFLUENCES: MACHIAVELLI, HOBBS AND OTHERS

When interpreting Donald Trump's political philosophy and foreign stance, we come across some fascinating ideas which resonate with the thoughts of famous political philosophers such as Niccolo Machiavelli and Thomas Hobbes. Although these philosophers were born in different times and systems their thoughts correspond to what Trump does in the field of international relations, which is to form policies based on the pragmatism of American power, American power relations and an understanding of the nature of mankind. This is quite realistic to put it bluntly²⁰.

Machiavelli is widely described and known as the father of modern political science where the concepts of power and national interest are regarded as legitimate and necessary evil. His statement that "the end justifies the means" is what stirs us into an understanding that can best be described as the mind of Trump world where relations are transactional with regard to the upper hand in the matter. This is visible in the way Trump interacts with his allies and enemies where very often the means to an end is to negotiate on seemingly unrelated terms which are in design at least indirectly mathematical in taking advantage of Machiavelli's concepts of an opportunist and manipulation.

Likewise, Hobbes' understanding of man as a competitive and self-seeking being subscribes to Trump's view of international relations. One of the most famous quotes by Hobbes is the following: 'when there is no power, all men in that condition where there is no common power, all men are in a state of war and life is solitary, poor, nasty, brutish, and short'. Such a conception of mankind indeed raises certain questions including the need for a strong organization to provide security and order in the society. This, in turn, justifies the expansion of this powerful state's apparatus and ideology²¹. Very often, this dimension is perceived as a civilization project, such as the one offered by Trump's foreign policy. He pursues the "America First" policy, which constructs an approach where the foreign politics are subordinated to the security and economic needs of the nation. This not only supports the ancient reason stating 'the world is anarchic', but also confirms the sense of conviction that aggression and muscle flexing protects the nation from any external threats²².

Trump presents a deviation from the classical and widely accepted Machiavelli and Hobbes which set of hundred and eight norms when he enunciates his foreign policies. Focusing on the works of Morgenthau and Kenneth Waltz, one can derive that according to them and Trump's views, national power and national interests do matter resulting in America being in competition with other nations on an international level. This attitude evidently presents an existence of suspicion on global governance which explains the reasons behind Trump's announced withdrawal from a number of international governance treaties and organizations which, according to US President, limit the independence of the United States²³.

In the end, the elements of worldview that shaped Trump's foreign policy provide hints of a leader that stems from a rich world of thought but ideas are only useful in helping him solve the problems associated with global politics. Trump has changed characteristics of America's interaction

¹⁸ Radoslaw Fiedler and Ellias Aghili-Dehnavi, "Navigating Engagement with Iran: Exploring US Strategies and Options: A Futuristic Scenario and Review," *International Journal of English, Literature and Social Science* 9, no. 2 (January 1, 2024): 109–13, <https://doi.org/10.22161/ijels.92.18>.

¹⁹ Radoslaw Fiedler and Ellias Aghili-Dehnavi, "Navigating Engagement with Iran: Exploring US Strategies and Options: A Futuristic Scenario and Review," *International Journal of English, Literature and Social Science* 9, no. 2 (January 1, 2024): 109–13, <https://doi.org/10.22161/ijels.92.18>.

²⁰ Ellias Aghili Dehnavi and Radoslaw Fiedler, "Adventures of Two Captains' Trilogy and U.S Exceptionalism in Their Foreign Policy: Manifestation of Think Tanks in a Literary Work," *International Journal of English Literature and Social Sciences* 9, no. 3 (January 1, 2024): 277–81, <https://doi.org/10.22161/ijels.93.35>.

²¹ Radoslaw Fiedler and Ellias Aghili Dehnavi, "Unraveling the Enigmas: Deciphering the Causes of Discord in the Middle East: A Review," *Journal of Humanities and Education Development* 6, no. 1 (January 1, 2024): 51–56, <https://doi.org/10.22161/jhed.6.1.7>.

²² Ellias Aghili-Dehnavi, "The Trump Doctrine: Redefining U.S. Foreign Policy through Immigration, Security, and Diplomacy," *Journal of Humanities and Education Development* 6, no. 5 (2024): 26–28, <https://doi.org/10.22161/jhed.6.5.5>.

²³ Ellias Aghili Dehnavi and Morteza Nourmohammadi, "Factors of the Prevalence of Authoritarianism and the Push on Democratization in the Middle East," *International Journal of Advanced Multidisciplinary Research and Studies* 3, no. 1 (January 1, 2023): 659–63, https://www.researchgate.net/publication/368297277_Factors_of_the_Prevalence_of_Authoritarianism_and_the_Push_on_Democratization_in_the_Middle_East.

on the international scene by adopting, out of many, a Machiavellian and Hobbesian realist strategy first engaging the international relations discourse with the Central issue of power. When we start being more specific about some of these nuances, it seems to be the case that those are his explanatory frameworks one needs to comprehend in order to understand the configurations engaged in Trump's decision making of US foreign policy and how that is going to impact the present world order²⁴.

VI. AMERICA FIRST: HOW THIS POLICY CAME TO BE AND WHY DOES IT MATTER?

The phrase 'America First' definitely can be associated with the former president Donald Trump as it is regarded as one of the significant pillars of his foreign policy. It certainly is a pretty remarkable change from the general foreign policy that is followed in the United States of America. However, in order to understand its implications, it is prudent to explore its evolution, historical and ideological²⁵. Considering the phrase 'America First' – the first thing that comes to mind is a feeling which has been prevalent in the history of the nation since time memorial – it is the isolationism practiced in the US in the beginning of Toroh whaling and for that its gold storages in the US in World War II²⁶.

The core idea behind the phrase 'America First' is that instead of global engagements, one should engage in nationalistic tendencies. This doctrine developed as a result of a number of factors inclusive of the attitudinal shift to anti-globalization, adverse effects of earlier vault policy interventions, and growing distrust against international agencies. The fear of the spillover effect of the 2008 financial meltdown added impetus to these views as nearly every American could connect with domestic trends, thus

leading to the rise of populist ideas advocating increased production and limiting international trade²⁷.

Furthermore, the doctrine bears the distinct imprint of the realist philosophy of international relations, which emphasizes the concept that states only look after their own interests. This is the approach Trump's administration adopted, as it sought to revamp trade relations, strengthen the frontier and exit international pacts that appeared to compromise the United States sovereignty. That pivot has triggered an equally fierce argument, with supporters saying it restores American dignity and strength, victims warn of the danger of what the world is going with American isolationism²⁸.

Thus, it is important to understand the origins of 'America First' in order to be able to understand its bearing on USA foreign relations and the international situation. In the event that the doctrine is still operational influencing US diplomatic conduct and alliances, then it is journeys of as far looking into the future how America would see itself, as well as how other countries will view America, who is self-seeking.

VII. HOW POPULISM HAS AFFECTED INTERNATIONAL RELATIONS

Populism affected national diplomacy in the light of the US presidency of Donald Trump, with more inclination towards national needs rather than global considerations and traditional alliances. The 'America First' philosophy brought an end to the practice of diplomacy based on the principle of 'majority vote', undermined historic partnerships such as NATO, and broke new ground in standard practice. He theorized diplomacy according to populism which means, his decisions, for which he sought support from people who felt globalization has disappointed them, favored Americans²⁹.

²⁴ Ellias Aghili-Dehnavi and Radoslaw Fiedler, "Adventures of Two Captains' Trilogy and U.S Exceptionalism in Their Foreign Policy: Manifestation of Think Tanks in a Literary Work," *International Journal of English Literature and Social Sciences* 9, no. 3 (January 1, 2024): 277–81, <https://doi.org/10.22161/ijels.93.35>.

²⁵ Ellias Aghili-Dehnavi and Hossein Daheshiar, "Changes and Indicators of Trump's New Immigration Policy Plan," *Journal of Economics and Administrative Sciences*, September 13, 2020, 71–81, https://www.researchgate.net/publication/362014916_Changes_and_indicators_of_trump.

²⁶ Ellias Aghili-Dehnavi, "The Trump Doctrine: Redefining U.S. Foreign Policy through Immigration, Security, and Diplomacy," *Journal of Humanities and Education Development* 6, no. 5 (2024): 26–28, <https://doi.org/10.22161/jhed.6.5.5>.

²⁷ Ellias Aghili-Dehnavi, Mohammad Mahdi Niafar, and Kanan Ahmadzadeh, "An Overview Regarding the U.S Domestic Economic Strategies: Role of Think Tanks," *Journal of Humanities and Education Development* 6, no. 5 (January 1, 2024): 82–92, <https://doi.org/10.22161/jhed.6.5.12>.

²⁸ Ellias Aghili-Dehnavi, "The Trump Doctrine: Redefining U.S. Foreign Policy through Immigration, Security, and Diplomacy," *Journal of Humanities and Education Development* 6, no. 5 (2024): 26–28, <https://doi.org/10.22161/jhed.6.5.5>.

²⁹ Ellias Aghili-Dehnavi and Seyed Mohammad Tabatabaei, "Principles and Positions of US Foreign Policy against Terrorism," *ResearchGate* 5, no. 2 (November 21, 2021): 2541, https://www.researchgate.net/publication/356423964_Principles_and_positions_of_US_foreign_policy_against_terrorism.

This politica estrategia debilitated the growth of international relations, through the belligerent policies towards China and the often reckless withdrawal from treaties, like the one for Paris Agreement or the one for Iran denuclearization. These moves led to increased international pressure, hydrophobia in economic markets and an increase in global nationalism. While the implications of this populist wave on the subsequent populism global political scene may be in the distant future, the change that it brings in the nature of engagement and global reality is irreversible³⁰.

VIII. CASE STUDY: TRUMP'S TRADE WAR WITH CHINA

The trade war which exists between the USA and China has a beginning which can be traced to the reign of Donald Trump. During this period, many of his foreign policies can be understood better if the philosophical basis behind each is examined, case in point, the trade war with China. This case is of utmost significance as it goes to the core of Trump's presidency that was marked with protectionism, nationalism, and a transactional outlook towards international relations, as well as ideational rifts which have shaped the modern world order and are themselves shaped by war³¹.

American perception of the relationship between the United States and China paved the way for Trump's approach. While this relationship has developed over the years, it was Trump's presidency that most of the American public viewed China as a nation which engaged in unfair trade practices through stealing American intellectual property rights, cutthroat price wars, and deliberately non floating currency values. This perspective is reflective of a strain of thought for the US which centers on maintaining per capita

economic boundaries rather than being part of the global order. Trump was quoted as stating, "trade wars are good, and easy to win," and so he was able to carry out an aggressive brand of politics whilst reassuring voters about his intent to safeguard American manufacturing³².

The effects of this trade war were more than just about tariffs and trade deficits. It was a turning point in US-china relations, going from a policy of engagement to one of enmity. The enforcement of tariffs on Chinese goods worth billions of dollars was not merely an instrument of economic leverage, but a statement that showed a desire to challenge the existing order. This confrontation initiated a greater restructuring of global supply chains, forcing businesses to rethink their dependence on China and look for alternatives³³.

Furthermore, the trade conflict exposed the liberal isolationism and internationalism dialectics. On one hand, while rest of Trumpism made America first policy great, other critics reasoned that this was a blow to the cooperative structures created since World War II. The trade war depicted the difficulties of interdependence; where the actions of one country can produce chain effects on friends as well as foes³⁴.

With the ongoing trade war, the focus was automatically on the economy. National security issues, technological rivalry, and the fight between democracy and authoritarianism are contested as well. The purpose of the U.S. in relationships with China was intended to formulate not only a trade approach but a dispute toward fundamental interests as America has used prior possibly strategies concerning method of performing overseas relations³⁵.

In conclusion, the provided context illustrates the transcendental attitude with regard to the United States and its authoritative competition with China in the trade warfare

³⁰ Radosław Fiedler and Elias Aghili Dehnavi, "Unraveling the Enigmas: Deciphering the Causes of Discord in the Middle East: A Review," *Journal of Humanities and Education Development* 6, no. 1 (January 1, 2024): 51–56, <https://doi.org/10.22161/jhed.6.1.7>.

³¹ Elias Aghili Dehnavi and Morteza Nourmohammadi, "Factors of the Prevalence of Authoritarianism and the Push on Democratization in the Middle East," *International Journal of Advanced Multidisciplinary Research and Studies* 3, no. 1 (January 1, 2023): 659–63, https://www.researchgate.net/publication/368297277_Factors_of_the_Prevalence_of_Authoritarianism_and_the_Push_on_Democratization_in_the_Middle_East.

³² Radosław Fiedler and Elias Aghili Dehnavi, "Unraveling the Enigmas: Deciphering the Causes of Discord in the Middle East: A Review," *Journal of Humanities and Education Development* 6, no. 1 (January 1, 2024): 51–56, <https://doi.org/10.22161/jhed.6.1.7>.

³³ Elias Aghili-Dehnavi and Seyed Mohammad Tabatabaei, "Principles and Positions of US Foreign Policy against Terrorism," *ResearchGate* 5, no. 2 (November 21, 2021): 2541, https://www.researchgate.net/publication/356423964_Principles_and_positions_of_US_foreign_policy_against_terrorism.

³⁴ Elias Aghili-Dehnavi and Hossein Daheshiar, "Changes and Indicators of Trump's New Immigration Policy Plan," *Journal of Economics and Administrative Sciences*, September 13, 2020, 71–81, https://www.researchgate.net/publication/362014916_Changes_and_indicators_of_trump.

³⁵ Elias Aghili Dehnavi and Morteza Nourmohammadi, "Factors of the Prevalence of Authoritarianism and the Push on Democratization in the Middle East," *International Journal of Advanced Multidisciplinary Research and Studies* 3, no. 1 (January 1, 2023): 659–63, https://www.researchgate.net/publication/368297277_Factors_of_the_Prevalence_of_Authoritarianism_and_the_Push_on_Democratization_in_the_Middle_East.

with respect to Trump's policy. It makes us question the prospects of globalization, the unique place of the United States with all its resources and sovereignty in the dynamic world, as well as places of ideas with all their prevailing features. Making the scope of the case study from this standpoint, it is absolutely visible that the resulting consequences of this warfare shall affect the geopolitical configurations for the assistant years.

Timeline: Trump's Trade War with China

Date	Event
March 22, 2018	Trump announces tariffs on \$60 billion of Chinese imports.
July 6, 2018	Start of the trade war: U.S. imposes 25% tariffs on \$34 billion of Chinese goods; China retaliates.
December 1, 2018	G20 Summit: Temporary truce agreed to allow trade negotiations.
May 10, 2019	U.S. raises tariffs from 10% to 25% on \$200 billion of Chinese imports.
January 15, 2020	Phase One trade deal signed, with China committing to increased U.S. imports.

IX. ALLIANCE RELATIONS IN THE COURSE OF THE TRUMP ADMINISTRATION

Out of so many perspectives to look at Donald Trump and his administration's foreign policy, one of them is quite uncomplicated difference in tone regarding alliance relationships. Whereas today's more comparative leaders thought of partnerships with nations as indispensable links that maintained the balance of order politics around the world, Trump took on a far more unilateralist perspective. This evolution is entirely consistent with his deeper logical premises where emphasis is on America First policies whereby multilateralism, national sovereignty, or economic self-reliance are all pretty much the order of the day³⁶.

For Trump, alliances were redefined again in terms of alliances cost – benefit ratio. The administration was looking to disband old alliances, like NATO, and claimed it

was because other countries in the alliance were not carrying their end of the deal. The somewhat dismal outlook was echoed around the world, causing disquiet among traditional Allies who depended on the United States for protection. Instead of 'diplomacy through cooperation', the focus changed to adversarial dynamics and sometimes outright violence³⁷.

Nevertheless, Trump's administration, in its second term, sought to seek new alliances that would better reflect its geopolitical interests. The Abraham Accords, which recently normalized relations between Israel and several Arab states, were such a strategic move. Here the administration was able to demonstrate an ability to negotiate deals that not only served America's interests in the Middle East, but also demonstrated that the United States was willing to alter the existing order. Through these pragmatic partnerships, Trump's foreign policy aimed at forging relationships that would counterbalance Iran and China³⁸.

Trump's strategy, in regard to forming alliances proved to be revolutionary, forcing nations to rethink their alliances with others. This was in part because even as some allies sought to develop their own defense capabilities, having perceived America as an unreliable partner, other allied nations sought new allies out of a common desire to counter such threats. This shift in alliances posed serious challenges when it came to issues of global governance and the ability for alliances of a similar form to exist in a world of rival nationalisms³⁹.

Fundamentally speaking, we can assert that Trump shattered the ideological conventions concerning alliance formation and construction within the landscape of global politics. Moving forward with our analysis of this time period, it is evident that the dynamics of the alliances during Trump's tenure shifted the paradigm of US foreign policy but also changed the course of international diplomacy permanently.

³⁶ Ellias Aghili-Dehnavi and Hossein Daheshiar, "Changes and Indicators of Trump's New Immigration Policy Plan," *Journal of Economics and Administrative Sciences*, September 13, 2020, 71–81, https://www.researchgate.net/publication/362014916_Changes_and_indicators_of_trump.

³⁷ Ellias Aghili Dehnavi and Mohammad Alizadeh Jamal, "From Containment to Americanism," May 15, 2020, https://www.researchgate.net/publication/381002365_From_Containment_to_Americanism.

³⁸ Ellias Aghili Dehnavi and Mohammad Alizadeh Jamal, "From Containment to Americanism," May 15, 2020, https://www.researchgate.net/publication/381002365_From_Containment_to_Americanism.

³⁹ Ellias Aghili-Dehnavi and Seyed Mohammad Tabatabaei, "Principles and Positions of US Foreign Policy against Terrorism," *ResearchGate* 5, no. 2 (November 21, 2021): 2541, https://www.researchgate.net/publication/356423964_Principles_and_positions_of_US_foreign_policy_against_terrorism.

X. TRUMP'S FOREIGN POLICY AND ITS RESPECT FOR INTERNATIONAL NORMS

Trump's foreign policy has fundamentally reshaped international norms as the traditional way of conducting foreign diplomacy has been turned upside down. During his presidency, American foreign policy was taken in a largely unilateral direction that often disregarded multinational agreements and institutions that for years had governed international politics. This turning point was characterized by a couple of high-profile withdrawals from international treaties like the Paris Climate Accord and the Iran Nuclear Deal which reverberated around the world⁴⁰.

One other potentially devastating consequence of the foreign policy propounded by Trump has been the collapse of accepted diplomatic protocols and operational modalities of international collaboration. By adopting an 'American first' policy, the administration not only complicated relations with historical allies, but also contributed the empowerment of authoritarian regimes across the globe. The foreign policy shift in America, especially in Trump's time, calls into question the future of global governance as countries seem to have the impetus to pursue bilateralism sacrificing the international coordination⁴¹.

Additionally, the foreign policy of trumping emphasized on deals between countries instead of relationships with them which changed the order of the certain countries. As a result, now countries have to operate in an even more disorganized international system and this makes defining a cooperating relationship more difficult. Hence, countries may either have more strong focus on enmeshed relations or make effort to have fresh affiliations which will create even more contention over the settled patterns⁴².

Within the context of greater changes, the paradigmatic shift affects not just the level of geopolitical politics; it confronts the very foundation of the unwritten rules that have for a long period dictated the interactions of states. Considering the use of power by populists and nationalists as demonstrated by Trump, it raises a possibility of the

decline of the existing order as well as the emergence of a new order, where strong rules over weak. In analyzing this historical day, there is guarantee that the international community will remember the style of conducting affairs by trump for a long time.

XI. LESSONS LEARNED: CONTINUITY AND CHANGE IN U.S. FOREIGN POLICY

In examining the philosophical underpinnings of Trump's foreign policy, one must grapple with the intricate interplay of continuity and change that has characterized U.S. diplomatic strategies over the decades. While Trump's approach was often marked by a distinct break from the traditional norms of foreign engagement—favoring transactional relationships over multilateral agreements—there remains a thread of continuity that ties his policies to the broader historical context of American foreign relations⁴³.

One of the key lessons learned during Trump's presidency is the resilience of established geopolitical dynamics, even amidst radical shifts in policy. For instance, while Trump's administration pursued an "America First" agenda that emphasized bilateral trade deals and a withdrawal from international accords like the Paris Agreement, the fundamental priorities of national security and economic stability remained paramount. This duality illustrates an essential truth in foreign policy: while the methods may evolve, the underlying goals often remain consistent, reflecting the enduring interests of the United States on the global stage⁴⁴.

Moreover, Trump's foreign policy decisions have sparked debates about the implications of populism in international relations. The prioritization of domestic concerns over global cooperation has prompted a reevaluation of U.S. leadership in international institutions and alliances, challenging the status quo that has defined American diplomacy since World War II. As nations respond to the shifting landscape, it becomes crucial to assess how

⁴⁰ Radosław Fiedler and Ellias Aghili Dehnavi, "Unraveling the Enigmas: Deciphering the Causes of Discord in the Middle East: A Review," *Journal of Humanities and Education Development* 6, no. 1 (January 1, 2024): 51–56, <https://doi.org/10.22161/jhed.6.1.7>.

⁴¹ Ellias Aghili-Dehnavi and Hossein Daheshiar, "Changes and Indicators of Trump's New Immigration Policy Plan," *Journal of Economics and Administrative Sciences*, September 13, 2020, 71–81, https://www.researchgate.net/publication/362014916_Changes_and_indicators_of_trump.

⁴² Ellias Aghili-Dehnavi and Seyed Mohammad Tabatabaei, "Principles and Positions of US Foreign Policy against Terrorism," *ResearchGate* 5, no. 2 (November 21, 2021): 2541,

https://www.researchgate.net/publication/356423964_Principles_and_positions_of_US_foreign_policy_against_terrorism.

⁴³ Ellias Aghili-Dehnavi, Mohammad Mahdi Niafar, and Kanan Ahmadzadeh, "An Overview Regarding the U.S Domestic Economic Strategies: Role of Think Tanks," *Journal of Humanities and Education Development* 6, no. 5 (January 1, 2024): 82–92, <https://doi.org/10.22161/jhed.6.5.12>.

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Trump's tenure may influence future administrations—whether they will seek to revert to traditional multilateralism or embrace a new paradigm of foreign engagement⁴⁵.

In this complex tapestry of continuity and change, one lesson stands clear: the evolution of U.S. foreign policy is not merely a reflection of the individual in power but also of the broader societal currents that shape public perception and political choice. Thus, understanding Trump's foreign policy provides valuable insights into the ongoing dialogue about America's role in the world, the expectations of its allies, and the nature of its adversaries, offering a roadmap for future leaders navigating the unpredictable waters of global diplomacy.

XII. ALTERNATIVE POLITICAL PHILOSOPHIES OF FOREIGN POLICY

Trump, under a somewhat unusual administration, did not often follow the basic rules of diplomacy when exercising American leadership. Yet, one of the critical tasks of all these exercises is to explore other philosophical perspectives on foreign policy. These perspectives can contribute towards understanding the situation better.

One such perspective is realism, which looks at relationships between nations stressing the competitive and conflictual side of these interactions. The realists position is that nations primarily pursue their national self-interests which emphasize power and security of the nation rather than the ideals and the moral arguments. In this frame, the “America First” concept expounded by Trump is realist, in that, national interests come before internationalism. Many times, this position resulted in great disdain for the multiparty approaches and great disillusionment with the efficacy of multiple engagements, preferring a unilateral perspective⁴⁶.

Another significant perspective is liberalism that implies international cooperation, institutions, and democratic ideals. This said, the Trump administration had an apparently contradictory outlook towards these notions, especially when it came to its relations with allies or

international bodies. Still, some elements of liberal thought probably explain such policies as efforts to establish communication with North Korea. This makes one wonder if there is scope for a transatlantic alliance even when the past two decades have seen a growing liberal value gap with a more transactional US foreign policy on account of TFP.

Another perspective that also makes Trump's practice of foreign policy intriguing is constructivism which argues that international relations are built and transformed through social constructs, identities and norms. His administration regularly undermined previously settled norms and in doing so also sought to reconstruct the prevailing storyline of US leadership globally. This can also be seen through the lens of unconventional diplomacy, such as the historic meeting with the North Korean leader Kim Jong-un, which was aimed at shifting the US-North Korea relations from adversarial confrontations to peaceful dialogue⁴⁷.

In the final analysis, the study of these other philosophical traditions brings to light the diverse dimensions of foreign policy making during the presidency of Trump. Whereas his was perhaps an outlier in terms of traditional foreign policy practice, the relationship of realism, liberalism and constructivism sheds light on the purposes and effects of his administration's interactions globally. When looking back to this time, it is not surprising that the political philosophy of foreign policy is always abstract but rather structural influence in shaping the relations and the world order status.

XIII. THE FUTURE OF U.S. FOREIGN POLICY AFTER THE TRUMP ERA

With Donald Trump's presidency ended, the world is now increasingly keen on how the foreign policies of the United States will be formed in the years to come. This sober concern about the future trajectory that US foreign policy is going after Trump. This center stage brought questions about the overall philosophical premise on which the foreign policy apparatus of US is based and its consequential threats to global tranquility. America's new leaders will face a primary problem in seeking to align expectation of global allies with a “transactional first”

⁴⁵ Ellias Aghili Dehnavi and Morteza Nourmohammadi, “Factors of the Prevalence of Authoritarianism and the Push on Democratization in the Middle East,” *International Journal of Advanced Multidisciplinary Research and Studies* 3, no. 1 (January 1, 2023): 659–63, https://www.researchgate.net/publication/368297277_Factors_of_the_Prevalence_of_Authoritarianism_and_the_Push_on_Democratization_in_the_Middle_East.

⁴⁶ Ellias Aghili-Dehnavi, “The Trump Doctrine: Redefining U.S. Foreign Policy through Immigration, Security, and Diplomacy,”

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⁴⁷ Ellias Aghili-Dehnavi and Hossein Daheshiar, “Changes and Indicators of Trump's New Immigration Policy Plan,” *Journal of Economics and Administrative Sciences*, September 13, 2020, 71–81, https://www.researchgate.net/publication/362014916_Changes_and_indicators_of_trump.

approach toward foreign policy, which was characterized by Trump's America First policy. Gaining international credibility and trust will not be enough once the country decides to integrate back into multilateral coalitions as American foreign policy under Trump has left a lot of uncertainty as to how these disputes will be navigated.

In general, the US foreign policy will probably refrain from aggressiveness and focus on cooperation as well as collaboration with other nations in the pursuit of common goals such as countering terrorism, cyber threats and deepening of geopolitical rivalries. This re-engagement by the US in multilaterals coupled with the focusing towards international governance, could be very much indicative of the readiness of the country to reclaim their leadership in the world. Over everything, as the United States repositions itself on the world map, it is paramount that the question of global engagement in coexistence with national provision becomes a tool which propagates global unison and coordination at a time when the world is becoming ever more fragmented.

XIV. CONCLUSION: LEGACIES AND IMPLICATIONS FOR PHILOSOPHY

In conclusion, the legacy and philosophical implications of Donald Trump, who advocated populism, nationalism, and a transactional view of foreign affairs, represent a shift away from multilateralism and into an 'America First' philosophy. This raised questions regarding global order and international order institutions due to the focus on short-term American interests. Withdrawing from the Paris Agreement and the pursuit of bilateral trade agreements exemplified his administration's ideological principles and disrupted established diplomatic norms. That policy has had long lasting consequences and raised questions so as to whether the US aims for active confrontation and transnationalism in their foreign policy or collaborative international approaches. This emphasizes the central tension between power, responsibility, and the moral agency of the global order in all its facets.

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The Effect of the Concept Attainment Learning Model on Improving Persuasive Writing Ability in Eighth-Grade Students at Private Junior High School SRO Matiti

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Received: 01 Dec 2024; Received in revised form: 05 Jan 2025; Accepted: 11 Jan 2025
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Abstract

This study aims to describe the influence of the Concept Attainment learning model on the ability of eighth-grade students of SRO Matiti Middle School, Doloksanggul, to write persuasive texts. The research method used is an experimental design with a sample of 31 students participating as both the control and experimental groups (with a pre-test and post-test conducted). Data collection tools consist of written tests where students are assigned to create persuasive texts, assessed based on specific criteria. The hypothesis test results indicate that when compared with the t-table at a significance level of 5%, with degrees of freedom (df) = $N-1 = 30$, a t-value of 2.04 is obtained. Based on the calculated t-value (top) compared to the t-table value (t), it is found that $t_o = 6.83$, which is greater than the t-table (2.04). Consequently, we reject the null hypothesis (H_o) and accept the alternative hypothesis (H_a). This demonstrates that the Concept Attainment learning model significantly increases students' ability to write persuasively. In conclusion, implementing the Concept Attainment learning model substantially affects the ability of eighth-grade students of SRO Matiti Middle School to write persuasive texts.

Keywords— Learning Model, Concept Attainment, Persuasion

I. INTRODUCTION

Ability to use language and literature in learning the Indonesian language in school base emphasis on learning language skills, at the level of advanced First emphasize ability reading and writing, level school intermediate top and college tall emphasis on ability writing and listening. Dalman (2015:2) stated that there are four skill aspects. The main language that every student must own. The four Skills These is skills listening, skills speaking, Skills reading, and skills writing. Fourth skills are obtained in a way gradually through stages of development and interconnectedness. Muchlisoh (1996:257-258) added that the fourth skill component. Speak has a close relationship with the objective teaching curriculum. Indonesian language in school Basic. Students are capable speak good and correct Indonesian if they are skilled in listening, and speaking. And reading as well as being skilled in write. So, students are expected to have the skills to speak

completely. Iskandar Wassid (2013:248) stated that that the writing. The process is often considered as form skills easy language. Activities writing is a form skill the most. Recent language mastered by the learner Language after the ability to listen, Speak, and read. However, based on existing reality, Skills in writing that are owned by every individual tend to be lowest when compared to skills in other languages. Based on the KTSP Curriculum, one of the learning languages in school is writing. Writing essays is one of the basic competencies that must be mastered by junior high school students. The final goal in Writing learning in class VIII is that students can compose essays on various simple topics with attention to spelling usage (capital letters, periods, commas, etc.). Dalman (2015:86) reveals that writing an essay is a process of expressing ideas, ideas, dreams, and feelings conveyed through language elements (words, groups of words, sentences,

paragraphs, and complete discourse) in the form of writing.

Writing learning from elementary school to college is still a concern. The ability to write average student in secondary school first (junior high school) class VIII (eight) is not yet capable write in a way independent with satisfactory results (Abidin 2013:190). Problems that often occur are found when implementing learning Indonesian because of several factors. Based on the data obtained show There are several problems in the learning process Indonesian language in particular in learning writing. As for the problems that have been identified, many teachers have not used a variety of learning models, and accordingly, with material lessons, this teacher uses an assignment model. In the learning process write essay persuasion. The learning resources used are only textbooks, without using media that can support writing activities. Suprijono (2014:132) explains that learning using the concept attainment model is a learning process using organizes students into several heterogeneous groups, and then the teacher presents several keywords according to the material that has been taught. Previously submitted. Keywords the later used by students to compile sentences and develop paragraphs by discussing together member groups. Huda (2014:317) states that the application of the concept of the Attainment model has several excesses that improve the spirit of study students, help create an atmosphere conducive to learning, develop thinking processes, and more understanding of keywords from material main lessons. Shoimin (2014:38) added. The advantage of the Concept Attainment model it can help students to understand the keywords from the material main lesson. Research objectives are for now ability to write persuasion before using the Concept Attainment learning model for students Class VIII of SRO Matiti Private Middle School, for now ability to write persuasion after using the Concept Attainment learning model for students Class VIII of SRO Matiti Private Middle School and for now the influence of the Concept Attainment learning model on ability write persuasion student class VIII of SRO Matiti Private Middle School.

II. REVIEW OF LITERATURE

Learning Model.

Concept Attainment is a designed learning model for organizing or organizing the data so that concepts important can studied in a way precise and efficient. Learning model This own view that the students are not only sued for being capable of forming drafts through the process of classifying data but they can also form arrangement drafts with their ability. According to Dadang

(2015:213), the formation of concept, the basis of which is from the inductive model that has been described Previously, was a process that required students to determine a foundation base moment they do categorization, then achievement draft required they describe properties from existing categories formed in other people's minds with method compare and contrast examples (called exemplars/ examples) positive) which contains characteristics That with examples that are not containing characteristics this (called example positive / example negative). The use of the Concept Attainment learning model begins with giving examples of the application of the concept that will be taught, then with observing examples and reducing definitions from concepts. The most important thing that must be noticed by a teacher in the use of learning models is electing the right example for the concept taught, namely example of familiar things with students. In principle, the Concept Attainment learning model is a teaching strategy that uses data to teach drafts to students, where the teacher starts teaching with a method of presenting data or example, then the teacher asks them to student observe data or example based on observation This will form an abstraction. This Concept Attainment learning model can help students at all levels of age understand concepts and exercises testing hypotheses. There are two roles the main teacher in the achievement model learning the necessary concept what is noted is:

1. Create an environment such that students feel free to think and guess without fear from
2. Explain and illustrate how the achievement model draft should be ongoing, guiding students in that process, helping students state and analyze hypotheses, and articulate their thoughts.

Based on definitions one can understand that the Concept Attainment learning model is an efficient learning model for presenting information that has been organized from a broad topic to become more easily understood for levels development concept. This Concept Attainment learning model can give a method to convey the concepts and classify concepts practice students become effective from the development draft.

Concept Attainment Steps

According to Andrew (1997), the steps of Concept Attainment are as follows:

1. Make sure We have 10 examples of questions right and 10 wrong examples before starting learning.
2. Show the example Correct Formerly in a way clear.

3. Continue appearance 2 or more on examples right and wrong examples.
4. After 6 to 8 examples, test orally to the students to determine whether the example next is Correct or wrong.
5. Continue with 3 or 4 other examples, if the student is not certain about the answer put on activity neutral.
6. After about 6 examples right, ask students "What are the characteristics of from correct example?". Register characteristic features where the students can see them. Comments list students even if it's wrong.
7. Test return characteristic features with other examples and process again examples that have been neutral. Then revision returns characteristic features and throws away characteristics that are not important.
8. Students analyze thinking Alone by given questions, for example; Whether something has changed what's your opinion?

Advantages and Disadvantages of the Concept Attainment Learning Model

1. Advantages of the Concept Attainment Learning Model
2. What was stated by Rino (2014:12). The advantages of the Concept Attainment learning model are: the following:
3. The direct teacher gives presentation information that will give illustrations about the topic taught by students so that students have parameters in achievement objective learning.
4. Concept Attainment training draft students, connecting to existing frameworks and producing an understanding of more material deep
5. Concept Attainment improves understanding of draft mathematics student

Weaknesses of the Concept Attainment Learning Model

1. Students who have the ability to understand low will have difficulty Following learning Students will be directed to finish the problems raised.
2. Success rate learning is determined by the presentation of data presented by the teacher,

Essay Persuasion

Persuasive means persuading or convincing. The Big Indonesian Dictionary (2005) explains that persuasion is persuasion or invitation to somebody with a method that

gives convincing reasons and prospects. Keraf (2007:118) provides an understanding that persuasion is a verbal art that aims to convince someone to do something that is the desired speaker at the time or at a later time. With objective end is for the reader do something, persuasion can also include ways to make a decision". Those who accept persuasion must believe, that the decision he made is a correct and wise decision as well as done without coercion. Through persuasion, some writers try to change the view reader about A problem. The author presents facts and opinions that can help the reader understand something true, false, or between both of them. Heading plans, advertisements in the form of advertorials, leaflets, and so on are examples of persuasive writing. The title plan is an essay mainly a letter of news that contains facts as well as opinions in a way short, interesting, and to the point to influence opinion. Advertorial advertising means information to the public who raised a product with give socialization, while writing is writing that is used to spread information about interest.

Argumentation and Persuasion

It is often difficult to distinguish between persuasive writing and argumentative writing. Keraf (2007:119) states that persuasion is based on trust in the person being spoken to and vice versa, so there is a tangent line between argumentation and persuasion. Many people assume that this tangent line of persuasion is a synonym or term that has the same meaning as argumentation. However, there is a clear difference between the two terms, the differences between the two are as follows.

1. The characteristic of argumentation is the effort to prove truth as outlined in the author's reasoning process. Argumentation is also a process to conclude. In contrast, persuasion is the skill to reach an agreement or conformity to the author's will. It is a process to convince others so that they accept what the author wants. So, argumentation is simply proving to the reader while persuasion intentionally persuades the reader.
2. The target of the thinking process in argumentation is the truth about the subject being argued. Meanwhile, the target of the thinking process in persuasion is the reader, namely the effort to gain agreement from the readers about something. Therefore, persuasion requires a careful analysis of who the target of the writing is with the entire existing situation. Meanwhile, argumentation requires a careful analysis of the existing facts to prove the truth. Argumentation requires focusing on what is being discussed and is true without looking at who the reader is.

Meanwhile, persuasion looks at who the reader is (their background, daily habits, beliefs) to better influence the reader.

- Concerning the number of facts used, in the argumentation the more the more facts the stronger the truth that is maintained. On the other hand, in persuasion, facts are used only as needed. If you feel that it is enough, there is no need to use other facts (Narudin, 2009:84).

Characteristics of Persuasion

- Emotive language

The emotive language here is not language that makes people emotional because of anger but how someone feels something that comes from the heart to do something. Emotive language also makes someone curious about something to be able to experience and be involved in it.

Example: "Investing always promises big profits. Therefore, people are now starting to look at investment as a source of business. However, you have to be careful. Many investments with tempting offers are a cover to steal our money. Many incidents under the guise of investment fraud lately should be a warning to us when we are going to choose to invest."

- Special word choices

The words used in persuasive language are words that are common and easy for readers to understand.

Example: "Saving money in a bank is safer and more profitable. Our money will get profit from the bank according to the savings that have been deposited. Our money will also be kept safe from theft. Therefore, let us save money in the bank as a guarantee for the future."

- Invitation

An invitation is hidden in meaning but an invitation that can make the heart someone is touched and moved and there is an urge to do something.

Example: "The use of pesticides and chemical fertilizers for plants over a long period no longer fertilizes plants and eradicates pests. Pesticides can pollute the environment and make the soil harder so it requires processing at high costs. Therefore, avoid excessive use of pesticides."

Characteristics of Persuasion Markers

In writing persuasion, there are characteristics of persuasive markers that distinguish persuasion from other types of writing. The following will explain the characteristics of persuasive markers, namely as follows.

- Motto means a sentence, phrase, or word used as a motto, guideline, or principle. A motto is also often interpreted as a sentence, phrase, or word printed on something that describes the nature or usefulness of the object (KBBI, 2005: 756).
- Data or fact has almost the same meaning. Data or facts can be interpreted as true and real information. Data or facts in persuasive markers are true and real information about something that is presented.
- Superiority is a persuasive marker that raises the brand image of a product directly or indirectly. The superiority in question is the advantages possessed by the product being offered.
- Confirmation is a process, method, or act of confirming something that is believed. Confirmation as a characteristic of persuasion is a process, method, or act of confirming something so that other people also believe what is being done.

III. RESEARCH METHODOLOGY

The problem and research objectives, the method used in this research is the experimental method. This is in line with the opinion of Arikunto (2006:7) who states "experimental research is research that is intended to see the effects of a treatment. "The method implemented by giving treatment to the two groups was tested using an assignment test to see the ability to write persuasively. The experimental group was treated using the concept attainment learning model and the control group was given treatment using the lecture method. By the problem and research objectives, the method used in the research is a quantitative experimental method to see the effects of the treatment. In accordance with the opinion of Sugiyono (2009:107) who stated that "the experimental research method can be interpreted as a research method used to find the influence of certain treatments on others under controlled conditions."

The method used in this study is the experimental method, with the aim of knowing the effect of the Concept Attainment learning model on improving persuasive writing skills at SRO Matiti Private Junior High School. Then, to see the effects or effects of treatment, the one-group pre-test and post-test design methods were used.

IV. RESULT AND DISCUSSION

1. Description Ability Student Write Persuasion Before the Concept Attainment Learning Model is applied.

Based on observation of student Class VIII of SRO Matiti Middle School Year 2023/2024 teachings found before the application of learning models student attainment concept not enough concentration and lack of control technique writing and patterns writing with good.

In addition, students are not enough capable to apply knowledge, skills, and attitudes results Study when carrying out activity writing. Even though activity writing is activity based on 4 aspects of linguistics. Ability results make a speech student in Class VIII of SRO Matiti Middle School Still low with the average class score only reaching 65. This score is still below the existing KKM set, namely 70. Capability data write persuasive before given learning model treatment concept attainment can be seen in the table the following:

Table 4: 1 Ability Write Persuasion Before Given Treatment of Concept Attainment Learning Model.

NO	STUDENT NAMES	ASSESSMENT INDICATORS					TOTAL
		1	2	3	4	5	
1	Abel Simanullang	15	15	15	20	15	80
2	Arthur Simanullang	10	15	10	15	15	65
3	Asto Simanullang	15	15	10	15	15	70
4	Chany Simanullang	10	10	10	10	10	50
5	Denis Simanullang	15	20	10	15	15	75
6	Divioline Simanullang	15	10	10	15	15	65
7	Dorna Simanullang	15	20	10	15	15	75
8	Esther Simanullang	15	15	10	10	10	60
9	Firsan Pangaribuan	15	15	15	10	10	70
10	Forian Simanullang	10	10	15	15	10	60
11	Frans Lumbangaol	10	10	10	10	15	55
12	Gledyola Simanullang	10	10	10	10	10	50
13	Diamond Lumbangaol	10	10	10	15	15	70
14	Jaya Simanullang	10	15	15	15	15	70
15	Joseph Lumbangaol	10	15	15	10	10	60
16	Jolaster Situmorang	10	15	15	10	10	60
17	Joshua Simanullang	10	15	15	10	10	60
18	Love of Simanullang	10	15	15	15	10	65
19	Kezia Azarya Zega	10	10	15	15	10	60
20	Lolo Simanullang	15	10	15	15	15	70
21	Lorenzo Simanullang	10	15	15	15	15	70
22	Maryel Simanullang	10	15	15	10	10	60
23	Nausea Simanullang	15	15	10	15	15	70
24	Naomi Simamora	10	15	15	15	15	70
25	Olivia Simanullang	15	10	15	10	15	65
26	Septian Simanullang	10	15	15	15	10	65
27	Radit Sianturi	10	10	15	15	15	65

28	Santy Pandiangan	15	15	10	20	10	70
29	Simanullang Tribe	10	15	15	10	10	60
30	Viviana Situmorang	10	15	15	15	10	65
31	Yuda Simanullang	15	15	15	20	15	80
TO TAL							1950
AVERAGE							65

Information indicator evaluation:

1. Completeness content (score 5-20)
2. Content of the ideas presented (score 5-20)
3. Invitation sentences (score 5-20)
4. Grammar (score 5-20)
5. Spelling (score 5- 20)

2. Ability Students to Write Persuasion After Implementing the Concept Attainment Learning Model.

Based on observation of Class VIII of SRO Matiti Middle School after the application of the learning models concept Attainment, students more concentrate and interest in study increased. Here are the capability data students write persuasively after given learning model treatment concept attainment can be seen in the table following:

Table 4.2 Ability Write Persuasion After Given Treatment Concept Attainment Learning Model.

NO	STUDENT NAME	ASSESSMENT INDICATORS					SCOR E	MARK
		1	2	3	4	5		
1	Abel Simanullang	15	20	20	25	15	95	95
2	Arthur Simanullang	15	15	15	20	10	75	75
3	Asto Simanullang	15	15	20	15	15	80	80
4	Chany Simanullang	10	15	10	15	15	65	65
5	Denis Simanullang	15	15	20	15	15	80	80
6	Divioline Simanullang	10	15	15	20	15	75	75
7	Dorna Simanullang	15	15	20	20	15	85	85
8	Esther Simanullang	15	10	15	20	15	75	75
9	Firsan Pangaribuan	15	15	15	20	15	80	80
10	Forian Simanullang	10	15	20	15	15	75	75
11	Frans Lumbangaol	10	15	15	15	15	70	70
12	Gledyola Simanullang	10	15	15	15	10	65	65
13	Diamond Lumbangaol	15	15	20	20	15	85	85
14	Jaya Simanullang	15	15	20	20	10	80	80
15	Joseph Lumbangaol	15	15	15	15	15	75	75
16	Jolaster Situmorang	15	15	10	15	15	70	70
17	Joshua Simanullang	15	10	15	15	15	70	70
18	Love of Simanullang	15	15	20	20	15	85	85
19	Kezia Azarya Zega	10	15	15	15	15	70	70

20	Lolo Simanullang	15	10	20	20	15	80	80
21	Lorenzo Simanullang	15	20	20	20	15	90	90
22	Maryel Simanullang	10	10	15	15	15	65	65
23	Nausea Simanullang	15	20	20	20	15	90	90
24	Naomi Simamora	15	20	20	20	15	90	90
25	Olivia Simanullang	15	20	20	20	15	90	90
26	Septian Simanullang	10	15	15	20	15	75	75
27	Radit Sianturi	10	15	20	15	15	75	75
28	Santy Pandiangan	15	10	20	20	15	80	80
29	Simanullang Tribe	15	15	20	20	15	85	85
30	Viviana Situmorang	10	15	15	15	10	65	65
31	Yuda Simanullang	15	20	20	25	15	95	95
TO TAL		415	4 70	540	565	445	2435	2435
AVERAGE		13, 38	15,2	1 7, 4	18,2	14.3 5	7 8, 54	7 8, 54

3. Influence Implementation of the Concept Attainment Learning Model on the Ability to Write Persuasion.

After the study was implemented, finally obtained A research whose results were in the form of accurate data used for the answer formulation problem.

That thing can be proven from results before and after given learning model treatment concept assessment. For see How the influence of learning models ter concept attainment facing ability write persuasive student Class VIII of SRO Matiti Middle School The bun outlined in the table following:

Table 4:3 Pre-test and Post-test Results

NO	STUDENT NAMES	MARK	
		Pre-test	Post-test
1	Abel Simanullang	80	95
2	Arthur Simanullang	65	75
3	Asto Simanullang	70	80
4	Chany Simanullang	50	65
5	Denis Simanullang	75	80
6	Divioline Simanullang	65	75
7	Dorna Simanullang	75	85
8	Esther Simanullang	60	75
9	Firsan Pangaribuan	65	80
10	Forian Simanullang	60	75
11	Frans Lumbangaol	55	70
12	Gledyola Simanullang	50	65
13	Diamond Lumbangaol	60	85
14	Jaya Simanullang	70	80
15	Joseph Lumbangaol	60	75
16	Jolaster Situmorang	60	70
17	Joshua Simanullang	60	70

18	Love of Simanullang	65	85
19	Kezia Azarya Zega	60	70
20	Lolo Simanullang	70	80
21	Lorenzo Simanullang	70	90
22	Maryel Simanullang	60	65
23	Nausea Simanullang	70	90
24	Naomi Simamora	70	90
25	Olivia Simanullang	65	90
26	Septian Simanullang	65	75
27	Radit Sianturi	65	75
28	Santy Pandiangan	70	80
29	Simanullang Tribe	60	85
30	Viviana Situmorang	65	65
31	Yuda Simanullang	80	95
TO TAL		2015	2435
Average value		65	78,54

From the table above, we know that the mark highest achieved by students in writing persuasion before implementing learning models concept attainment (pre-test), is 80, and even then, just two people and value is 50 with an average (mean) of 65 which has category enough. While mark achieved by students who write persuasively after using learning models concept attainment (post-test) is 95 and the value lowest is 65 with an average (mean) of 78.54 which is category good. This proves that using a learning model concept attainment in writing persuasively can influence and improve results mark students.

V. CONCLUSION

The conclusions that can be drawn from the results study are exposed as follows:

1. The ability to write persuasive writing before using the concept learning model attainment has an average of 65 in the sufficient category.
2. The ability to write persuasive writing after using the concept learning model attainment has an average of 78.54 in the good category.
3. There is an influence from the use of learning models concept attainment of students' persuasive writing skills or it can be said that the concept of learning attainment can improve the persuasive writing skills of class VIII students of SMP SRO Matiti Doloksangul.

4. From the results of this research analysis, it can be seen that the highest score achieved by students in writing persuasion before applying the concept learning model attainment (pre-test), is 80, even then only two people and the lowest score is 50 with an average (mean) of 65 which has a sufficient category. The highest score achieved by students in writing persuasion after using the learning model concept attainment (post-test) is 95 and the lowest value is 65 with an average (mean) of 78.54 which is in the good category. This proves that by the concept learning model, attainment in persuasive writing can influence and improve students' grades.
5. Hypothesis testing $2.64 > 2.04$ has proven that the alternative hypothesis (H_a) is accepted, namely the concept learning model. Attainment has a significant influence in improving the persuasive writing skills of class VIII students of SRO Matiti Doloksangul.
6. The application of varied learning models by teachers can foster students' enthusiasm for learning and can improve students' abilities and learning outcomes.

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Understanding U.S. Foreign Policy in Iran and the Middle East: *A General Review Study*

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Received: 23 Dec 2024; Received in revised form: 01 Feb 2025; Accepted: 08 Feb 2025

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Abstract— The complex fabric of United States foreign policy towards Iran and the Middle East region in general is shaped by an intermingling of historical occurrences, cultural factors, and geopolitical interests that are not easily comprehensible. With incessant conflicts and the shifting dynamics of power towards a given center of gravity for stability, understanding American motives is increasingly more important. This post attempts to analyze the historical context of U.S. foreign policy on Iran and the Middle East, scope of relations, strategic interests involved, and problems in policy formulation and implementation in an area characterized by stress and apprehension. With a myriad of U.S. foreign policy choices in the Middle East, the effects on the daily lives of ordinary citizens in that region is indeed a juxtaposition of monumental proportions. This review endeavors to scrutinize the overlap between the U.S.'s policies and the real existing paradigms concerning it defining this crucial field of international politics.

Keywords— FPA, Security Studies, Border Control, Regional Conflicts, Iran & U.S Relations

INTRODUCTION

A_1) U.S. Foreign Policy in the Middle East

The Middle East has long been a focal point of U.S. foreign policy, shaped by a complex interplay of historical events, geopolitical interests, and cultural dynamics. From the post-World War II era to the present day, American engagement in the region has evolved in response to shifting power structures, emerging threats, and the pursuit of stability and peace. Understanding this multifaceted landscape requires an appreciation of both the historical context and the strategic imperatives that drive U.S. actions¹.

At the heart of U.S. foreign policy in the Middle East is a desire to maintain stability in a region often characterized by conflict and volatility. The discovery of vast oil reserves in countries like Saudi Arabia transformed U.S. interests from mere diplomatic relations to critical economic partnerships, positioning the U.S. as a key player in global energy markets. Moreover, the Cold War era saw the U.S. engage with various regimes across the Middle East to

counter Soviet influence, leading to a web of alliances and enmities that would define future interactions².

In recent decades, the events of September 11, 2001, and subsequent military interventions in Afghanistan and Iraq have further complicated U.S. foreign policy in the region. The rise of extremist groups, the proliferation of weapons, and the challenges of nation-building have prompted a reevaluation of strategies and objectives. As tensions with Iran, the ongoing Israeli-Palestinian conflict, and the Syrian civil war continue to shape the geopolitical landscape, the U.S. finds itself navigating a labyrinth of diplomatic challenges and humanitarian crises.

This introduction sets the stage for a deeper exploration of U.S. foreign policy in Iran and the broader Middle East, highlighting the historical underpinnings, current dynamics, and potential future trajectories as the region grapples with its complexities. By unpacking these elements, we can better understand the implications of American actions and

¹ Dehnavi, E. A., & Jamal, M. A. (2020a). From containment to Americanism. ResearchGate. https://www.researchgate.net/publication/381002365_From_containment_to_Americanism

² Dehnavi, E. A., Niafar, M. M., & Ahmadzade, K. (2024). An Overview Regarding the U.S domestic Economic Strategies: Role of Think Tanks. Journal of Humanities and Education Development, 6(5), 82–92. <https://doi.org/10.22161/jhed.6.5.12>

decisions, not only for the nations directly involved but also for global peace and security³

A_2) Historical Context: U.S.-Iran Relations over the Decade⁴

The origins of U.S.-Iran relations go as far back as the 20th century, when some American oil enterprises first made their way to Iran, opening opportunities for economic relations. An important development was the 1953 CIA-sponsored coup which removed Iran's elected Prime Minister Mohammad Mossadegh. This intervention was meant to protect Western interests from Soviet expansion by guaranteeing access to Iranian oil, yet it sowed the schism of suspicion which would fester for years.

The Islamic Republic of Iran is a product of the 1979 Iranian Revolution, which marked an important turning point in U.S.-Iran relations by cutting off any diplomatic relations. Enmity was furthered during the prolonged hostage crisis which lasted for 444 days and involved fifty-two American citizens and diplomats. This set the stage for American policies towards Iran which were hostile for years. The consequences of this period were sanctions, limited diplomatic contact, and military activity in the region.

The Iraq War's commencement in 2003 and the Arab Spring which followed in 2011 created new power complications and raised tensions in the Middle East. In tandem with these events, Iran's nuclear program gained prominence within US politics which resulted in negotiations culminating towards the historic JCPOA in 2015. This agreement placed restrictions on Iran's nuclear program in exchange for easing crippling sanctions. However, diplomatic ties were strained with the U.S.'s retaliatory move of pulling out of the agreement in 2018 during the Trump administration⁵.

Understanding this historical context is crucial for interpreting current events and anticipating future developments in U.S.-Iran relations. As both nations

navigate a complex web of alliances, rivalries, and domestic pressures, the lessons of the past continue to resonate, influencing policy decisions and shaping the landscape of the Middle East.⁶

B) The Impact of Regional Conflicts on U.S. Strategy⁷

The geopolitical landscape of the Middle East is a tapestry woven from centuries of history, culture, and conflict, and it has profound implications for U.S. foreign policy. Regional conflicts, such as the Syrian civil war, the ongoing tensions between Israel and Palestine, and the strife in Yemen, significantly shape America's strategic approach in the region. Each of these conflicts is not just a standalone issue but is intricately connected to a wider network of alliances, rivalries, and historical grievances.

For instance, the U.S. has often found itself in a delicate balancing act between its longstanding ally Israel and its relationships with Arab nations, particularly in light of the Israeli-Palestinian conflict. This balancing act influences military aid, diplomatic negotiations, and even trade agreements, as the U.S. seeks to maintain stability while promoting peace. Moreover, the rise of non-state actors and extremist groups, exacerbated by the chaos of regional wars, poses a direct threat to U.S. interests and allies, compelling Washington to respond with a mix of military intervention and diplomatic engagement⁸.

In addition, conflicts in the region often have spillover effects that impact neighboring countries, leading to refugee crises and destabilization that reverberate far beyond the Middle East. For instance, the Syrian civil war has resulted in millions of displaced persons, affecting countries like Turkey and Lebanon and prompting a humanitarian response from the U.S. and other Western nations. This complexity requires the U.S. to adopt a multifaceted strategy that not only addresses immediate threats but also considers the long-term implications of its actions in a

³ Dehnavi, E. A. (2024a). An Analytical Examination of Iran-USA Relations Post-Islamic Revolution: Extended Scientific review. *Journal of Humanities and Education Development*, 6(5), 23–25. <https://doi.org/10.22161/jhed.6.5.4>

⁴ Dehnavi, E. A. (2020b). Sorry, how can I get to Washington? ResearchGate. https://www.researchgate.net/publication/381096520_Sorry_how_can_I_get_to_Washington

⁵ Firoozabadi, S. J. D., Dehnavi, E. A., & Rahiminezhad, M. A. (2023). Modeling the Factors Affecting the Nuclear Negotiations of Iran in 5+1 with the Fuzzy Approach: Structural. . . ResearchGate. https://www.researchgate.net/publication/368645640_Modeling_the_Factors_Affecting_the_Nuclear_Negotiations_of_Iran_in_5_1_with_the_Fuzzy_Approach_Structural_Equations

⁶ Dehnavi, E. A., & Nourmohammadi, M. (2023). Factors of the prevalence of authoritarianism and the push on democratization in the Middle East. ResearchGate. https://www.researchgate.net/publication/368297277_Factors_of_the_Prevalence_of_Authoritarianism_and_the_Push_on_Democratization_in_the_Middle_East

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⁷ Dehnavi, E. A., & Daheshiar, H. (2020). Changes and indicators of trump's new immigration policy plan. ResearchGate. https://www.researchgate.net/publication/362014916_Changes_and_indicators_of_trump's_new_immigration_policy_plan

⁸ Dehnavi, E. A., & Tabatabaei, S. M. (2021). Principles and positions of US foreign policy against terrorism. ResearchGate. https://www.researchgate.net/publication/356423964_Principles_and_positions_of_US_foreign_policy_against_terrorism?sg%5B0%5D=AdOFEC9XN1vmmIBRsz4gyq8rMbJ3U5_Y9q9M_E1W4U0xiUgtqmwixPGjFkTmKKc_DE5RqHouVrLzROITu_ajuVCBqP3ca--Y3hS9_rIR.-oqxSkcNiSWqEI5UO-IT3Rd7cy9j30YMbOIk_fSFSzedWLO5xGUqQiAPZUx6HgiQhmOC8ckmp3zlUoKkvdx32Q&_tp=eyJjb250ZXh0Ijp7ImZpcnNOUGFnZSI6ImxvZ2luliwicGFnZSI6InByb2ZpbGUlLCJwb3NpdGlvbil6InBhZ2VDY250ZW50In19

region fraught with historical tensions and rivalries. Ultimately, understanding the impact of these regional conflicts is crucial for comprehending the broader U.S. strategy in Iran and the Middle East. As America navigates this intricate web of alliances and enmities, its actions will continue to reflect a delicate interplay between national security interests, humanitarian considerations, and the pursuit of lasting peace in a region marked by volatility and uncertainty.

B_1) The Nuclear Agreement: What Happened and Why It Matters

The nuclear agreement, formally known as the Joint Comprehensive Plan of Action (JCPOA), stands as one of the most significant diplomatic efforts in recent history, aimed at curbing Iran's nuclear ambitions while easing tensions in the Middle East. Initially reached in July 2015 between Iran and a group of world powers, including the United States, the European Union, and China, this landmark deal sought to limit Iran's nuclear program in exchange for the lifting of economic sanctions that had crippled its economy.

At the heart of the agreement was a framework designed to restrict Iran's uranium enrichment capabilities, reduce its stockpile of enriched uranium, and impose rigorous inspections by the International Atomic Energy Agency (IAEA). The rationale was clear: by preventing Iran from acquiring a nuclear weapon, the hope was to stabilize a region marked by conflict and reduce the existential threat perceived by neighboring countries, particularly Israel and Saudi Arabia.

However, the JCPOA was not without its controversies. Critics argued that the agreement did not address Iran's ballistic missile program or its role in regional conflicts, such as its support for proxy groups in Syria, Iraq, and Yemen. Skeptics feared that the sunset clauses—provisions that would eventually lift restrictions on Iran's nuclear activities—could lead to an eventual arms race in the region.

In 2018, the landscape shifted dramatically when the Trump administration unilaterally withdrew from the JCPOA, reinstating harsh sanctions on Iran and igniting a cascade of tensions. This withdrawal not only strained U.S. relations with European allies who remained committed to the agreement but also emboldened hardliners within Iran, ultimately leading to increased uranium enrichment and heightened regional instability.

Understanding the implications of the nuclear agreement is crucial for grasping the complexities of U.S. foreign policy

in Iran and the broader Middle East. The JCPOA serves as a touchstone for debates over diplomacy versus confrontation, the efficacy of sanctions, and the balance of power in a volatile region. As current negotiations to revive the agreement continue to unfold, the stakes remain high, underscoring the importance of international cooperation and dialogue in addressing the multifaceted challenges posed by Iran's nuclear ambitions and its broader geopolitical maneuvers.

B_2) Sanctions: Tools of Diplomacy or Economic Warfare?⁹

Sanctions have long been a contentious tool in the arsenal of U.S. foreign policy, particularly regarding Iran and the broader Middle East. On one hand, proponents argue that sanctions serve as a vital mechanism for enforcing international norms and promoting diplomatic resolutions to conflicts without resorting to military intervention. By imposing economic restrictions on nations perceived as threats, the U.S. aims to compel compliance with international agreements, curb nuclear proliferation, and push for human rights improvements. In this view, sanctions are seen as a means of exerting pressure while still allowing for dialogue and negotiation.

However, critics often view these same sanctions as economic warfare, inflicting significant hardship on the civilian population rather than just the targeted government. In Iran, for instance, sanctions have dramatically affected everyday life, leading to skyrocketing inflation, unemployment, and a decline in essential services. Detractors argue that such measures can entrench authoritarian regimes, rallying nationalistic sentiments against perceived external aggressors, and making diplomatic resolutions increasingly elusive. Instead of fostering a conducive environment for dialogue, these economic pressures can deepen resentment and fuel tensions, complicating the already intricate political landscape of the region.

This duality of sanctions as both a diplomatic tool and a form of economic warfare highlights the complexities of U.S. foreign policy in Iran and the Middle East. As policymakers grapple with the implications of their decisions, the challenge lies in striking a balance—using sanctions strategically to influence behavior while mitigating unintended humanitarian consequences. Understanding this delicate interplay is essential for anyone

⁹ Fiedler, R., & Dehnavi, E. A. (2024a). Navigating Engagement with Iran: Exploring US Strategies and Options: A Futuristic Scenario and Review. *International Journal of English Literature*

and Social Sciences, 9(2), 109–113.
<https://doi.org/10.22161/ijels.92.18>

seeking to navigate the intricate web of international relations in this pivotal region.¹⁰

C) The Influence of Domestic Politics on Foreign Policy

Domestic politics play a crucial role in shaping U.S. foreign policy, particularly in relation to Iran and the broader Middle East. The intersection of domestic agendas, public opinion, and political maneuvering often dictates the direction and intensity of U.S. engagement in the region. For instance, the American political landscape is characterized by a diverse array of viewpoints on foreign policy, with partisan divides frequently influencing decision-making processes.¹¹

Republican and Democratic administrations have historically approached Iran and the Middle East with differing strategies, reflecting their respective party ideologies. The Republican Party has often favored a more hardline stance, emphasizing national security and military readiness, whereas the Democratic Party has leaned towards diplomacy and multilateral engagement. This divergence can create significant shifts in policy with each election cycle, leading to uncertainty and unpredictability in U.S.-Iran relations.

Moreover, domestic events—such as economic issues, social movements, and international crises—can compel politicians to adopt certain foreign policy positions to rally public support or distract from domestic problems. For example, during times of economic distress, leaders may focus on foreign threats to unify public sentiment and divert attention from internal challenges. Likewise, grassroots movements advocating for human rights, anti-war sentiments, or support for specific groups in the Middle East can pressure elected officials to reshape their foreign policy stances.

The influence of lobbying groups and think tanks cannot be underestimated, either. Organizations with vested interests often mobilize resources to sway public opinion and advocate for policies that align with their goals. This dynamic can lead to a foreign policy that reflects the interests of a few rather than the wider population.

In conclusion, the interplay between domestic politics and foreign policy in the context of Iran and the Middle East is complex and multifaceted. Understanding this relationship is essential for deciphering the motivations behind U.S.

actions in the region and anticipating future developments. As domestic issues continue to evolve, so too will the strategies employed by U.S. leaders, further complicating the already intricate landscape of international relations.

D) Human Rights Issues and U.S. Policy

Human rights issues are a significant factor in shaping U.S. foreign policy in Iran and the broader Middle East. The United States has long positioned itself as a champion of human rights on the global stage, often using its influence to advocate for democratic reforms and the protection of individual freedoms. However, this commitment to human rights becomes particularly complex in a region marked by diverse political landscapes, authoritarian regimes, and ongoing civil conflicts.

In the case of Iran, human rights violations, including the suppression of free speech, the persecution of dissenters, and the treatment of ethnic and religious minorities, have been focal points of U.S. criticism. The U.S. government has consistently condemned the actions of the Iranian regime, particularly in the wake of widespread protests and crackdowns on civil liberties. Sanctions targeting Iranian officials and entities involved in human rights abuses have been implemented as part of a broader strategy to pressure Tehran into respecting the rights of its citizens.

However, this stance raises questions about the consistency and effectiveness of U.S. policy. Critics argue that the U.S. has sometimes prioritized strategic interests—such as countering terrorism or maintaining alliances—over a steadfast commitment to human rights. For example, when dealing with other Middle Eastern nations, such as Saudi Arabia or Egypt, the U.S. often finds itself balancing human rights advocacy with the need to maintain key partnerships that serve national security interests. The interplay between human rights and foreign policy in the Middle East invites ongoing debate. Advocates for human rights urge the U.S. to adopt a more principled approach, arguing that real change in the region can only occur with sustained international pressure and support for civil society movements. Meanwhile, others caution that overly aggressive human rights rhetoric could destabilize already fragile regimes, potentially leading to further unrest.¹²

¹⁰ Fiedler, R., & Dehnavi, E. A. (2024b). Unraveling the Enigmas: Deciphering the Causes of Discord in the Middle East: A review. *Journal of Humanities and Education Development*, 6(1), 51–56. <https://doi.org/10.22161/jhed.6.1.7>

¹¹ Ellias Aghili Dehnavi et al (2024), Policy Recommendations by U.S. Think Tanks: Sanctions vs. Diplomacy *An Educational analysis of differing strategies proposed by leading think tanks*

on Iran, Educational Administration: Theory and Practice, 30(11) 896 - 901, Doi: 10.53555/kuey.v30i11.8886

¹² Fiedler, R. A., & Dehnavi, E. A. (2024c). Weaknesses of policy making in Iran to reduce the rate of departure of elites from the country. ResearchGate. https://www.researchgate.net/publication/380375144_Weaknesses_of_policy_making_in_Iran_to_reduce_the_rate_of_departure_of_elites_from_the_country

As the U.S. continues to navigate the complexities of its foreign policy in Iran and the Middle East, the challenge remains: how to effectively advocate for human rights while addressing the multifaceted realities of geopolitics. This balancing act will undoubtedly shape not only the future of U.S. relations with Iran but also the broader trajectory of human rights in an ever-evolving region.

E) Alternative Strategies: Diplomacy vs. Military Action

The delicate dance of U.S. foreign policy in Iran and the broader Middle East often hinges on a critical question: should the United States prioritize diplomacy or military action when addressing complex regional issues? This dichotomy reflects not only a strategic choice but also a philosophical divide that has shaped American engagement in the region for decades.

On one side lies diplomacy, a channel that emphasizes negotiation, dialogue, and collaboration over confrontation. Proponents argue that diplomacy fosters long-term stability, as it encourages mutual understanding and addresses underlying grievances. This approach can be seen in past negotiations surrounding Iran's nuclear program, where the U.S. engaged in multilateral talks, ultimately resulting in the Joint Comprehensive Plan of Action (JCPOA) in 2015. Such diplomatic efforts aim to build trust and create frameworks for cooperation, reducing the likelihood of conflict and promoting peaceful resolutions to disputes.

Conversely, military action, often viewed as a more immediate and forceful response, carries its own set of complexities and consequences. While some advocate for military intervention as a necessary tool to counter threats or assert power, history has shown that such actions can lead to unintended escalation and prolonged instability. The aftermath of the Iraq War serves as a stark reminder of how military interventions can disrupt regional dynamics, galvanize extremist groups, and create deep-seated animosities that linger for generations.

The challenge for policymakers lies in finding a balance between these two strategies. In some instances, a hybrid approach may be necessary—utilizing military presence to deter aggression while simultaneously pursuing diplomatic avenues to address the root causes of conflict. The situation in Syria illustrates this complexity, where the U.S. has navigated a multifaceted conflict involving various state and non-state actors, often oscillating between military engagement and diplomatic negotiations. Ultimately, the choice between diplomacy and military action in U.S. foreign policy toward Iran and the Middle

East requires careful consideration of both immediate objectives and long-term implications. As the region continues to evolve, so too must the strategies employed, demanding a nuanced understanding of the intricate web of relationships, histories, and aspirations that define this pivotal part of the world.

E-1) Public Opinion and Its Impact on Policy Decisions

One of the most important aspects of American foreign policy determination relates to public attitudes, and perhaps nowhere else do these attitudes become more pronounced than in matters relating to Iran and the Middle East. Enormous spectrum of American sentiment towards foreign policy is shaped by a number of elements which include, but are not limited to, historical happenings, how people tell stories, and the news. As global scenarios change, it is only natural that the American public's view shifts, creating a political landscape that is tenuous at best for decision makers.

Americans have become exceedingly more polarized in recent years around issues such as the Iran nuclear deal, the Syrian conflicts, terrorism, and other extremist phenomena. From the available data, the electorate seems to be sharply split between supporting engagement and diplomacy versus those who want to fight fire with fire. This new reality is quite complicated for the leaders of the United States as they try to juggle between the needs of their constituents and the wider national strategic concerns.

The media also plays a crucial role in shaping public perceptions. Coverage tends to oscillate between highlighting humanitarian crises and focusing on national security threats, often leading to a fragmented understanding of the complexities involved. For instance, while some Americans may be sympathetic to the plight of civilians in war-torn regions, others may prioritize concerns about terrorism and regional stability¹³.

Moreover, the impact of grassroots movements and advocacy groups cannot be overlooked. Organizations dedicated to peace and diplomacy, as well as those pushing for tougher sanctions or military interventions, actively mobilize public support and influence policymakers. This grassroots activism can sway congressional votes and shape the narrative surrounding U.S. involvement in the Middle East, compelling leaders to reconsider or reinforce their strategies based on popular sentiment. Ultimately, public opinion acts as both a compass and a constraint for U.S. foreign policy in Iran and the Middle East. As leaders strive to articulate coherent strategies in this complex landscape, they must remain attuned to the

¹³ Dehnavi, E. A. (2024b). The Trump Doctrine: Redefining U.S. Foreign Policy through Immigration, Security, and Diplomacy.

Journal of Humanities and Education Development, 6(5), 26–28.
<https://doi.org/10.22161/jhed.6.5.5>

evolving views of the public—a challenging endeavor in a world where perceptions can shift rapidly and dramatically. Understanding this interplay between public sentiment and policy decisions is crucial for grasping the multifaceted nature of U.S. foreign relations in this pivotal region.¹⁴

CONCLUSION: NAVIGATING THE PATH FORWARD IN THE MIDDLE EAST

As we conclude our exploration of U.S. foreign policy in Iran and the broader Middle East, it becomes clear that the path forward is fraught with complexity and uncertainty. The region has been shaped by centuries of history, deep-seated cultural dynamics, and intricate geopolitical relationships. The U.S. has long been a key player in this landscape, but the challenges it faces today require a nuanced understanding of not just the political, but also the social and economic dimensions that influence the region.

Moving forward, it is essential for policymakers to prioritize diplomacy and engagement over isolationism, recognizing that sustainable solutions arise from dialogue rather than confrontation. The U.S. must also consider the implications of its actions on local populations, striving to support grassroots movements that promote stability and resilience within communities.

Moreover, the increasing influence of non-state actors and regional powers complicates the scenario further. Cooperation with allies, particularly in addressing common threats such as terrorism, while being mindful of the historical grievances that fuel conflicts, is critical.

In essence, the future of U.S. foreign policy in Iran and the Middle East hinges on a commitment to understanding the intricacies of the region and a willingness to approach it with humility and respect. By doing so, the U.S. can contribute to a more stable, prosperous future for all involved, one that honors the aspirations of the people in this dynamic region.¹⁵

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¹⁴ Dehnavi, E. A. (2023). The Effect of Personal Entrepreneurial Orientation on Entrepreneurial Intention: The Mediating role of Psychological Capital and Planned Behavior in Public Administration. <https://crlsj.com/index.php/journal/article/view/390>

¹⁵ Fiedler, R., & Dehnavi, E. A. (2024a). Navigating Engagement with Iran: Exploring US Strategies and Options: A Futuristic Scenario and Review. International Journal of English Literature and Social Sciences, 9(2), 109–113. <https://doi.org/10.22161/ijels.92.18>

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Exploring Menstrual T.V. Advertisements: Unravelling media's role in Perpetuating Women Victimization

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Received: 07 Jan 2025; Received in revised form: 11 Feb 2025; Accepted: 15 Feb 2025

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Abstract— Menstruation; is a unique and natural phenomenon, whereby a woman undergoes for a major part of her life, which is almost forty years. However, this crucial process is always understated through different mechanisms of society; be it the patriarchal system of society, the women themselves, the culture of a particular community, or the media that paints the majority of perceptions about societal events. Media through menstrual advertisements had played a significant role in the representation of women. Lack of awareness; embarrassment; secrecy; and stigmatization, all illustrate a grim and depressing picture of women's lives, and the media further aggravates their victimization. Menstrual Advertisements reflect the taboos by reinforcing the belief that menstruation (which is a natural and biological feature of women's lives) creates a lot of difficulties in their normal routine and livelihood culture, often encouraging menstrual concealment. The present article attempts to analyze the changing connotations and victimized depiction of women through these commercials. Also, it examines whether these advertisements are just commercializing and promoting specific brands, or bringing awareness among people regarding menstruation, and its broader implications on diversity and inclusion. The findings aim to elaborate on the media's impact in shaping society's beliefs and perceptions regarding menstruation.

Keywords— Menstruation, Menstrual Advertisements, Women Representation, Victimization of Women, Stigmatization, Awareness, Diversity and Inclusion.

I. INTRODUCTION

A girl while busy with her phone, enters the kitchen. In the search for something she touches a jar of pickles and her grandmother sitting comfortably on the sofa, knitting a sweater watches her and is astonished, "*Haw! She touch the pickle*". In the backdrop, a gentle melody emerges, carried by a young girl's whisper-like voice saying, '*She touch the pickle, oh yeah, she did*'. Responding to her grandmother's amazed gaze, the girl playfully extends her hands once again towards the pickle jar and runs outside for the morning walk. As the girl races forward, she crosses a group of old ladies and one of them is holding the jar of pickle. The girl again touches the jar and one of the old ladies says, '*Arre Haan Baba, she touch the pickle*'. In the seamless transition, the scene transforms into a sun-drenched tennis court where the girl hits the racket and exclaims in her joy. A large group of women cheers her by saying it loud, '*Yeah, she touch the pickle*'. In the company of other two women, the girl

proudly raises the pickle jar up high in the air (as a token of victory) and exclaims, "*I touch the pickle. Periods ke dino main kehte hain don't wear white, don't go out, don't play, don't touch the pickle. I say girls break the taboo, go ahead and touch the pickle*". In the final moment, the screen is graced by the logo in bold letters with the backdrop voice of a girl, '*Whisper Touch the Pickle, Kadam Badhaye Jaa*'.

On the surface, the advertisement might challenge the societal taboos of not touching the pickle while menstruating. It also reflects the picture of empowering women who embrace and accept the natural experience of their lives. But beneath the surface, the narration is rooted in complex woven threads of fabrication, the perpetuation of social stigma, and strategic emphasis on product promotion. The present research article delves into the comprehensive analysis and shifting connotations of menstrual product advertisements across various time zones

and it also explores how these commercials craft and influence the perspectives of their audience.

II. MENSTRUATION: A FEMININE CYCLE

Menstruation, a natural and unique process, is a monthly crucial occurrence that possibly all adolescent girls and women experience in their lives for almost forty years. The event triggers a female body during puberty and her reproductive organs start developing, including menstrual bleeding. Beginning with Menarche, at the mean age of thirteen and marking its end at Menopause, at the mean age of forty-five to fifty years, it plays a crucial role in shaping other aspects of her life. The menstrual bleeding lasts for three to five days and occurs with a cycle of twenty-five to twenty-eight days. Monthly occurrence signifies better reproductive health of her body. Here, it is imperative to note that globally, women constitute half of the world's population, i.e. 49.58 % (3,905 million) (*World Bank Open Data*, n.d.). This fact articulates that a significant portion of the female population experiences this crucial event and is going through their reproductive years. However, negligence toward this natural occurrence has been increasing for a long time.

Despite being an influential and natural phase of women's lives to a more significant extent, people in developing countries still consider it shameful and secretive as they have a propensity to keep it behind closed doors. Even though the menstrual cycle is a crucial measure of good well-being and the reproductive cycle (Bobel et al., 2020), it is usually addressed in a whispered way and seldomly mentioned before the family members; especially male members. Some menstrual etiquettes and a '**culture of silence**' related to menstrual activities are taught to a girl at the very beginning of her adolescent phase. She is groomed and counselled in a specific way of behaviour for becoming a 'grown woman' and most significantly she is taught to maintain secrecy concerning the occurrence of their menstruation. Paulo Freire proposed the notion of the 'culture of silence' in his seminal work 'The Pedagogy of the Oppressed' (2005), a phenomenon that is especially significant in the context of impoverished and disadvantaged populations in developing nations and their education systems (Freire, 2000). Individuals in positions of authority within these cultures, according to Freire, sustain a culture of silence to ensure the subjugation and marginalization of the less fortunate. In the same comparable manner, the concept of a culture of silence has implications for women in India in terms of menstruation. Owing to existing male domination, they are nagged and oppressed to adhere to menstrual restrictions, taboos, and beliefs and additionally transmit them to the next

generation. Hence, sweeping menstruation under the carpet and presumptions supported by the patriarchal structure promote the subordination of women.

Mitoo Das, in her study '*Menstruation as Pollution: Taboos in Simitola, Assam*', talks about the restrictions and rules that a woman has to abide by during her menstrual period (Das M, 2023). She explores that a woman has to stick to her bed, she is not allowed to cook food; to touch plants, and her entry into the prayer house is also prohibited. While in many other parts of India, restrictions such as, seclusion during periods, restrictions from going to school; to play and touching men during menstruation, restriction to attend certain household activities, restrictions to touch the holy book, participation in public sphere, (Behera et al., 2015; Dr Shamima Yasmin, 2013; Mudey et al., 2010; Van Eijk et al., 2016).

In the process of following these rules and restrictions related to menstruation in a patriarchal culture, women tend to face domination and live in constant threat, discrimination, and stigmatization. Her right to explore her bodily functioning and to discuss it freely is being violated by rigid regulations and social control. Kanchan Mathur while writing on 'Body as Space, Body as Site: Bodily Integrity and Women's Empowerment in India', explores by saying that "virtues... the typical image of a "good woman" is still one who upholds the honour of the family, maintains the "culture of silence" prevailing in the private domain..." (Mathur, 2008). Therefore, for the sake of conforming to the prescribed social and cultural role, women, under constant pressure, alter their emotional, psychological, and physical spaces. Women discipline themselves both deliberately and unconsciously to uphold tradition, harmony, and social and familial honour.

As women strive to protect the family honour, they often seek to adopt the cultural and societal standards embodied in ideal types of being a 'good woman', an 'empowered woman', having 'a perfect body type', and the like. However, these commercials paradoxically, by representing these images through repeated depiction, reinforce these idealized identities. Max Weber, a renowned sociologist, in his book, "The Methodology of Social Sciences", notes that,

"An ideal type of certain situations, which can be abstracted from certain characteristic social phenomena of an epoch, might - and this is indeed quite often the case - have also been present in the minds of persons living in that epoch as an ideal to be striven for in practical life or a maxim for the regulation of certain social relationships" (*Max Weber on the Methodology of the Social Sciences*; n.d.).

These ideal types incorporated in advertisements of sanitary products become the guiding principles in the mind of the audience throughout the practical decisions and also subtly shape the dynamics of social relationships.

The representation of women and menstruation through cultures and discourses has always been delicate and sensitive in nature. The discourses that signify the need to conceal bodily functions, particularly those associated with menstruation, are supported by a variety of cultural mechanisms and ideologies in every civilization. As Louis Althusser explains; "Ideology is encountered in the practices of everyday life and not simply in certain ideas about everyday life...[it] is the way in which certain rituals and customs have the effect of binding us to the social order: a social order that is marked by enormous inequalities of wealth, status and power... they offer pleasure and release from the usual demands of the social order, but that, ultimately, they return us to our places in the social order, refreshed and ready to tolerate our exploitation and oppression until the next official break comes along" (Storey, 2015). Thus, such ideologies, by offering a supposedly distinct channel of representation, encourage the idea of protection and shame to maintain control. Media all along, in any culture, plays a pivotal role in representing menstruation and also paints the majority of perceptions about events in society. Menstrual Advertisements actively contribute to shaping cultural attitudes by encouraging menstrual concealment and promoting this aggravation of subordination and victimization of women.

III. RESEARCH METHODOLOGY

Media and menstrual commercial advertisements, from year to year, propagated the notion of hiding menstrual occurrence, taboos, and beliefs related to it. The present paper, with major focus on exploring and analysing the evolution of menstrual advertisements in different time zones, attempts to interpret the ideas behind these ads by using the thematic analysis method. The research paper with specific objectives examine progression in terms of content and messaging, determine the cultural and social factors that affect the portrayal of menstruation, and last but not the least, assess the impact of these commercials on the Indian women as a target audience. The time zones selected to reflect various periods in development of menstrual marketing and shifts in marketing tactics in India, are divided into three parts, i.e., the first is from 2006 to 2010, the second is from 2011 to 2015, and the last is from 2016 to the present. Although, several commercials have been viewed and analysed but after acknowledging the limitation of small sample, only six ads out of these ads are selected (two each for a time zone). In order to ensure the diversity

and depiction of different brands and time zones, the sample is selected with the help of descriptive and random sampling methods from the array of available commercials. Further, the ads are narrated by systematic examination of their content, text, form, and frame and to uncover the recurrent themes and trends in these ads, thematic analysis method has been employed. Based on the narration of these commercials and taking all their elements into consideration, the ads are interpreted and analysed.

The criteria for the selection of these ads are given in **Table: 1** below:

Criteria for the Selection	
Brands:	Stayfree, Whisper, Kotex, Freedays, and a Menstrual Cup.
Target Audience	Indian Women (15-45 years)
Languages:	Hindi and English
Source:	YouTube (also aired on various channels)
Time:	Not more than one and a half minutes

The researcher has scrutinized and analysed these selected commercials through the lens of a theoretical framework, including the Product claim vs. Reward dimension.

Product Claim Versus Reward Dimensions:

The Product-claim versus the Reward dimensions were first described by Crooks (2004) as the major distinction between language and non-linguistic components within the commercials (Crook, 2004). Del Saz-Rubio and Pennock-Speck (2009) explain that the product claim dimension imparts information about the product to the audience but they are provided with the underlying benefits of using the product by reward dimension (Del Saz-Rubio & Pennock-Speck, 2009). They quote:

Product-claim dimension: Advertisers offer information or claims about the product. The modes ascribed to this dimension are the linguistic message, which can be viewed on the screen-superimposed, that is – and/or transmitted by a voice-over, a narrator, or by the characters of vignettes or mini-dramas. (p. 3)

The commercials prominently emphasize product claims, articulated in a more vocal way in contrast to the reward dimension. The communication within the product claim aims to be conspicuously lucid and unequivocal. Manufacturers craft it meticulously to eliminate any hint of subjectivity, variation, or inconsistency in its interpretation. The majority of the duration and space is dedicated to

delineating a product's benefits, distinctive attributes, accessibility, and convenience (Yagnik, 2012). Weiner in his study noted that TV ads for menstruation products have traditionally focused on features like greater soaking capacity, long-lasting qualities, and fragrance-enhancing ingredients (Weiner, 2004). On the other hand, the reward dimension might not have a strong connection with the actual benefits of the advertised product, but it nonetheless affects the observer as quoted by Del Saz-Rubio and Pennock-Speck (2009):

Reward dimensions: This dimension normally appeals to the more emotional side of viewers and implicitly promises them less tangible benefits which are, at first sight, unrelated to the product itself. Music, images, and non-verbal communication are the modes advertisers employ at this level. (p. 3)

The visuals within the advertisements extend beyond product representation. They effectively tap into the audience's innate socio-psychological context. This element holds particular significance in shaping the brand narrative within menstrual hygiene product ads. Manufacturers amplify the product benefits through this dimension. Menstruation introduces various social and professional challenges for women and by spotlighting these challenges, the producers cultivate the notion that a woman's natural bleeding acts as a barrier to her career

triumphs. However, the narrative promises that if she adopts a particular sanitary napkin, she will be at the heights of her success. The idea of blaming menstruation for women's professional setbacks is deeply ingrained in societal perception and these notions reside subconsciously, remaining unspoken yet profoundly influential. So, the reward dimension speaks more to the consumer's emotional side and less to their intellectual side (Del Saz-Rubio & Pennock-Speck, 2009).

IV. A NARRATION OF SELECTED ADVERTISEMENTS

1) 2006 to 2010:

a) Advertisement 1: (2006-Kotex)

The scene in the ad begins in a gym cum meditation room, where on the gym side boys are doing some gymnastic activities, and girls on the other side, doing meditation in front of their trainer. One of the girls starts dancing and in the next moment, other girls also accompany her. On the other side, the boys left their activities and started enjoying the dance. The girls perform different dance moves and suddenly all of them sit back in their seats. The trained opened her eyes and the product demonstrator's voice says- '*Aaj ke zamane ka masti bhara style, nya Kotex Style, ab dryness cover ke saath/ Today's fun style, new Kotex Style, now with a dry cover.*' (Benetone Films, 2006).



Fig.1: The end scene of Kotex Ad reflecting by using Kotex sanitary pad one can do any kind of activities during menstruation.

b) Advertisement 2: (2008- Kotex)

The ad, 'those five days', begins with a song, '*Do you hate being a girl on those five days?*' and the female models reply- '*yeah, yeah, yeah*', and only the words '*On those five days*' are recurring for three times where girls in the ad

show their palm to represent these five days. Here, all the female models in the ad are shown wearing manly clothes and wish to wear womanly dresses. The background voice says: '*Ever wished you were a guy on those five days, now Kotex Style with zig-zag lines helps prevents bunching and keeps you absolutely dry, so celebrate being a girl*'. One of

the models takes out the Kotex sanitary pad from her bag and later, after its usage, wearing the beautiful pink gown, she throws away the manly clothes, entering confidently in

front of everyone and being surrounded by men (Modelandiaa, 2008).

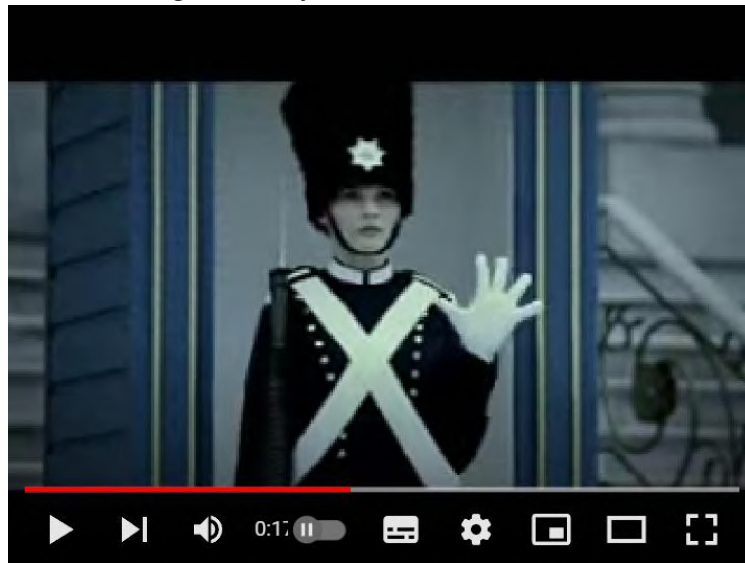


Fig.2: Scene from Kotex Ad in which a woman showing her palm to represent 'those five days' of menstruation.

2) 2011 to 2015:

a) Advertisement 1: (2012- Whisper)

The scene in the ad opens on school grounds where only girls are doing exercise during winters and one of these girls, has wrapped her sweater around her waist (to hide her lower waist), feeling uncomfortable while doing exercise. The voice of this girl, in the background voice, asks her friend- 'Un dino mein hamesha itna uncomfortable kyu feel hota h/ why do I always feel so uncomfortable on those

days?' and her friend took her from the ground in between and says, 'Tumhe chahiye mera new Whisper Ultra Soft, ye hamesha de ek soft ehsas, or sukhe sirf ek second mein/ You need my new Whisper Ultra Soft, which gives the feeling of softness and dries in only one second'. After using the product, the girl becomes so confident and she starts playing badminton without feeling uncomfortable and the last line says- 'bas ab kadam badhae ja, new Whisper Ultra Soft/ now just keep moving, new Whisper Ultra Soft.' (Asylum Films Official, 2012).



Fig.3: Last scene from Whisper Ultra Soft demonstrating after using this particular sanitary pad, one can move freely, the voiceover saying 'bas ab kadam badhae ja'.

b) Advertisement 2: (2014- Freedays)

The ad begins with the scene where a little girl imitates her mother's looks, and habits while wearing a saree, combing her hair, and reading a magazine, and during the process of imitating her mother, she becomes an adolescent. One morning, while leaving for school, she suddenly reminds that she forgets something, she comes back and puts *Freedays* sanitary pad in her bag. Here her mother's voice in the background says, 'Aaj tak wo mujhe dekhti thi, pr ab, m usse dekh rhi hu/ Till today she used to see me, but now I look up to her'. In the next scene, a lady tells some mothers

and their daughters, sitting in front of her, that- 'Masik to sabhi ladkiyon ko hota hai, usme sharam ya jhijak kaisi, shi masik inteizam hoga to badhna tum sabke liye ek khushiyan bhara safar rhega/ Menstruation happens to all girls, what is the shame or hesitation in it, if you have proper monthly arrangements then growing will be a happy journey for you all.' At last, the product demonstrator, as well as an Indian hockey player, repeats the same line- 'Jab beti hui h badi to khushiyan kyu na badhe/ when the daughter gets younger then why not increase the happiness.' (NHM Haryana, 2014).



Fig.4: The last scene of Freedays Ad about product demonstration saying, 'Sahi Masik Intezam, to Badhna ho Sukhad/ If monthly arrangements are correct, then growth will be pleasant'.

3) 2016 to till now:

a) Advertisement 1: (2020- Stayfree)

This menstrual ad came up during the time of lockdown in the Corona pandemic and both men and women speak some lines on behalf of adolescent girls explaining their feeling during their periods. Firstly, a girl says sadly,- 'Mere periods shuru hogye h/ My periods have started', then a lady (nearly in her 50s) says- 'Pehli baar ho rhe hai mujhe to kaafi ajeeb lag rha h/ Its happening to me for the first time, so I'm feeling really weird', then a boy (who is in his 30s) showing a tensed feeling, says- 'Periods mein mujhe asaan kaam bhi mushkil lagta hai, bahut dard hota hai/ During my periods, even simple tasks seems difficult to me. It hurts a lot', followed by an uncle (nearly in his 70s) upsets, and says, 'mai kisi ke pass baith bhi nhi sakti, or jab mai uthti hu, baar baar nishan check krti hu/ Even I can't

sit close to anyone, and when I get up, I keep checking for stains', again an old age lady (in her 60s) says worriedly, 'Ghar main ek hi washroom hai, to pad change karne mai mujhe sharam ati hai/ There's only one washroom in the house....so I feel ashamed while changing my pad', and last an elderly man (nearly in his 70s) says- 'Mujhe pad ko kachare mai chupana padta hai....har baar/ I have to hide the pad in the trash bag...Every time'.

And at last, the background voice of a female speaks up- 'She may not understand what she is going through, she just needs to know and you too. Over 2 million girls will get their first period in lockdown. Your daughter or sister could be one of them. Talk to her, tell her, IT'S NORMAL, IT'S JUST A PERIOD'. And in the last scene, the same girl, shown in the beginning, is smiling and then the logo of Stayfree is reflected (Stayfree India, 2020)



Fig.5: An elderly man expressing the feeling of hiding sanitary pad on behalf of menstruating girl.

b) Advertisement 2: (2019, Menstrual Cup Ad)

The scene begins when two out of one girl's roommates notice a tiny box in the room, and she opens it and finds out a bell-like thing in it. She, totally unaware of the thing, start finding its usage. Suddenly, her roommate comes in and asks her by giving a gesture about what she is doing with the thing. The girl, out of curiosity, asks about the bell-like thing and her roommate responds- 'Menstrual Cup'. But then, as the girl has no idea about it so her roommate

explains to her its usage by saying- 'You can use it during your periods, instead of pads and tampons, So, you hold it, fold it in half and make a U and then insert it. It opens automatically and fits into your vagina. It collects all the blood. At the end of the day, all you have to do is, just take it off, throw the blood and clean it. That's it, No Pain, No Leak and it's absolutely comfortable. The girl hurriedly snatches it from her and asks if she can keep it. (PEE SAFE, 2019)



Fig.6: The girl expressing her joy after knowing the benefits of menstrual cup.

V. RESULTS AND INTERPRETATIONS

This section offers a deeper understanding of the interpretation of menstruation ads, emphasizing the major

themes that have emerged through a thorough thematic analysis and are elaborated in a detailed manner.

Social Restraint and Bondage: Restraint and bondage are the inability of a woman to participate in various activities

during the days when she menstruates. In Indian culture, menstruation is often stigmatized as filthy and unclean, influenced by various religious and cultural beliefs. These restrictions restrict women from performing daily activities such as cooking food, attending rituals and customs during auspicious occasions or marriages, touching the pickle, and entering the holy place or any social spaces (Kågesten et al., 2016; Kaundal & Thakur, 2014; Kumari, 2017). The ad referred to at the beginning of this article depicts how avoidance of touching pickles during menstruation is taboo in Indian society. In another commercial of Whisper Extra Dry, it was portrayed that a girl, despite being pulled by her peers to be part of a dance at a social function, refuses to participate and keeps sitting in a secluded place. A voiceover narration continues by saying, “Personally speaking, I did not feel like attending any social functions”.

Similarly, some other illustrations such as not being able to attend school or college, running after kids and being able to play with them, being unable to multitask efficiently (Yagnik, 2012), not being able to perform in dance functions, being unable to wear white or light coloured clothes or perform any kind of gymnastics, and so on, are the elements shown in these commercials which underscores that the natural process of menstruation creates a lot of bondage while performing the normal activities of mundane life. Although, the depiction of menstrual restraints has evolved throughout time, yet the fundamental notion of demonstrating menstruation as problematic and challenging for women has never changed.

Silent Reference while Guarding Menstrual Secret:

During the initial two time zones (from 2006-2010 & 2011-2015) the absence of direct reference or no reference to menstruation was the trademark of all sanitary pad commercials, however, gradually the word ‘period’ began to replace the indirect reference. For instance, in the former ad during the first time zone, not a single reference to menstruation is found and the commercial seems to be a reflection of product promotion only. Similarly, in the later ad of the same time zone, the phrase ‘those five days’ is used without specifying which five days are being referred to, and it was not explicitly mentioned in the product demonstration. In the following time zones, other phrases such as ‘Un dino mein’ (during those days), ‘upari gelapan’ (the upper discomfort), and many other indirect euphemisms have been employed. Even in many other narratives from these ads, there is mutual consensus or agreement of maintaining the silent reference between the producer and the audience where they understand the subject matter of what is being talked about without referring to the word ‘period’ or ‘menstruation’. By employing these euphemistic words, the commercials deliver the message of keeping the secret under the carpets

and contribute to the belief that it is a private matter that is required to be hidden.

However, there is a subtle change in the approach of referring to this natural occurrence in these advertisements became evident during the third time zone (from 2016 to till now), where it was noted that the producers started incorporating direct references by using words like ‘period’, ‘stain’, ‘pad’, and ‘napkin’. Despite this shift, these ads never explained and provided genuine information about the biological process ultimately continuing to focus only on product promotion. This changing notion portrays how these ads play upon the notion of awkwardness and silence around menstruation and perpetuate the idea that menstruation should be discreet, private and in some cases, even stigmatized. In addition to this, most of the brand names such as Don’t Worry, Stayfree, Whisper, and Carefree, all convey the same idea through their narratives that if anyone else learns about it, it will be embarrassing- so it is required to be guarded.

Brand Influence on Feminine Freshness: The need to maintain the secret of ‘being on period’ encourages the idea of upholding the ideals of ‘perfect bodies’ in accordance with prevalent societal standards. The notion of looking perfect and being a beautiful woman is encouraged by these ads, with the absence of smell or stain. The voiceover in these ads and the product itself promises to prevent menstrual staining and bad odour, which technically calls for the notion that menstruation is dirty and filthy and acceptable. Naomi Wolf in her book, ‘The Beauty Myth’, says it perfectly,

“Unfortunately, the beauty backlash is spread and reinforced by the cycles of self-hatred provoked in women by the advertisements, photo features, and beauty copy in the glossies. These make up the beauty index, which women scan as anxiously as men scan stock reports. It promises to tell women what men truly want, what faces, and bodies provoke men’s fickle attentions—a seductive promise in an environment in which men and women rarely get to talk together honestly in a public setting about what each really desires.” (Wolf, 2002)

For instance, at the end of the Kotex ad, a woman is shown wearing a pink gown, impressing the men around her, and celebrating being a girl only after using the sanitary pad of a particular brand. Therefore, despite accepting and normalizing the unavoidable natural process that occurs in women’s bodies, these commercials enhance the pressure on them to maintain an appearance of beauty and flawlessness at all times. This leads to highlighting the wider social message to emphasize an idealistic look over

women's biological well-being and acceptance of normal bodily events.

Instant Metamorphosis: Unveiling a New YOU and Redefining Professional Success: Menstrual commercials adhere to a common narrative structure which typically commences with a scene where a woman is visibly distressed and struggling because of menstruation. The narrative is followed by the product demonstration with its benefits plus providing the panacea for the hardships and discomforts provided by menstruation. Most significantly, the climax of the commercial often depicts a remarkable transformation. With the mere use of the product from a particular brand, the same woman initially shown as depressed was now portrayed as more confident, happy, and remarkably successful.

Notably, this expression has been a subject matter of almost all ads during each time zone, where it is emphasized that menstruation construct woman as inefficient, and incapable, and make them unable to concentrate on their work, and the solution rests solely in the pad of a particular brand. The voiceover at the end of these commercials delivers the final message, such as, *'Today's fun style, new Kotex Style, now with a dry cover', 'Ever wished you were a guy on those five days, now Kotex Style with zig-zag lines helps prevents bunching and keeps you absolutely dry, so celebrate being a girl'* (from narratives of ads mentioned in this articles). There are other ads with such a concluding gist creating the belief that only the demonstrated brand will absorb more blood, will sustain for a longer time, have stain-free period, better protection, and most significantly, women could overcome the difficulties caused by menstruation, regain their focus, and ultimately achieve their goal.

Exclusively Females: Menstrual Ads Redefining Private Spaces (No Men Allowed):

The spaces employed during these menstrual advertisements in the initial two time zones were always meticulously demonstrated. The talks between the females about the issues of bad odour, stained clothes, and unclean bodies always happened to be in private spaces, moreover in hushed terms. These supposed private spaces include aloof corners, bedrooms, places away from the presence of men, and any secluded space in which women can at least converse about their periods. These spaces and shushed conversations indicated the projection of menstruation as a 'private affair' of women only, the affair about which women can't reveal in a normal setting. As Houppert, in his book *'The Curse: Confronting the Last Unmentionable Taboo: Menstruation'*, mentioned: "Nice girls may talk about bleeding in the privacy of their...bedrooms, but nice girls never talk about it elsewhere" (Houppert, 1999). It has also been emphasized by the menstrual advertisements that

the product should be kept out of the gaze of other than menstruating women, i.e., men and children. These perspectives of hiding sanitary pads as well as the occurrence of menstruation substantiate keeping the sanitary napkin a 'private affair'. Therefore, the male image, in the menstrual product ads is fabricated and constructed in such a way that he doesn't have to do anything with the whole idea of menstruation. He is frequently represented out of the picture and only pictured in a situation where he has to exercise his authority and power.

Though, commendable changes can be noticed during the last time zone (from 2016- till now), where men are represented as supportive, empathetic, and aware of menstruation. There are instances where men are shown in clear and active participation in the conversation about the event and normalize the discussion around it. For example, in one of the commercials of the last time zone, the male actors, narrating the lines on behalf of young girls, can be seen as supportive role models. This reflects a powerful message of men being empathetic and understanding in terms of normalizing period pain and challenges.

However, a different perspective on this inclusion, with certain potential drawbacks and challenges, can be noticed. Sometimes, men in these ads are shown as saviours and heroes for mentioning or acknowledging this natural event but this might perpetuate the idea that women need men or their approval to validate their bodily experiences.

VI. DISCUSSION AND CONCLUSION

In India, demand for feminine hygiene product is anticipated to be increased in near future due to expanding awareness related to personal hygiene. As per the Mordor Intelligence Report, in 2023, the approximate size of all the sanitary pads, tampons, panty liners and related products is USD 0.78 billion which means worth \$0.78 billion and it is predicted to be reached the size of USD 1.56 billion (*Feminine Hygiene Market in India - Menstrual Hygiene Statistics*, n.d.). The numerous actions initiated by Indian government to improve menstrual awareness among women is major reason behind the increasing market of this industry and also the expanding promotions in social media contributes a lot. However, the recent innovation of introducing commodities, such as menstrual cups and, tampons in the Indian culture is increasing by time but is still an untapped potential and considered explicitly irrelevant because the market is under the control of sanitary napkins. The shift from cloth to the sanitary pad itself was a glacial march and now we have the struggle with this innovation as well. National Family Health Survey reports that the use sanitary napkins have increased from 42 to 64

percent (*MENSTRUAL HYGIENE PRACTICES*, n.d.). The expansion in use of female hygiene product is indeed closely related to media promotion of these products which means manufacturers emphasising on the portraying the prevailing stereotypes, influencing the consumer behaviour, and attaching women's value to her appearance.

The aim of this research paper is not to look down upon any menstrual product or any specific company but to bring out the loopholes in the process of representing the natural and biological phases of women's lives in these and many such advertisements. Women are always being victimized by the representation of them in various sources in any culture and ignorantly, unquestionably accepting their subjection. These menstrual ads aggravate her exploitation in different ways, be it by hiding her natural occurrence of menstruation, be it accepting the authority of men, or be it the gender roles that she thinks are her obligations to perform. The silence and embarrassment around menstruation still contribute to pervasive stigma around it and this notion is majorly promoted by advertisements, supporting women's victimization. Discourses have the power to create meaning, produce knowledge, and regulate people's conduct. Hence, we need to change this scenario by bringing change into our demonstrating culture which influences the majority of perceptions in society.

The sanitary napkin advertisements seem very emotional, and sentimental and give a very fairy or magical message, which seems to have the capacity to change people's opinions with a blow. But the reality is far different from these pseudo representations. Using the words 'freedom', 'choice', and 'it's time to change the world' seems to promote liberty and emancipation, however, these words are the major reasons for reinforcing the shackles and so many layers of control over women, ultimately emphasizing her victimization.

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Characteristics of Traditional Costume of Muong Women in Thanh Hoa Province, Vietnam

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Received: 05 Jan 2025; Received in revised form: 10 Feb 2025; Accepted: 16 Feb 2025

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Abstract— After experiencing numerous ups and downs throughout history, the 54 ethnic groups of Vietnam have created, preserved, and maintained their own rich and diverse cultural heritage. Throughout history, clothing has been an essential element in shaping the cultural identity of a community, an ethnic group, or a nation. Each ethnic group's clothing has its own distinctive features, reflecting everything from the structure to the decorative patterns on each part of the garment. Through the lines, colors, patterns, and shapes of each component of the clothing, the customs, lifestyle, habits, and aesthetic essence of that ethnic group are also expressed. The traditional clothing of Mường women in Thanh Hóa has very prominent distinctive features in its structure; the garments are bright in color, creating a striking and unique impression. The decorative patterns on the clothing are intricate, showcasing the skill and delicacy of Mường women.

Keywords— *Traditional clothing, Mường women, Thanh Hóa.*

I. MUONG PEOPLE IN THANH HOA

The Muong people, also known as the Mol, Mual, Moi, Moi bi, Ao Ta, are the third largest ethnic minority in Vietnam. The Muong people are most concentrated in Hoa Binh province and the mountainous districts of Thanh Hoa, Phu Tho, and Son La provinces. The Muong population in Thanh Hoa is 376,340, of which 191,668 are male and 184,672 are female.

The Muong people originate from ancient peoples in Southeast Asia, and have lived in Vietnam for thousands of years. They have a long history, thus forming and developing a rich and diverse culture.

The Muong people in Thanh Hoa speak the Muong language, a language belonging to the Tai-Kadai language family, and they also speak Vietnamese, the official language of Vietnam. The Muong people in Thanh Hoa mainly live on agriculture, growing crops such as rice, corn, and potatoes. They also raise animals such as buffalo, cows, chickens, pigs, etc. In addition, the Muong people in Thanh Hoa also have many traditional crafts such as weaving and sewing. In particular, the brocade weaving profession also has many famous artisans, and many brocade weaving classes are opened to preserve and conserve the traditional craft of the nation.

The Muong people's economy in Thanh Hoa is developing with many projects invested in agriculture and tourism. Education is also being paid attention to and developed as many schools have been built, many programs and projects for children in mountainous areas have been and are being implemented.

In the current trend of strong integration and development, the Muong people in Thanh Hoa are facing the risk of losing their traditional culture. However, with the attention of leaders at all levels, many traditional cultural activities of the Muong people in Thanh Hoa have been organized to preserve, maintain and promote the traditional culture of an ethnic group that has existed for a long time..

II. TRADITIONAL COSTUMES OF MUONG WOMEN IN THANH HOA

Traditional costumes have been used for centuries, even thousands of years. Therefore, the traditional costumes of the Muong people, in addition to being a symbol of the cultural and historical identity of the Muong people, are also a measure of the length of history associated with an ethnic group. The traditional costumes

of Muong women in Thanh Hoa are impressive in terms of structure and shape. The overall color scheme of the costume is harmonious, with a tight white shirt, a colorful floral waistband in front of the chest, a half-blouse tied at the hem, and a green belt that makes the woman look slimmer when wearing the costume. On the head is a prominent white Klawn, a sparkling necklace around the neck and hands, ...

The traditional costumes of Muong Thanh Hoa women are handmade products made by the skillful hands of Muong women. The costumes have harmonious colors, not too bright. The skirt is usually made of black or dark blue, the scarf on the head is always white, but that does not mean that the costumes of Muong Thanh Hoa women are boring and monotonous. On the contrary, the overall traditional costumes of Muong Thanh Hoa women have harmonious colors, combined with delicate patterns.

The daily shirt worn by Muong Thanh Hoa women is called ao pan (short shirt). This is a short blouse, designed with a slit at the chest, long sleeves, and is usually yellow or white. Inside is a 3-hole bang shirt with straps tied at the shoulders or armpits. On the head is usually a simple white scarf.

In terms of the overall costume, the traditional skirt of Muong women plays a central role in the female costume, due to the highlight on the waistband. Muong skirts are made of cotton or silk. The skirt is covered from the chest down with colorful decorative motifs, this is also considered the most elaborate decoration, an important remaining part of the traditional national visual art, with similarities in the sculpture art on Dong Son bronze drums. The skirt is sewn into a tube shape, when worn, because the width of the skirt is still wide, it must be wrapped around the body, the excess fabric will be folded into a band along the length of the front of the skirt.

At first glance, the most prominent part of the outfit is the waistband, however, the body of the skirt is created quite elaborately from the dyeing process, so the color of the skirt is both durable and shiny. The skirt hem is decorated discreetly. The fabric is narrow but is decorated with flowers, when walking, the skirt flutters with each step, hidden in the hem of the skirt, appearing and disappearing. During festivals or performing arts, we often see the hem of the skirt of some Muong Thanh Hoa women embroidered with red flower strips in the front, which is extremely prominent.

Often on special occasions, Muong women also wear an outer coat called ao khoai, also known as ao chung, with the flaps reaching down to the calves. The coat is usually made of dark fabric, sometimes white or red. The coat is

sewn in a four-panel style, with an open chest and no buttons.

The belt (tenh) of the female costume is an important part of the traditional female costume, it enhances the luxurious beauty of the skirt waistband, blending with the color of the long dress. The belt is usually made of fabric or silk, about the length of an arm span, tied right in the middle of the waist on the skirt waistband. Muong belts are usually in the colors: white, blue, purple, yellow, but the most common is the belt in the color of young leaves, this color combined with the brocade motifs on the skirt waistband creates a harmonious overall color. After tying, the two ends of the tenh will be left loose on both sides of the hips (tum tenh). With each step, the tenh flutters, gliding with each step, creating a gentle and graceful look for the wearer.

In addition, the highlight of the neatly tied hair is the pure white headscarf, creating a neat and healthy look for Muong Thanh Hoa women. Muong women who reach adulthood often roll their hair into buns, and pin them with horn, wood or silver hairpins. When there is a funeral, women tie them into strips and wrap them around their heads. Although they wrap their hair in different ways, it is rare to see Muong women bare-headed, but they often wear a white cloth scarf (Klawn) on the top of their heads, the fringe of the scarf is slightly lowered to the forehead, and the bun at the nape of their neck is still exposed outside the edge of the scarf. When neatness and health are needed, women cover their heads with a scarf, then loop the two corners of the scarf around and tie the bun behind.

The Klawn scarf not only keeps hair neat, but is also used to decorate the head and has many profound cultural and human meanings. The white cloth worn by Muong women, like the white color of the clang flowers, symbolizes the loyalty and purity of Muong girls.

Muong women in their daily life and festival activities often use two types of hats. In festivals, they wear long dresses and hold conical hats, similar to the conical hats worn by Kinh women in the past. Muong women also wear conical hats woven from bamboo. Nowadays, some Muong women still have the custom of chewing betel and blackening their teeth.

In daily life, due to cultural integration and assimilation when living and interacting with Kinh people as well as foreigners, Muong women still wear daily costumes like Kinh people, only a few Me and sisters wear traditional costumes. Traditional costumes of Muong Thanh Hoa women are mainly worn during festivals, weddings and other important events. However, the traditional costumes of Muong Thanh Hoa women are a symbol of cultural identity not only of one ethnic group,

but are an indispensable part contributing to the cultural identity and pride of the Vietnamese people in general.

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Preserving and Promoting Vietnamese Family Traditions in the Context of International Integration

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Received: 03 Jan 2025; Received in revised form: 07 Feb 2025; Accepted: 12 Feb 2025

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Abstract— Family is the place where national culture originates and is preserved. In the process of accompanying the history of the nation, Vietnamese families have constantly cultivated good traditions, a continuous and sustainable flow, creating a very unique cultural appearance. Currently, under the strong impact of innovation and international integration, the value system of Vietnamese families has been and is changing, but traditional family values are always preserved, transmitted and spread, creating a solid foundation for building modern families.

Keywords— Family, tradition, preservation, promotion, international integration, Vietnam.

I. INTRODUCTION

Throughout the development process, generations of families have formed and nurtured good traditions, creating a unique cultural identity of the Vietnamese family. The outstanding values of the Vietnamese family are love and sharing among family members; affection, loyalty, and harmony in the relationship between husband and wife; exemplary grandparents; kind parents and filial children; exemplary grandparents and filial children; loving, harmonious, close-knit siblings who support each other; patriotic traditions; community solidarity; respect for teachers, studiousness, etc., along with customs and practices in weddings, funerals, death anniversaries, etc. It is the crystallization of family culture and national culture, cultivated through many generations and periods, creating a strong bond between members and generations, making the flow of traditional family culture not interrupted but always having a regular and continuous continuation. Currently, under the strong impact of international integration, the Vietnamese family value system is changing in different directions, but the traditional beauty of the family continues to be passed down, preserved and promoted along with the process of assimilation of new and progressive values of the times, contributing to building a prosperous, happy, progressive and civilized family.

II. THE CURRENT SITUATION OF PRESERVING AND PROMOTING VIETNAMESE FAMILY TRADITIONS IN THE CONTEXT OF INTERNATIONAL INTEGRATION

Social life in our country is undergoing profound and comprehensive changes under the impact of the market economy, international integration and the rapid development of science and technology. Under such impact, traditional family values are also inevitably changing. In the past, everyone had the common dream of building a family of “three or four generations under one roof”, but now this dream is no longer popular. Although fidelity in marital relationships is still highly valued, it does not only stem from the family's survival needs, but also increasingly values the satisfaction of the individual's psychological and emotional needs. At the same time, instead of the previous patriarchy, democracy and equality among family members are highly valued, in line with the development trend of modern families.

It is worth noting that, under the impact of the negative side of the market mechanism and the unselective acceptance of outside lifestyles, some traditional family values are being eroded and distorted. The relationship between members in some families is becoming loose and lacking in cohesion. Under the negative impact of information technology, direct communication between family members tends to decline, leading to an increase in loneliness in one's own home. The relationship between

husband and wife has sometimes changed for the worse; loyalty, affection, and harmony between husband and wife have shown signs of decline; the marriage relationship of some young families has become fragile, due to being influenced by an open, pragmatic lifestyle, pursuing material interests, causing the divorce rate to increase rapidly in recent years. The relationship between parents, grandparents and children shows signs of lack of connection, due to the narrowing of living space and family communication, and the emphasis on personal needs and interests. Many parents do not fulfill their duties and responsibilities, do not take care of the future generations, and there are also many adversities where children are irresponsible towards their parents and grandparents, unfilial and unrighteous. Relationships between siblings also have instability, sometimes just because of money, small and trivial interests, the brotherhood is lost. Due to calculations of gains and losses, and the pursuit of personal interests, the village and neighborhood relationships have somewhat declined.

In marital relationships, fidelity is always considered the standard and top criterion in marital relationships. Survey results show that up to 41.6% consider fidelity as "important", and 56.7% consider fidelity as "very important"². At the same time, marital harmony is also a particularly important factor in maintaining family happiness. In the relationship between grandparents, parents and children, the standard of benevolent grandparents, kind parents, and filial children is a characteristic of Vietnamese families.

Grandparents and parents always pay attention to raising their children and grandchildren, helping them take care of building a family, a future, and happiness. Children not only respect, love, obey, and support their parents and grandparents, but also strive to cultivate themselves, constantly study to improve themselves, and bring their parents pride in their children's achievements.

In the relationship between brothers and sisters, harmony, love and mutual support are traditional values of Vietnamese families. In which, "harmony" is considered the top requirement and standard. Brothers and sisters in the family must always love, unite and help each other, not quarrel or fight for interests with each other even when they have their own families and lives. Harmony is not only an intrinsic need of the relationship between brothers and sisters but also a requirement and desire of parents and relatives. Although society has many changes, the harmony, close bond, and steadfastness between blood relatives still hold a very high position in social life. Whether rich or poor in material terms, brothers and sisters still maintain their affection for each other, always in

harmony, close bond, ready to share the good and the bad, and help each other to rise up in life.

Along with preserving and promoting cultural beauty in family relationships, most Vietnamese families today always promote community awareness, pay attention to responsibilities and obligations to the community and society. Most families always value kinship, clan, affection, and live in harmony with village and neighborhood affection... In particular, every Vietnamese family always focuses on preserving and promoting the tradition of patriotism, the spirit of national solidarity, promoting the tradition of studiousness, the morality of respecting teachers and valuing education, taking education as the foundation to practice human morality; focusing on educating the virtues of diligence, hard work and the will to overcome difficulties and rise up in life. Each family not only trains habits, the ability to develop thinking, creativity, and skills in work, but also educates children to appreciate the fruits of labor, to be diligent and hard-working, thereby training children's independence and self-awareness, helping the younger generation to become more mature and have the will to rise up in life. Grandparents and parents always teach their children good things, right things, to know how to maintain harmony, love, protect, and help each other in the family, clan, stick with the village, unite, and share responsibility with the community and society.

Many families have paid attention to performing family rituals on holidays and Tet, maintaining family cultural activities, making the values of truth, goodness and beauty from family cultural traditions naturally passed on to children, contributing to forming a healthy lifestyle, forming and developing human personality and preserving and promoting the character of Vietnamese people, preserving national cultural identity in modern life.

However, the negative side of the international integration process also makes it impossible for families to avoid negative impacts, some traditional cultural features of the family are also lost and forgotten. Some families do not pay attention to education, or are interested but are confused about both content and methods, causing many consequences, especially the degradation of family and social ethics. In the process of international integration, there have appeared manifestations of strange lifestyles, lifestyles, contrary to social norms, seeking personal interests, promoting material values, disregarding spiritual values, trampling on stereotypes, authentic cultural values in a part of the social classes and components. Strange lifestyles and ways of living, contrary to the good standard values of Vietnamese families, have been penetrating the lives of many families, especially young families. Many cultural products are born hastily, chasing after profits and

commercial efficiency or following trivial tastes, turning their backs on noble spiritual values, creating obstacles to raising the intellectual level of the people. Visual culture dominates all space and time, threatens reading culture, word culture, creating inertia and laziness in young people. Many people are tied to screens, digital screens, absorbed in culinary pleasures, new music, fashion... forgetting the rich and diverse spiritual fields with cultural depth. The consequences of these negative impacts lead to a part of the social classes and elements that tend to pursue personal interests, trampling on the patterns and true moral values of society. Many young people today have the mentality of learning a pragmatic, indulgent lifestyle, worshipping money, consuming Western goods, turning their backs on traditional culture and morality. Customs and practices that were considered traditional and beautiful are now considered “old-fashioned” and outdated by the younger generation. The penetration of toxic culture, cultural hybridity, pragmatic lifestyles and other negative aspects of the market economy have been and are affecting and corrupting traditional cultural values, affecting the sustainable development of the country.

III. SOME SOLUTIONS TO PRESERVE AND PROMOTE VIETNAMESE FAMILY TRADITIONS IN THE FACE OF THE IMPACT OF INTERNATIONAL INTEGRATION

Firstly, raise awareness and responsibility of agencies and sectors about the importance of promoting and building Vietnamese family culture. Party committees, authorities, the Fatherland Front, and socio-political organizations must be thoroughly aware of the Party's viewpoints and guidelines, the State's policies and laws on the role of the family in the sustainable and stable development of society. From there, promote propaganda work to each locality and each family effectively. Forms of propaganda and education must be rich, with diverse and creative content.

Second, focus on building a cultural family based on inheriting and promoting good traditional cultural values, and adapting progressive and modern values. Strengthening the preservation and promotion of good family values to create cohesion in each family, consolidate the community, and link family love with love for the country. At the same time, overcoming and eliminating traditions that are no longer appropriate such as: patriarchy, gender inequality, inequality in relationships between generations, cumbersome and expensive rituals in funerals and weddings; localism according to clans and localities, etc. Selectively absorb

the cultural values of humanity, while preventing the infiltration and spread of lifestyles that are contrary to good customs. In building Vietnamese families today, it is necessary to implement progressive monogamous marriages based on true love between men and women, recognized and protected by law; build a democratic, equal, harmonious, and loving family atmosphere; consolidate and build family traditions, and promote the educational value of the family.

Third, perfecting mechanisms, policies and laws on building and promoting the family cultural value system. Mechanisms, policies and laws need to be consulted with people's opinions through direct dialogue. On that basis, competent agencies, departments and branches will resolve people's questions or concerns, and from there, have the right and complete orientation in building family culture in the context of current international integration. Promote policies such as: building studious families; policies for families in especially difficult circumstances, policies for the elderly... The advantages and limitations that still exist in these policies. This is also the basis for building and planning mechanisms and policies to build and promote the system of family cultural values correctly and accurately, meeting the requirements in the new situation.

Fourth, society needs to support parents so that they have new methods, measures, and educational content that are suitable for the changes in new family values in the current context of globalization and international integration. A happy family, a prosperous and sustainably developed country, that is the wish and aspiration of the entire Vietnamese people. Family is a sacred nest, a place to nurture and develop people. A fully developed person will contribute to and build a good, civilized society and a strong, developed nation. Therefore, each member of the family must live responsibly for themselves and their family, knowing how to build family cultural values: Prosperity, happiness, progress, civilization, and join hands to contribute to the cause of national development.

IV. CONCLUSION

The family is the place to preserve and transfer traditional cultural values from one generation to the next, contributing to preserving and promoting the cultural identity of the nation. It is also these traditional values that are endogenous factors that contribute to building a family that truly becomes a warm home, a cradle that nurtures the life of each person. Currently, international integration has created opportunities to preserve and promote the cultural features of Vietnamese families, affirming their value in modern life, but also caused many difficulties and

challenges for this work. Therefore, it is necessary to simultaneously implement many solutions to protect and promote the good and sustainable values in Vietnamese cultural traditions, preserve, transmit and spread the good traditional cultural values of families, creating the foundation for building modern families.

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Method of balanced scorecard for evaluating the performance of the Tehran Municipality's Plans

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Received: 09 Jan 2025; Received in revised form: 11 Feb 2025; Accepted: 15 Feb 2025

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Abstract— Urban planning researchers believe that anything that cannot be measured cannot be urbanized. In today's world, given the speed and volume of information and the challenges facing organizations, the need to have criteria for determining the position and planning based on strengths and weaknesses seems more necessary than ever. All organizations, whether public or private, need to evaluate the performance of their activities and processes for development, growth, and sustainability in today's competitive arena so that they can measure the efficiency and effectiveness of their organization's programs, processes, and human resources. Efficient organizations do not limit themselves to collecting and analyzing data but use this data to improve the organization and fulfill the organization's missions and strategies. In other words, instead of simply evaluating performance, they engage in urbanizing performance. Over time, some organizations realized the limitations of the accounting system in measuring organizational performance and began developing systems that measured the organization's intangible assets that the traditional accounting system was unable to measure. Many organizations use these systems alongside accounting to measure performance, but the combination of these two systems cannot fully measure all dimensions of the organization. Therefore, organizations will need a system that, in addition to measuring all dimensions of the organization, measures the organization's success in achieving its mission and vision. The Kanji scorecard is a new tool to complement the organization's performance measurement indicators. The scorecard establishes a connection between strategic goals and criteria and includes a set of performance evaluation dimensions, including the dimensions of stakeholder value, stakeholder satisfaction, process excellence, and organizational learning that stem from the organization's strategy.

Keywords— Methodology, Balanced Scored Card, Urbanism, Tehran.

I. INTRODUCTION

One of the important areas of performance of any metropolitan municipality is the field of urban development, because this area requires a lot of resources, including financial, time, information, equipment, and human resources, and can be very effective in achieving the vision and operational goals of urban development plans such as the comprehensive plan (Kahvand et al., 2015). In the case of Tehran, which is both the largest metropolis in the country and the capital of Iran, the importance of addressing the performance of the urban development field is doubly important. Monitoring and evaluating performance are one of the most important activities in the urban development and planning process and a factor in the consistency and durability of the plan and the achievement of the relevant executive goals, as

well as the extent to which the quantitative and qualitative goals of that project are achieved (Dizaji et al., 2023).

Performance evaluation is also a measure of the success of urban development and the organization in complying with the rules, regulations, and goals set in the development plan. With the development of urbanization and the growth of urbanism in the last century, urban issues have gained new dimensions day by day. Today, monitoring and guiding urban development and organizing urban areas have become of particular importance. Urbanization in Tehran, with a population of over 8 million people, as the capital and largest metropolis of Iran and the 29th largest metropolis in the world, is not a topic that can be easily overlooked. Since, like in other countries, the municipality is the main custodian of urban development in Tehran, it is very important to pay attention to the way of urban

development and how the Tehran Municipality performs (Dehghan et al., 2024). Proper urban development will not be achieved without planning, implementation, monitoring, evaluation, and review to create a suitable space for improving performance (Akbarzadeh et al., 2016). In Tehran Municipality, there is relatively no executive plan, coordinated and comprehensive development, and scientific evaluation mechanisms, an evaluation that can be a criterion for classifying urban developments, distributing resources, applying punishments and rewards, and improving and updating methods and structures. Therefore, due to the lack of methods and procedures that ensure the efficiency and effectiveness of the municipal organization, resources are at risk and are at serious risk of damage (GHADARJANI & GHEITARANI, 2013). Since the field of urban planning is one of the strategic areas of the municipality, the areas, or in other words, strategic issues are of considerable importance in recognizing and realizing the goals of the municipality and are a guide to allocating resources and programs of the departments during planning (Zakerhaghighi et al., 2015). Therefore, this study evaluates the performance of the Deputy of Urban Planning and Architecture of Tehran Municipality. Leading and supervising the implementation of urban planning and architecture rules and regulations, urban planning and architecture plans, and urban development, as well as leading and supervising the preparation and implementation of detailed plans, improvement, and renovation plans (Aydin et al., 2020). Other relevant plans are among the important duties of the Deputy of Urban Planning and Architecture of Tehran Municipality, and the implementation of these plans has a great contribution to realizing the development vision of Tehran. Among the ideals of the vision document is to advance Tehran towards a green and beautiful city, vibrant and lively, with appropriate structure and infrastructure, and finally a city with Islamic-Iranian authenticity and identity in the region by the horizon of 1404.

Such a goal depends on improving the quality of urban planning and architecture by organizing the city's facades, appearance, and landscape along with the principles of safety and beauty, integrating the body of neighborhoods and urban textures, and the physical development of the city by the principles of sustainable development and environmental protection. In this regard, on the one hand, Tehran Municipality is committed to beautifying the city in terms of aesthetics and urban life functions. On the other hand, the necessary tools to achieve this are developing urban patterns and regulations, monitoring the establishment of uses, and citizens' commitment to lawfulness (Aghazadeh, 2017). These issues are within the scope of the duties of the Deputy Mayor of Urban

Development. It was previously stated that all organizations, including the Deputy Mayor of Urban Development, need some kind of effective performance evaluation system for development, growth, and sustainability. In the framework, they can measure the efficiency and effectiveness of the organization's programs, processes, and human resources. It is necessary to note that in the country's public systems, in the sections related to the allocation of inputs to the systems. Monitoring and controls are implemented and monitoring and control devices have been designed for this purpose, but after the allocation of facilities, there is no monitoring in the process of converting input into output (Ghadarjani et al., 2013).

II. THEORETICAL

Considering that the annual performance evaluation of the urban development and architecture fields is one of the main missions of the municipality in this field (Sohrabi, 2024). The importance of performance evaluation for this department increases, and considering the existence of a comprehensive and comprehensive evaluation gap in the Urban Development Department, this research will evaluate the performance of the Urban Development Department using one of the performance evaluation models. Looking at the performance evaluation of organizations in today's business, we conclude that it is not possible to have an effective performance evaluation system by focusing solely on financial information (Karimimansoob et al., 2024). Kaplan and Norton, through their research, have seen the problem with evaluation systems as the reliance of these organizations on financial criteria. They realized that many ways to improve performance in the short term, considering financial indicators, can jeopardize the future health of the organization (Norouzian et al., 2024; Dizaji, 2024- a). Considering these results, these two researchers presented the balanced scorecard method. In addition to identifying the weaknesses and ambiguity of the previous management approach, this approach prescribes a new approach for organizations; A strategy that determines what criteria should be measured in the organization to achieve a balanced financial perspective. The balanced scorecard is a carefully selected set of measurable and quantifiable criteria that are extracted from the organization's strategy (Sarabi et al., 2023). These criteria are provided as a useful tool for managers to deal appropriately with employees, shareholders, and customers in line with the mission, and strategic goals of the organization (Sadigh Sarabi et al., 2024). And know when their specific and desired strategies are not effective. It was stated that the performance of the organization should be

evaluated to identify the extent to which predetermined goals are achieved (Dizaji, 2024- b).

For this purpose, for example, the European Quality Award, Malcolm Baldrige Award, Organization Excellence Model, Comprehensive Quality Urbanization, Balanced Scorecard, and Kanji Business Scorecard models are used. Since the Balanced Scorecard and Kanji Scorecard, methods emphasize the simultaneous progress of different dimensions. Initially, in this research, the Balanced Scorecard method is used to evaluate performance (Norouzian, 2024). Finally, after the proposal was approved and after further study and investigation, the Kanji Scorecard method was selected and used to evaluate the performance of the municipality. The reason for choosing the method is that this method is new and fresh, as well as the Kanji Scorecard method is more comprehensive. In this method, points that are neglected from the perspective of the balanced scorecard are also considered, for example, not only the organization's customers are considered, but all internal and external stakeholders of the organization are considered. In this method, an attempt is made to examine more variables.

As previously stated, given the importance of the urban development field in realizing the vision of Tehran 1404 and the realization of the Tehran master plan on the one hand, and considering the large volume of various resources spent in this deputyship. On the other hand, and the impact that the performance of the Urban Development Deputy has on improving the quality of the city and urban development, there is a greater need for a multidimensional and comprehensive performance evaluation that can determine the efficiency and effectiveness of the deputyship's programs, processes, and human resources.

Therefore, in the present study, the performance evaluation of the Urban Development and Architecture Deputyship of Tehran Municipality will be carried out using the Kanji scorecard method in two regions of Tehran from the perspective of citizens and experts. And solutions will be presented to improve the organization's performance. The two city regions that will be examined are regions 7 and 10. The reason for choosing two regions is to be able to evaluate and compare the municipality's performance from all four dimensions of the Kanji scorecard, namely stakeholder satisfaction, process excellence, stakeholder value, and organizational learning, in two regions of the city that are different from each other in terms of physical, economic, social, and cultural location.

Definition of Performance Evaluation. There are several definitions related to performance evaluation, some of which are mentioned here:

Performance evaluation is the evaluation of an individual's current or past performance according to the criteria specified for him. Performance evaluation is the process of quantifying the efficiency and effectiveness of operations (Sarabi et al., 2023). The process of measuring and evaluating performance in executive agencies within the framework of principles and scientific concepts of urban planning to achieve organizational goals and tasks in the form of executive programs. Performance evaluation is the measurement of performance by comparing the current situation with the desired situation based on predetermined indicators that themselves have certain characteristics. Performance evaluation in the organizational dimension is usually synonymous with the effectiveness of activities (Gheitarany et al., 2013).

Effectiveness refers to the degree of achievement of goals and programs with the characteristic of the efficiency of activities and operations. In general, the performance evaluation system is the process of measuring and comparing the degree and manner of achieving the desired situation with certain criteria and attitudes in a certain scope and area covered by certain indicators and in a certain period to review, correct, and continuously improve it (Aghazadeh et al., 2019). Performance appraisal in executive agencies means evaluating and measuring the efficiency, economy, and effectiveness of all methods and decisions used by the relevant urban planning in the stages of task implementation (Naghbi Iravani et al., 2024). The evaluation components should be planned based on the goals, objectives, programs, job descriptions, and activities of each agency (Aydin et al., 2020).

Today's Philosophy of Performance Appraisal. In the past, managers conducted performance appraisals only to control the work of employees, while today the guiding and guiding aspect of this practice has become more important (Aghazadeh et al., 2018). The previous generation emphasized the characteristics of employees, their shortcomings, and abilities in performance appraisal programs, but today's philosophy of performance appraisal insists on the current performance and future goals of employees. A modern philosophy of appraisal expresses the participation of employees in determining goals in a reciprocal manner and with the help of the manager. Therefore, the modern philosophy of performance appraisal, as emphasized by Davis and Newstrom (2013), is that:

- Its orientation is toward performance.
- It insists on goals.
- Goal-setting is done through mutual consultation between the manager and employees.

Why should we measure performance?

The ultimate goal of a performance measurement system is to improve organizational performance. Research conducted by Lingel and Shiman shows that companies that use performance measurement approaches to urbanize. Their performance is better than that of other companies in three important aspects: they are leaders in their industry, have higher financial results, and have a higher ability to urbanize change. A good performance measurement system can contribute to the success of the organization in five ways (Mehdi, 2024).

These five ways are:

Determining the current position of the organization.

- Conveying the direction and destination of the organization to others
- Stimulating and motivating actions in the most important key areas of the organization
- Facilitating learning
- Influencing employee behavior
- And as they say, if you can't measure, you can't urbanize
- Factors Affecting Organizational Performance
- According to the theory of open systems, organizations interact with the environment to provide the energy and resources they need (to provide goods or services), (Zakerhaghighi et al., 2015).

They take raw materials, human resources, material resources, and information from the environment and return goods, manufactured services, or processed information to the environment (Sadigh Sarabi et al., 2024). Therefore, environmental factors affect the performance of the organization. Environmental factors affecting the performance of the organization include; economic situation, technical and technological factors, the status of laws and political issues, and cultural and social conditions (Gheitarani et al., 2024). Of course, the extent of the effects of these factors varies. However, the following factors have a greater impact on the performance of the organization. Such as suppliers of materials and other requirements of the organization, customers and employees, clients, institutions supervising the performance of the organization, and ... (Naghbi Iravani et al., 2024).

Objectives of evaluating the performance of the organization. The most important objectives for evaluating the performance of the organization are as follows:

- a) Identifying the weaknesses and strengths of the organization to improve productivity;
- b) Helping managers to improve urban development by applying scientific principles of urban development;

- c) Helping to select the right goals, and appropriate strategies and developing laws, regulations, and methods,
- d) Optimal use of human resources and facilities to implement approved programs;

- e) Increasing the level of public trust in the organization's performance;

- c) Improving the organization's accountability to customers (citizens) (Zakerhaghighi et al., 2015).

Objectives of performance evaluation systems in municipalities. The objectives of using performance evaluation systems can be classified into three groups:

- a) Creating accountability; This means public accountability between the government and citizens or internal accountability between heads of departments and council members;

- b) Improving performance; This means improving policies, programs, plans, and processes used in providing services, quality, quantity, and cost of services;

- c) Helping to determine costs; This goal means a results-oriented budgeting method. This system allocates resources to specific and measurable results that are consistent with priorities (Gheitarani et al., 2013).

Benefits of evaluation for municipalities. The benefits of performance evaluation for municipalities can be classified into three categories:

- Stronger results-oriented urban development;
- Improved customer service;
- Improving communication between municipal employees and managers and citizens, the municipality, and the city council (Sadigh Sarabi et al., 2024).

Performance Evaluation Process:

The organization's performance evaluation process is as follows:

- a) Developing or reviewing missions, missions, macro-goals, and strategies,
- b) Developing and setting performance evaluation indicators;
- d) Communicating and announcing expectations and evaluation indicators to the appraiser;
- e) Measuring actual performance;
- c) Comparing actual performance with quantitative targets set for each branch\ P;
- g) Announcing the results and how to achieve them to the assessee;
- h) Taking action to implement corrective actions to continuously improve the assessee's performance through a feedback mechanism (Farrokhirad & Gheitarani, 2024; Gheitarani et al., 2020).

Historical course of performance assessment. The historical course of organizational performance assessment is as follows:

Table.1: Historical course of performance assessment

How to Evaluate Performance	Period
Performance evaluation existed in its early stages, in a way that successful people received rewards or possibly promotions.	Before 1800 AD The phenomenon of division of labor among members of the tribe
The formal evaluation system at the individual and organizational levels was proposed by Robert Owen in the textile industry.	From 1800 AD in Scotland
The use of wood in different colors to reject or accept goods is an evaluation of the quality of the organization's output.	The emergence of the Industrial Revolution
Creating financial evaluation systems to meet the demands of entrepreneurs.	The expansion of companies and financial centers from the mid-19th century
The indicators used in the evaluation were based on efficiency.	Taylor's scientific urbanism movement in 1919 AD
The evaluation was based on productivity;	1920s
Repetitive activities of individuals were evaluated based on standard criteria.	1920s to the end of the 1980s
Concepts such as investment evaluation principles and capital return budgeting were proposed.	From 1990 onwards

III. METHODOLOGY

Designing a Performance Monitoring and Evaluation System for Tehran Municipality. This project was defined in 2021 at the Tehran City Studies and Planning Center and the Urban Planning and Development Organization Employees Cooperative Company was selected as its implementer. The goal of the performance monitoring and evaluation system for regions and organizations affiliated with Tehran Municipality was to systematize and smarten up performance evaluation, increase the efficiency and productivity of performances, develop quantitative and qualitative urban services, and increase citizen satisfaction. Another goal of this plan was to provide a model and mechanism by identifying effective variables and indicators in performance evaluation so that during implementation, software can be provided to evaluate the performance of Tehran Municipality. In this plan, performance evaluation is defined as measuring the success of urban development and the organization in complying with the rules, regulations, and goals set in the development plan. In this plan, pilot implementation stages were foreseen in Regions 13 and 22 and the municipal beautification and inspection organizations before comprehensive implementation (Dizaji et al., 2023).

Designing the Performance Evaluation System for the Social and Cultural Deputy of Tehran Municipality. Since the social and cultural field of Tehran Municipality has been facing challenges in evaluating the performance of regional managers due to the diversity of tasks and the multiplicity and breadth of organizational levels, this project was commissioned by the General Directorate of

Social and Cultural Studies in 2008. In addition to having theoretical support, this evaluation system has the empirical background of managers in this field. The system that has been designed is completely indigenous and appropriate to the conditions of Tehran Municipality, and the indicators can be updated. The evaluation is planned in four dimensions, and the AHP and entropy methods have been used to analyze the data. This research also examines the performance evaluation system and methods in some countries and municipalities around the world in the social and cultural fields (Samami et al., 2024).

Designing the indicators and performance evaluation system of Tehran Municipality. This research was conducted in 2020 by Ali Akbar Islam. Since studies and surveys to evaluate the status and performance of Tehran Municipality using indicators and systematic and structured models or patterns do not have a long history, the Municipality Information Technology Organization has conducted several study projects in this regard in the last few years. In this study, the definition and design of indicators for creating a municipal performance evaluation system were discussed, and the performance evaluation and design of indicators were carried out according to the municipality's five-year operational plan and with a focus on departments and the overall level of the organization.

The structure of this research is based on three parts:

- Organizational understanding and providing theoretical foundations
- Designing and extracting indicators according to the selected model and first-stage studies

- Completing the identity card of indicators according to the designed model and indicators
- Performance Assessment of the Organization of Municipalities and Rural Communities

This organization was established in late 2019 and is responsible for guiding and supervising the activities of municipalities, as well as providing financial, technical, executive, and urban development support to municipalities and their affiliated organizations in various fields. The main objective of this research was to design a general performance evaluation system according to the prevailing conditions in the implementation of the project. In this organization, the PDCA cycle has been used to

develop a performance measurement system, which consists of 4 main phases:

- Designing a performance measurement system
- Implementing a performance measurement system
- Reviewing the performance measurement system
- Improving performance

Summary of the Comparative Study of the Performance Evaluation System of Municipalities. According to the comparative study of the performance evaluation systems in the municipalities of Pretoria and Charlotte and during the study of the model used in the evaluation of municipal performance in the world's sample cities, the results are summarized in the following table:

Table.2: Performance evaluation system of sample municipalities in the world's countries

Performance Evaluation Model	Title	Row
(Modeling and Comparing Municipal Performance)	Municipalities of Ontario, Canada	1
Balanced Assessment Method	Municipalities of Charlotte	2
Balanced Assessment Method	Municipalities of Seattle (United States)	3
European Quality Foundation	Municipalities of Spain	4
Logic Model	Municipalities of the Philippines	5
Balanced Assessment Method	Municipalities of England	6
Balanced Assessment Model	Municipalities of Australia	7
Balanced Assessment Model	Municipalities of Finland	8
Performance Evaluation Model	Municipalities of Pretoria (South Africa)	9

Statistical population. A statistical population is a set of individuals or units that have at least one common attribute. Usually, in any research, the population under study is the statistical population whose variable attribute the researcher wishes to study. In this research, there are two types of statistical populations:

- All employees of the Urban Planning and Architecture Department of Regions 7 and 10 of Tehran Municipality, which are 90 people.
- Citizens of Regions 7 and 10 of Tehran Municipality use the services of the Urban Planning Department, which is considered an unlimited population.

Statistical sample. A statistical sample is a set of signs that are selected from a part, a group, or a larger community, in such a way that this set represents the characteristics of that part, group, or larger community. In this research, since part of the statistical population (managers and employees of the Urban Planning Department of Regions 7 and 10) was small and limited, the entire community was selected as a statistical sample. In other words, in part of this research, the census method was used for sampling. The statistical sample or sample size of this research for

experts in each region is 45 people. The permissible error level is usually considered to be 0.05, but in this study, because part of the society is made up of citizens and two regions are studied, the permissible error level is considered to be 0.09 in consultation with professors.

The sample of citizens for each region is 118. Therefore, 118 questionnaires were distributed among citizens in each region, 100 of which were returned to the researcher after completion.

Sampling method. Sampling is a process in which several units are selected in such a way that they are representative of the larger society from which they are selected. Various methods can be used for sampling, the most important of which are as follows:

- Simple random sampling
- Systematic sampling
- Stratified sampling
- Cluster sampling
- Staged sampling

In this study, a simple random method was used to select the sample, in which each person in the society is given an equal chance of being selected in the sample. This Region,

which is located in the center and heart of Tehran, has 5 Regions 16 neighborhoods, and an area of about 1536,800 square kilometers. Gorgan, Nizamabad, Abbasabad, Eshratyab, and Andisheh neighborhoods are among the famous neighborhoods of this Region (Norouzian, 2024). The population of Region 7 is more than three hundred thousand people. The population of Region 7 is 310,184 people. This Region had a negative growth rate during the years 2010-2020, which has gradually reduced its population decline. The population growth trend of the region during the years 2006-2013 was positive for the following reasons:

In the early 1970s, with the municipal self-sufficiency policy, Tehran Municipality started selling excess building density and earning income. Based on the resolution of the Supreme Council of Urban Planning and Architecture of Iran, municipalities with more than 200,000 people were allowed to increase building density by a maximum of 25 percent compared to the approved master plan. After the approval of this law in 2020, housing construction increased.

Another important factor that had a significant impact on the increase in construction was Resolution 269 dated 08/07/2020, which determined the density and floors up to seven floors depending on two factors: the width of the passage and the area of the land. The location of Region 7 in the central area of Tehran and the expansion of the central core, which has been accompanied by the change of residential uses to commercial-office uses, has had effects such as increased travel attraction to the region, a sharp difference between the night and day population, a lack of parking, etc. If the current trend continues and there is no proper planning for it in the coming years, it will lead to the depopulation of the residential fabric and the increase in commercial, administrative, and sometimes warehouse and workshop uses (Khanian et al., 2013).

This issue is in a situation where strengthening the residential function of the center of Tehran and improving the social fabric of residential areas within the framework of proper planning can be a fundamental measure to preserve, revive, and strengthen the social and cultural role of this center.

- Main problems of the region
- Declining residential values
- Lack of leisure facilities
- Existence of dilapidated fabrics
- Imbalance between day and night population
- Lack of green and open spaces

Introduction to Region 10 of Tehran Municipality. With an area of 817 hectares, Region 10 is the smallest Region of Tehran Municipality after Region 17 and has three Regions and ten councils. The population of the region is

about 320 thousand people with a gross population density of about 420 people per hectare, which is considered one of the most densely populated areas of Tehran among the 22 areas, and its population is four times the standard limit and twice the average density in Tehran. About one hundred thousand households live in this area, and women make up 49.15 percent and men make up 50.87 percent of the population of this area. 23.86 percent of the population of this area belongs to young people (between 19 and 24 years old) and 86.12 percent of the total population is literate (Gheitarani et al., 2024).

Main problems of the area:

- Over-density
- The existence of dilapidated fabric
- Severe lack of leisure spaces
- Severe lack of green space

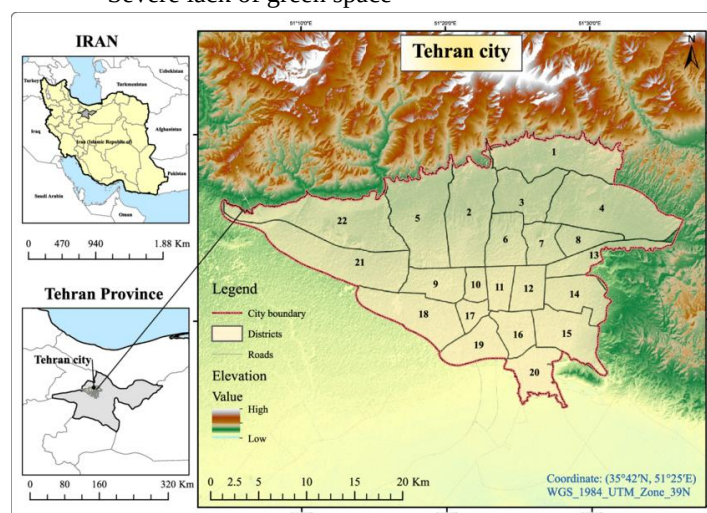


Fig.1: Location of Regions 4 and 8 of Tehran Municipality

IV. FINDINGS

After the researcher has collected, extracted, and classified the data and prepared the frequency distribution tables and distribution ratios, a new stage of the research process, known as the data analysis stage, must begin. This stage is very important in research because it reflects the great efforts and efforts of the past (Maleki et al., 2024). In the analysis stage, the important point is that the researcher must analyze the information and data in the direction of the research objective, answering the research question or questions. Main question: Is the performance of the Urban Development Deputy of Tehran Municipality Regions 4 and 8 desirable? The statistical equivalent of the main research question is defined as follows:

$$\begin{cases} H_0: \mu_1 = \mu_2 \\ H_1: \mu_1 \neq \mu_2 \end{cases}$$

The null hypothesis is equivalent to the fact that there is no interpretable difference in the degree of desirability of the overall performance of the organization in the two regions, and the first hypothesis is equivalent to the fact that the

achievement of the objectives of the municipal operational plan in the two regions is different.

Table.3: Two-sample independent t-test for the achievement of the objectives of the municipal operational plan in regions 4 and 8 from the perspective of citizens.

Significance level Sig.	t-statistic	Mean difference	Significance level Sig.	t-statistic	standard deviation	Average	Number	Group
0.175	1.36-	-0.193	0.000	9.916	1.00	5.99	100	Region 4
			0.000	11.87	1.00	6.18	100	Region 8

According to the table (3), the significance level obtained for the independent t-test is 0.175. Which is more than the error level considered by the researcher (0.05), so there is no reason to reject the null hypothesis. That is, the degree of desirability of the overall performance of the organization in the two regions does not have an interpretable difference. On the other hand, considering the averages obtained for the objectives of the municipal operational plan in two regions 4 and 8, both of which are more than the average level, and the significance levels obtained (0.000) are smaller than the error level of 0.05. Therefore, it can be concluded that from the perspective of citizens, the performance of the Urban Planning and Architecture Department in both regions 4 and 8 is in a desirable state (Naghbi Iravani et al., 2024).

Conclusion of the research questions from the perspective of citizens. From the perspective of the citizens of Regions 4 and 8 of Tehran, two dimensions (organizational learning and stakeholder satisfaction) derived from the municipal operational plan are in a desirable state, and there is no interpretable and significant difference between the averages of those dimensions in Regions 4 and 8. However, regarding the process excellence and stakeholder value dimensions, it can be said that the program goals in Regions 4 and 8 have not been achieved and are not in a desirable state (Norouzian, 2024). Prioritizing the dimensions of the Kanji scorecard from the perspective of the citizens in Region 4. The Friedman test is used to prioritize the dimensions:

Table 4: Friedman test for prioritizing the dimensions of the Kanji scorecard

Average rating	Average	Factors	Rank
3.14	6.42	Organizational Learning	1
2.63	6.00	Stakeholder Satisfaction	2
1.89	4.71	Process Excellence	3
1.56	4.53	Stakeholder Value	4
Significance level: 0.000			

As can be seen from Table (4), the desirability of the four dimensions of the indicators derived from the municipal operational plan in Region 4, in order of priority, are: 1. Organizational learning, 2. Stakeholders, 3. Process excellence, and 4. Stakeholder/financial value. On the other hand, given that the difference in the average between the first and fourth ranks is more than one unit, it

can be concluded that from the perspective of citizens, the performance of the Urban Development Department of Region 4 in the four dimensions is not balanced.

Prioritizing the dimensions of the Kanji Scorecard from the perspective of citizens in Region 8. The Friedman test is used to prioritize the indicators:

Table 5: Friedman test for prioritizing the dimensions of the Kanji Scorecard

Average rating	Average	Factors	Rank
3.12	6.57	Organizational Learning	1
2.99	6.30	Stakeholder Satisfaction	2
2.01	4.96	Process Excellence	3
1.61	4.60	Stakeholder Value	4
Significance level: 0.000			

As can be seen from Table (5), the realization of the four dimensions of the indicators derived from the municipality's operational plan in 2019 in Region 8, in order of priority, are: 1. Organizational learning, 2. Stakeholders, 3. Process excellence, and 4. Stakeholder/financial value.

On the other hand, given that the difference in the average between the first and fourth ranks is more than one unit, it can be concluded that from the perspective of citizens, the performance of the Urban Development

Department of Region 8 in the four dimensions is not balanced.

Testing research questions related to experts and specialists. In this section, the research questions are tested based on the data obtained and using statistical tests. First, the normality of the statistical population was tested using the Kolmogorov-Smirnov test. The results of this test are given in the table below (Karimimansoob et al., 2024).

Table 6. Kolmogorov-Smirnov test to examine the normality of the population

Beneficiaries	financial	Process Excellence	Organizational Learning		
90	90	90	90	N	
7.12	7.12	6.28	6.96	7.20	Normal Parameters(a,b)
1.19	1.19	1.21	1.11	1.58	
0.124	0.124	0.112	0.143	0.129	Most Extreme Differences
0.069	0.069	0.073	0.093	0.129	
0.124-	0.124-	-0.122	0.143-	0.115-	
1.17	1.06	1.35	1.22	Kolmogorov-Smirnov Z	
0.124	0.207	0.059	0.101	Asymp. Sig. (2-tailed)	

Given that the significance level obtained in the table (6) for the normality test of four variables (related to the section on examining the opinions of experts and specialists) is greater than the error level considered by the researcher (0.05), therefore, the statistical population of the study has a normal distribution. Given the normality of the statistical population, the Student's t-test with two independent samples is used to examine the research questions related to experts and specialists.

Main question: Is the performance of the Urban Development Deputy of Tehran Municipality Regions 4

and 8 desirable? The statistical equivalent of the main research question is defined as follows:

$$\begin{cases} H_0: \mu_1 = \mu_2 \\ H_1: \mu_1 \neq \mu_2 \end{cases}$$

The null hypothesis is equivalent to the fact that the level of desirability of the performance of the Urban Development Deputy in the two regions is not significantly different, and the first hypothesis is equivalent to the fact that the level of desirability of the performance of the Urban Development Deputy in the two regions is different.

Table 7: Two-sample independent t-test for the achievement of the objectives of the municipal operational plan in regions 4 and 8 from the experts' point of view

Significance level Sig.	t-statistic	Mean difference	Significance level Sig.	t-statistic	standard deviation	Average	Number	Group
0.929	0.09	0.02	0.000	12.07	1.02	6.84	45	Region 4
			0.000	9.72	1.25	6.81	45	Region 8

According to Table (7), the significance level obtained for the independent t-test is 0.929, which is higher than the error level considered by the researcher (0.05), so there is no reason to reject the null hypothesis. That is, the degree of desirability of the performance of the Urban

Development Deputy in the two regions is not significantly different. On the other hand, considering the averages obtained for the performances of the Urban Development Deputy in the two regions 4 and 8, both of which are higher than the average level, and the

significance levels obtained (0.000) are smaller than the error level of 0.05. Therefore, it can be concluded that the performance of the Urban Development Deputy in the two regions 4 and 8 is in a desirable state.

Conclusion of the test questions from the experts' perspective:

From the experts' perspective, the Urban Development and Architecture Deputy in regions 4 and 8 of Tehran city, four dimensions (organizational learning, process

excellence, stakeholder value, and stakeholder satisfaction) derived from the municipality's operational plan are in a desirable state. Also, according to the averages obtained, the performance of the deputy in two regions 4 and 8 did not have an interpretable difference (Khanian et al., 2019). Prioritizing the dimensions of the Kanji scorecard from the perspective of experts in region 4. The Friedman test is used to prioritize the dimensions:

Table 8: Friedman test for prioritizing the dimensions of the Kanji scorecard

Average rating	Average	Factors	Rank
2.97	7.14	Organizational Learning	1
2.91	7.10	Stakeholder Satisfaction	2
2.67	7.02	Process Excellence	3
1.46	6.31	Financial	4
Significant Level: 0.000			

As can be seen from Table (8), the degree of desirability of the four dimensions of the performance of the municipal urban development department in Region 4, in order of priority, are:

- Organizational learning, 2. Stakeholders, 3. Process excellence, and 4. Stakeholder/financial value.

Prioritizing the dimensions of the Kanji scorecard from the perspective of experts in Region 8

The Friedman test is used to prioritize the indicators:

Table 9: Friedman test for prioritizing the dimensions of the Kanji scorecard

Average rating	Average	Factors	Rank
3.18	7.26	Organizational Learning	1
3.08	7.15	Stakeholder Satisfaction	2
2.39	6.90	Process Excellence	3
1.36	6.25	Stakeholder Value	4
Significance level: 0.000			

As can be seen from Table (9), the degree of desirability of the four dimensions of the performance of the Urban Planning and Architecture Department of the Municipality in Region 8, in order of priority, are: 1. Organizational learning, 2. Stakeholders, 3. Process excellence, and 4. Stakeholder/financial value.

- Prioritizing the performance of the Urban Planning and Architecture Department from the

perspective of experts / Answer to the open research question

- Prioritizing the performance of the Urban Planning and Architecture Department from the perspective of experts in Region 4 / Answer to the open research question

Table 10. Prioritizing the needs of stakeholders in Region 4

Percentage	Frequency		
37.8	17	1.00	Priority
24.4	11	2.00	
17.8	8	3.00	

20.0	9	4.00	
100.0	45	Total	

Answer to the main research question from the perspective of citizens and experts of the Urban Development Deputy of Region 4. Is the performance of the Urban Development Deputy of Region 4 Municipality of Tehran desirable? The statistical equivalent of the main research question is defined as follows:

$$\begin{cases} H_0: \mu_1 = \mu_2 \\ H_1: \mu_1 \neq \mu_2 \end{cases}$$

The null hypothesis is equivalent to the fact that the average desirability of the indicators of organizational learning, process excellence, stakeholder value, and stakeholder satisfaction in Region 4 is not significantly different from the perspective of citizens and experts. The first hypothesis is equivalent to the fact that the average desirability of these indicators in Region 4 is different from the perspective of citizens and experts.

Table 11: Independent two-sample t-test for the realization of the indicators in Region 4 from the perspective of citizens and experts

Significance level Sig.	Statistics t	Average difference	Standard deviation	Average	Number	Group	Indicators
.002	3.07	0.72	1.40	7.14	45	Experts	Organizational Learning Process Excellence
			1.25	6.42	100	People	
.000	7.13	2.31	1.03	7.02	45	Experts	Stakeholder Value
			1.05	3.23	100	People	
.060	5.89	1.78	1.14	6.31	45	Experts	Indicators Organizational Learning
			1.36	1.59	100	People	
.000	5.31	1.09	1.06	7.10	45	Experts	Process Excellence
			1.17	6.00	100	People	

According to Table (11), the significance levels obtained for the independent t-test for the indicators (organizational learning, process excellence, stakeholder satisfaction) are lower than the error level considered by the researcher (0.05). Therefore, in these three indicators, given that the average obtained is related to experts more than citizens. It can be said that experts have considered the observance of these three indicators by the municipality better than

citizens, but for the stakeholder value index, given that the significance level obtained (0.06) is higher than the error level considered 0.05.

Therefore, it can be said that the average of the stakeholder value indices in Region 4 does not have an interpretable and significant difference from each other in the opinion of experts and citizens.

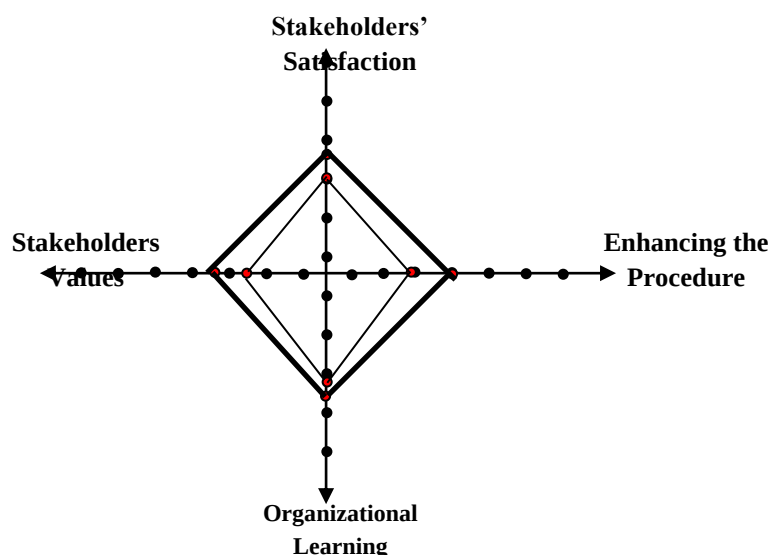


Fig.2: Comparison of the average indicators of the Kanji scorecard dimensions in Region 4 from the perspective of citizens and experts

According to Figure (2), the average of the Kanji scorecard dimensions from the perspective of experts (the Figure with thicker lines) is balanced, meaning that the performance of the deputy in the four dimensions of the Kanji scorecard was similar. It can be said that the Figure related to citizens is also almost balanced. It is also clear

from considering the Figures that the average of citizens' opinions is lower than the average of experts' opinions.

V. RESULTS

Prioritization of research components in Region 4. The Friedman test is used to prioritize research components in region 4:

Table 12: Friedman test for prioritizing research components

Average Rank	Factors	Rank
9.91	Citizen satisfaction	1
8.77	Participation	2
8.12	Innovation in service delivery	3
7.98	Outsourcing of activities	4
7.84	Training	5
7.33	Development and improvement of the deputy's services	6
7.28	Efficiency and effectiveness of the deputy's urban development systems	7
6.60	Improvement of staff skills	8
5.91	Deputy staff satisfaction	9
5.72	Encouragement of public participation	10
5.32	Increase in revenue	11
2.12	Reduce costs	12

As can be seen from Table (12), the research components in Region 4 are listed in order of priority.

Prioritizing organizational learning components in Region 8. The Friedman test is used to prioritize organizational learning components in Region 8:

Table 13: Friedman test for prioritizing organizational learning indicators

Average rating	Average	Factors	Rank
3.49	12.319	Innovation in the provision of new services	1
2.27	6.744	Participation	2
2.21	6.620	Training	3
2.03	6.350	Improving staff skills	4
Significance level: 0.000			

As can be seen from Table (13), the organizational learning components of the municipality in Region 8, in order of priority, are: 1. Innovation in service delivery, 2. Participation, 3. Training, 4. Improving employee skills.

Prioritizing research indicators in Region 8. The Friedman test is used to prioritize research components in Region 8:

Table 14: Friedman test for prioritizing research components

Average Rank	Factors	Rank
9.02	Improving staff skills	1
8.88	Citizen satisfaction	2
8.38	Participation	3
8.17	Outsourcing activities	4
8.13	Innovation in new services	5
7.92	Training	6
7.64	Development and improvement of the deputy's services	7
6.72	Deputy staff satisfaction	8
6.40	Efficiency and effectiveness of the deputy's urban development systems	9
4.89	Encouraging public participation	10
4.67	Increasing revenue	11
2.47	Reducing costs	12

As can be seen from Table (14), the research components in Area 8 are listed in order of priority.

Pearson Correlation Coefficient Between Kanji Scorecard Dimensions.

In the Pearson correlation coefficient between organizational learning, process excellence,

stakeholder/financial value, and stakeholders, it is calculated pairwise to determine whether by strengthening or weakening one of the dimensions, the other dimensions are also strengthened or weakened.

Table 15: Calculation of Pearson Correlation Coefficient Between Kanji Scorecard Dimensions

Stakeholder Satisfaction	Stakeholder Value	Process Excellence	Organizational Learning		
0.755	0.755	0.716	0.716	1	Organizational Learning Process Excellence
0.000	0.000	0.000	0.000	290	
290	290	290	290	0.716	
0.738	0.738	0.673	1	0.000	Stakeholder Value
0.000	0.000	0.000	0.000	290	

290	290	290	290	0.716	Stakeholder Satisfaction Organizational Learning
0.728	0.728	1	0.673	0.000	
0.000	0.000	0.000	0.000	290	
290	290	290	290	0.755	
1	1	0.728	0.738	0.000	Process Excellence
	290	0.000	0.000	290	
290	-	290	290	-	

VI. CONCLUSION

According to the above table, it can be said that the dimensions of the scorecard (organizational learning, process excellence, stakeholder/financial value, and stakeholder satisfaction) have a meaningful relationship with each other and affect each other in case of strengthening or weakening. The obtained significance level is 0.000, which is smaller than the considered error level of 0.05. In this study, titled "Evaluation of the Performance of the Urban Planning and Architecture Department of Tehran Municipality Using the Kanji Scorecard (Comparative Comparison of Tehran Municipality Regions 4 and 8)", the performance of the Urban Planning Department of Tehran Municipality was examined and analyzed from the perspective of the department's experts and the perspective of citizens. The sample size of citizens was determined as 200 (100 in Region 4 and 80 in Region 8) and experts as 90 (45 in Region 4 and 45 in Region 8).

The research conducted had 4 sub-questions and one main question that were formulated based on the conceptual model of the research. The necessary information in the present study was obtained using library study methods including books, articles, magazines, and the use of the Internet, as well as a questionnaire (after confirming its validity and reliability). The analysis and analysis of the data collected through the questionnaire was carried out at two levels: descriptive analysis and inferential analysis. Level of Analysis Descriptive analysis included descriptive analysis of demographic data (region, gender, age, level of education, type of job, residence status, and years of residence or employment in the neighborhood) and descriptive analysis of research-specific data (frequency, frequency percentage). At the inferential analysis level, in the first step, the reliability of the collected data was tested to determine the extent to which the questionnaire questions had an internal correlation. For this purpose, Cronbach's alpha coefficient was calculated. In the next step, using descriptive statistics, the collected information was summarized by preparing a frequency

distribution table and shown with the help of a change Figure.

Using SPSS software, the distribution of data was tested using the Kolmogorov-Smirnov test. After ensuring the normality of the data distribution, the research variables were measured using the one-sample t-test. Finally, using an independent t-test, comparisons were made between the research variables between regions 4 and 8, as well as between experts and citizens, and using the Friedman test, the variables were ranked from the expert and citizens' perspectives in both regions.

In the inferential section:

First, the normality of the statistical population of citizens and experts was tested separately using the Kolmogorov-Smirnov test, and it was determined that the data of both populations were normal. In the next stage, the research questions were examined and tested from the citizens' perspective using the two-sample t-test. Two sub-questions and the main question of citizens were rejected. That is, we concluded that from the perspective of citizens of the two regions, there is no significant difference between the level of desirability of organizational learning indicators and stakeholder satisfaction. On the other hand, these indicators are in a favorable situation in both regions. However, regarding process excellence and stakeholder value, citizens believe that the level of desirability of these two dimensions in the two regions does not differ significantly and is almost the same. Since the values obtained for these two dimensions were lower than the average level, it was concluded that the citizens of the two regions believe that these two dimensions are not in a favorable state.

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The Impact of Civil Financial Markets on Environmental Quality

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Received: 14 Jan 2025; Received in revised form: 17 Feb 2025; Accepted: 22 Feb 2025

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Abstract— *Background and Aim: In the financial development process, financing various projects, including environmental projects, is possible with greater ease and lower cost. Financial development by providing the necessary financial resources to form more equipped and advanced research and development units, as well as the possibility of accessing more efficient and environmentally friendly technologies that require more financial resources, the possibility of attracting foreign investment with pollution. Developed countries, on the other hand, tend to emit their polluting industries to countries with poorer environmental standards. The result of the arrival of this type of foreign direct investment in the host country is an increase in pollution. In this regard, the main purpose of this paper is to investigate the impact of financial markets on air pollution as an indicator of environmental quality in selected middle-income countries. Methods: The present study is applied, causal research in terms of the inferential research method. The method and tool of collecting information and statistical sources is also the method of written documents, electronic information, and recording showed that - Results: The results of model estimation in Isfahan's environment using the fixed effects method in the group of selected countries in 2015, the ratio of domestic credits granted to the private sector (% of GDP) as an indicator of money market and exchange rate in Isfahan in 2022. As an indicator of environmental quality in Isfahan's second municipality region, the volume of stock market transactions as an indicator of the capital market has a positive and significant effect on the emission of CO₂ in the group of selected middle-income countries. In other words, financial development has increased pollution in middle-income countries. The effect of the ratio of domestic credits granted to the private sector (% of GDP) as an indicator of the money market on more than the ratio of stocks exchanged to the volume of stock market transactions as an indicator of the capital market in selected countries.*

Keywords— *Financial Markets, Environmental Quality, Panel Models, Isfahan.*

I. INTRODUCTION

Financial markets as a vital artery for attracting, accumulating, and transferring capital and providing long-term financial resources needed for product production and service activities. Financial markets, according to some economists, are the engine of economic growth. Financial markets are considered because of their key role in gathering resources through small and large savings in the national economy, optimizing the flow of financial resources, and directing them to the costs and investment needs of productive sectors of the economy (Aghazadeh

Dizaji., 2017). The positive effects of financial markets on economic development, including increasing investment incentives by reducing risk, risk pricing and facilitating liquidity risk, equipping and mobilizing deposits, etc., are so great and sensitive that some economists believe that the difference between developed and underdeveloped economies is not in the advanced technology of developed countries but the existence of integrated financial markets.

Studies show that the level of development of financial markets, especially the stock market, and the impact they have on corporate financing and the choice of corporate

financing methods, ultimately have a (dramatic effect on economic growth) 1 bank and capital market Are the main financial markets (Arash Sohrabi, 2024 a, b). Financial markets are the brain of the economic system and the main center of decision-making. If these markets fail, the functioning of the economic system as a whole will suffer. Therefore, the development of financial markets is one of the important factors that can play a key role in achieving rapid and continuous economic growth. The importance of developing the financial sector and having an efficient financial sector is reflected in equipping financial resources for investment, encouraging the inflow and equipping of foreign capital, and optimizing the resource allocation mechanism.

The development of financial markets in two ways: the effect of level 4 and the effect of efficiency 5 increases economic growth by increasing investment (Dizaji, 2024, a, b). The level effect shows that the development of the financial sector directs resources from inefficient projects to productive investments. Transparency in financial market regulations, such as compliance with accounting standards and reporting systems, increases investor confidence, which is very important in attracting investors. The efficiency effect also shows that with the development of financial markets, diversity, and liquidity increase, and resources are directed to high-yield projects (Naghbi Iravani et al., 2024).

II. THEORETICAL

Financial markets as a vital artery for attracting, accumulating, and transferring capital and providing long-term financial resources needed for product production and service activities. Financial markets, according to some economists, are the engine of economic growth. Financial markets are considered because of their key role in gathering resources through small and large savings in the national economy, optimizing the flow of financial resources, and directing them to the costs and investment needs of productive sectors of the economy (Naghbi Iravani et al., 2024). The positive effects of financial markets on economic development, including increasing investment incentives by reducing risk, risk pricing and facilitating liquidity risk, equipping and mobilizing deposits, etc., are so great and sensitive that some economists believe that the difference between developed and underdeveloped economies is not in the advanced technology of developed countries but in the existence of integrated financial markets.

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Studies on the factors affecting environmental pollution began when environmental pollution was raised as an economic and social issue. Most researchers believe that factors such as economic growth, energy consumption, foreign trade, and population growth play a decisive role in the spread of pollution, among which, economic growth is one of the important factors in terms of the source and source of environmental impacts; Because the increase in economic growth, in addition to extracting more natural resources, leads to an increase in the release of undesirable and polluting emissions, which leads to the destruction of the environment (Dizaji et al., 2023).

Achieving the desired economic growth is impossible without efficient financial institutions and proper equipping of financial resources. Most studies that have examined the relationship between economic growth and the environment are based on the Kuznets hypothesis (Gheitarani et al., 2024). In 1955, Kuznets proposed the idea of an inverse relationship between environmental quality and U-level per capita income, which became the basis of Kuznets's environmental hypothesis (Norouzian, 2024). This relationship is relatively similar to the

argument that with increasing per capita income, the environmental impact of economic activity first increases and then reaches a maximum and decreases after reaching the peak. 6) Proponents of the Kuznets environmental hypothesis argue that at high levels of financial and economic development, the economic structure shifts to new industries, technologies, and services, and the composition of polluting inputs and energies is modified (Norouzian and Gheitarani, 2023).

Also, environmental awareness is gradually increased, more useful environmental laws are enacted and enforced, and the quality of the environment is improved. In this regard, financial markets can encourage investors to invest in the shares of companies that pay special attention to environmental protection by valuing the shares of companies, and thus encourage financial development to protect and guide the quality of the environment (Mohammad Mehdi Norouzian et al., 2024). Financial development by providing the financial resources needed to form more equipped and advanced research and development units, as well as the possibility of accessing more efficient and environmentally friendly technologies that require more financial resources, the possibility of attracting more foreign direct investment combined with pollution. Provides less. Thus, for a certain level of economic growth, less pollution is created.

On the other hand, financial development, due to equipping financial resources and making it possible to access more efficient technologies in the field of energy consumption, by reducing the intensity of energy consumption or increasing energy efficiency, brings more economic growth and less pollution. As a result, financial development prevents further environmental degradation at the rate at which it promotes economic growth through direct foreign investment and more efficient energy consumption. Since the majority of environmental activities belong to the public sector, the ability to increase such investments can be important for governments at the national, regional, and even global levels.

III. METHODOLOGY

The developed financial sector can increase technological innovations. Therefore, it significantly reduces the emission of pollutants. Financial markets are an important tool in reducing emissions because they can facilitate the process due to the financing of environmentally friendly investment projects. Developed countries, especially those active in polluting industries, are mainly inclined to send their polluting industries to countries with lower environmental standards (Zakerhaghighi et al., 2015). This is often done in the form of foreign trade and direct

investment. As a result of the influx of foreign direct investment into the host country with low levels of environmental standards, which often have low incomes, pollution is increasing (Karimimansoob et al., 2024).

According to Grossman 1, foreign direct investment affects the quality of the environment by changing the composition of production and based on Rybinski's theory. According to Rybinski's theory, the accumulation of human capital leads to the growth of clean industries and thus reduces pollution, and in contrast to the growth of physical capital, increases polluting industries and leads to increased pollution. Thus, in the early stages of economic development, countries grow through the accumulation of physical capital, and in the later stages of economic development, they continue to grow through the acquisition of efficient manpower (Ghadarjani et al., 2013).

Therefore, with the accumulation of capital in the early stages of economic development, pollution increases, and with the growth of per capita income and the movement of the economy from the industrial sector to services and the use of manpower instead of capital, pollution. (2017) In this group, the results of the study of the meter and colleagues of the GCC countries in the period 1980 GDP, CO2011 showed that between the emission of domestic gas, financial development in the long run (Dehghan et al., 2024). Also in Oman, UAE, and Kuwait a long-term causal relationship between financial development and bilateral gas emissions, and the UAE, Saudi Arabia, and Kuwait a long-term one-way causal relationship between energy consumption and emissions 2017 using (there are) 7 (H) et al., CO2 gas model 2, self-explanation with distribution interruptions in Pakistan in Figure U 2011 found that there is a relationship - 1971 time period and energy consumption (Sarabi et al., 2023). Inverse co between gas emission 2 also Granger causality results indicate a one-way causality of energy consumption co, trade openness, and financial development to gas emissions 2 and a two-way causality relationship between energy consumption and financial development in (2012 Using the test - Turkey in the period 1971 Granger causality shows a long-term relationship between industrialization (Farrokhirad & Gheitarani, 2024).

Findings also show that financial development and gas emissions show a one-way relationship between financial development and gas emissions in a 2011 study, Shahbaz et al. examined the relationship between financial development and the factors affecting carbon dioxide emissions in Pakistan. The results showed that since financial development is related to other factors affecting emissions such as economic growth and foreign trade,

CO₂ other studies that have examined the effect of these factors on the environmental quality of Pakistan without considering the factor of financial development, in Estimation of coefficients is magnified. That financial development has led to a reduction in environmental pollution (GHADARJANI, & GHEITARANI, 2013).

Income, energy consumption, and trade liberalization are also major drivers of carbon dioxide emissions in the long run. In addition, the results indicate the existence of the Kuznets environmental curve in China (Tamazian 6), (Examining the link between financial development and) and Bhaskara Rao (2010). Environmental quality and financial development and institutional quality in 24 emerging economies. Transition using the generalized torque method the results in 2004 confirm the Kuznets environmental hypothesis and the importance of financial development and institutional quality in environmental quality (Norouzian & Gheitarani, 2023).

According to the results of this study, if financial liberalization is not carried out in a strong institutional framework, it will be harmful to environmental quality. The United States, Japan, Brazil, India, and Russia, it was named as the country with the highest share of gas emissions. The results showed that higher levels of economic growth and financial development in these countries have reduced environmental pollution (Gheitarani et al., 2024). Also, if the necessary policies are **CO₂ emissions (metric tons per)**:

$$CO2METRIC_{it} = \beta_0 + \beta_1 PRIVATE_{it} + \beta_2 STOCK_{it} + \beta_3 QG_{it} + \beta_4 GDP_{CON2011_{it}} + \beta_5 TELEPHONE_{it} + U_{it}$$

Model specification and estimation in this paper using theoretical foundations and experimental studies 2009 (for 2011), Tasmanian et al. 2 (Jalil and Fereydoun).

Table 1- Study of meaning and anonymity of variables in the group of selected countries

Result	P-value insignificant level (t value)- first comparison	P-value insignificant level (t value)	Single root test	Variable
I (0)- Stable	-	-1.69478 (0.0451)	m, Pesaran, Shin	CO2METRIC
I (1)- Stable	-5.22266 0.0000	1.83923 (0.9671)	m,Pesaran,Shin	PRIVATE
I (1)- Stable	-8.57677 (0.0000)	2.68563 (0.9964)	m, Pesaran, Shin	GDPCONS2011
I (1)- Stable	-5.59927 (0.0000)	1.45165 (0.9267)	m, Pesaran, Shin	TELEPHONE
I (0)- Stable	-	-3.96884 (0.0000)	m,Pesaran,Shin	STOCK
I (0)- Stable	-	-1.60782 (0.0539)	m,Pesaran,Shin	QG

As can be seen in Table 1, based on the statistics of Shin Sons, gas emissions, environmental quality, the ratio of

taken for financial freedom, it can be expected that by attracting higher levels of resources, attracting foreign direct investment in the research and development activities of the mentioned countries will reduce environmental pollution in 2009 (in the country). The results of the 2005 study by Halicioglu show that revenue, - Turkey in the period 1960 had the greatest effect on gas emissions in 2001-2002 and also in the period 1995 (also Talukdar and Meissner 1987) Private sector participation in A developing economy causes less environmental degradation (Norouzian et al., 2024).

Also, more efficient capital markets and partnerships with developed economies in private sector development will further reduce environmental degradation. In a study by Behboodi and Goladani (2014), they examined the effect of economic growth on environmental pollution in 21 2004 in oil-rich countries, including Iran in the 1980s. The model, Kuznets's environmental hypothesis, was confirmed. The results of a 2007 study by Asgharpour et al. The results also show that there is a relationship between economic growth and emissions. From N in the studied countries, in the form of gas 2, therefore, the most important political recommendation of this study is to further develop the financial sector to improve the quality of the environment in the studied countries (Niloufar Akbarzadeh et al., 2016; Samami et al., 2024).

exchanged stocks to the volume of stock market transactions as a capital market index, and the quality of

governance index at the level of the number of fixed telephone subscribers per 100 people, real GDP and the ratio of domestic credit granted to the private sector (% of GDP) as a money market indicator with a one-time margin difference (Khanian et al., 2013). Hence, the null hypothesis that there is a single root is rejected. As a result, the stability of the data used in the paper is confirmed before estimating the model. The results of the co-integration test in Table 2 also show that there is a long-run relationship between the variables used in the model.

Table 2 - Co-integration test results

P-value	t-Statistic	
0.0447	-1.698971	Kao test

To estimate equation (1), it is first necessary to determine the type of estimation method for a specific type of panel data. Table (3) Hypothesis 0 of the F-test the number of statistics based on the ordinary least squares method is rejected. As a result, constrained regression (ordinary least squares) is not valid and the width of different sources of fixed or random effects method should be considered in the model. Then, the Hausman test was used to test the model using the fixed or random effects method (Naghbi Iravani, 2024).

Done. Reviews this test uses the software obtained from the performance. According to the statistics of 2 calculations for this regression in Table 3 (the null hypothesis based on the use of the random method is rejected. These constant effects are confirmed for model estimation, the results of which are presented in Table 3.

Table 3 - Results of estimating the impact of financial markets on environmental quality using the fixed effects method in the group of selected countries (CO) dependent variable: gas emissions 2

Fixed effects method	
Coefficient (t) statistics (p-value)	Explanatory variables
-2.469710- 25.51095 (0.0000)	C
0.022067- 19.57809 (0.0000)	PRIVATE
(0.000637) 3.200322 (0.0015)	STOCK
0.000106- 34.46254 (0.0000)	GDPCONS2011

-2.345890 -16.30290 (0.0000)	QG
(0.085760) 35.71770 (0.0000)	TELEPHONE
0.847158	R2
345.7561 (0.0000)	F Statistics
F- 29.277 = 165.189561 P-value = (0.0)	Limer F Statistics
CHISQ-5= 13.515515 P- value = (0.01)	Hausmann test statistics

IV. RESULTS

In the group of selected middle-income countries using the fixed effects method in Table. 3 show: The ratio of domestic credits to the private sector (% of GDP) as a money market indicator has a positive effect and as an indicator of the quality of the environment has a significant effect on biogas emissions in selected middle-income countries. Therefore, the hypothesis of a significant relationship between domestic credit granted to the private sector (% of GDP) as an indicator of quality, money market index, and environmental gas emissions cannot be rejected. The ratio of exchanged stocks to the volume of stock market transactions as a capital market index has a positive and significant effect on emissions as an indicator of environmental quality in the co-gas group of the two selected middle-income countries.

Therefore, the hypothesis of a significant relationship between the ratio of traded stocks to the volume of stock market transactions as an indicator of the capital market and gas emissions as an indicator of environmental quality cannot be rejected by CO₂ (Norouzian & Sarabi, 2023). The effect of the ratio of domestic credits granted to the private sector (% of GDP) as an indicator of the quality of the money market environment co on biogas emissions in the group of selected middle-income countries more than the ratio of exchanged stocks to the market volume The stock market is an indicator of the capital market (Norouzian and Gheitarani, 2023). This indicates that the money market has been more inefficient than the capital market and has not had adequate and precise oversight of domestic lending.

While in the capital market, underwriting companies must obtain the necessary permits from the Environmental Protection Agency for their industrial activities. Real GDP has a positive and significant effect • As an indicator of the quality of the environment, CO₂ has a bio-release in the group of selected countries. At low levels of economic growth, the amount and severity of environmental

degradation due to economic activities are higher (Maleki et al., 2024). Because agricultural activities and the intensity of resource extraction and subsequent industrialization cause depletion of resources and waste production) 17 Governance quality indicators have a negative and significant effect on dissemination (Gheitaranyet al., 2013). Good governance is an important and influential factor in moving towards a healthy environment for humans and creating a vibrant and dynamic ecosystem. Improving the six governance indicators is positively related to the quality of performance of governments and nations to protect the environment and ecosystem health.

Among other things, the improvement of the right to comment and accountability index creates conditions in society that oblige the authorities to implement policies such as improving the quality of water and sewage systems, providing safe drinking water, and improving air quality, which is among the basic concepts of civil rights (Khanian et al., 2019). Improving indicators of corruption control, government effectiveness, and the rule of law will also help implement policies to preserve wildlife and forests through a crackdown on smuggling and poaching, and political stability will help policymakers focus on issues. The environment and the dynamics of the ecosystem are absorbed (Kahvand et al., 2015). The CO2 emission coefficient of determination indicates that more than eighty • As an indicator of CO2 quality, the percentage of changes in environmental gas emissions 2 in the group of selected middle-income countries is explained by the independent model variable (Mehdi Norouzian, M., & Gheitarani, N. 2024).

V. CONCLUSION AND DISCUSSION

Achieving optimal economic growth is impossible without efficient financial institutions and proper equipping of financial resources. The role and importance of the financial system in the process of economic growth and development of countries are such that the difference between developed and underdeveloped countries in the degree of efficiency and effectiveness of their financial system can be sought (19). Financial systems are made up of a variety of financial markets, instruments, and products. The financial sector includes various markets such as money and capital markets. Hence, financial development is a multifaceted concept that in addition to the development of the banking sector, other dimensions such as non-bank financial sector development, monetary sector development, monetary policy, banking regulation and supervision, financial sector openness, and institutional environment.

Financial markets can be an important tool in reducing emissions because they can facilitate the process by financing environmentally friendly investment projects. Thus, the developed financial sector improves the quality of the environment by encouraging firms to use new technologies. Developed countries, on the other hand, especially those involved in polluting industries, tend to emit their polluting industries to countries with poorer environmental standards. As a result of the influx of foreign direct investment into the host country with low levels of environmental standards, which often have low incomes, pollution is increasing. In this regard, in this paper, the impact of financial markets on the quality of the environment was investigated. The results of this study in the group of selected middle-income countries in 2000 showed that the ratio of credits - 2015 domestic period granted to the private sector (% of GDP) as an indicator of the money market and the ratio of shares exchanged to the volume of stock market transactions.

A capital market index as a co-index has a positive and significant effect on gas emissions 2 environmental quality in the group of selected middle-income countries. Coordinated with the results of Jalil and 2009 studies (Asgharpour and (2011), Tasmanian et al. (Fereydoun et al.) 2013. Lotfalipour et al. Showed that financial development increased pollution in 2011 (Tamazian (Environment and Studies Jalil and Fereydoun 22009 (Asgharpour et al. 2013) showed (and colleagues 3 that the development of financial markets reduces environmental pollution). A developed financial sector can increase technological innovations in the energy sector and thus significantly reduce emissions. Since most of the countries studied in this paper have used the credits granted to extract more of their natural resources, and since the extraction of resources is associated with increased pollution.

Therefore, to increase their profitability by extracting more natural resources, these countries have caused more environmental pollution. Also, the financial system in this group of countries is inefficient and does not have strict laws on the prevention of environmental pollution, so the growth of economic activity is associated with more pollution. The effect of the ratio of domestic credits granted to the private sector (% of GDP) as a money market indicator on gas emissions 2 as an indicator of environmental quality in the group of selected middle-income countries is greater than the ratio of exchanged shares to stock market volume As an indicator of the capital market. This indicates that the money market has been inefficient in comparison with the capital market and has not had sufficient and precise supervision in granting domestic credit. While in the capital market, underwriting

companies must obtain the necessary permits from the Environmental Protection Agency for their industrial activities. According to the results of this paper, the following suggestions are presented. Reducing the size of the government and creating the necessary conditions for greater participation of the non-governmental sector Increasing public awareness of various segments of the population through public media to prevent environmental pollution Preventing the attraction of foreign investment in polluting industries. Development and allocation for training, formation, and development of environmental protection organizations.

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Spatial Distribution and Analysis of Crime in Haryana: A Geographical Perspective

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Received: 22 Jan 2025; Received in revised form: 19 Feb 2025; Accepted: 25 Feb 2025

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Abstract— The present research explores the regional patterns and intensities of IPC crimes across the districts of Haryana over ten years from 2013–14 to 2023–24. Utilizing official data from the NCRB and Statistical Abstracts of Haryana, the analysis highlights the uneven distribution of crime rates across the state. Districts such as Gurugram, Faridabad, Hisar, Karnal, and Panipat have emerged as high-crime zones, recording substantial increases in total IPC cases. Urbanization, population density, socio-economic changes, and improved reporting mechanisms are identified as key factors contributing to the rise. Conversely, districts like Bhiwani and Nuh show comparatively lower increases, though underreporting may be a factor. The use of geographical tools and spatial mapping brings clarity to the concentration and spread of criminal activity, aiding in the identification of crime hotspots. This spatial analysis underscores the importance of localized policing, preventive planning, and socio-economic interventions in curbing crime. The findings provide valuable insights for policymakers, law enforcement agencies, and researchers to devise data-driven strategies tailored to district-specific crime trends, thereby enhancing public safety and governance efficiency across Haryana.

Keywords— Population Density, Law Enforcement, Policy Makers.

I. INTRODUCTION

Understanding crime through a geographical lens is a crucial approach in modern social science, particularly when examining patterns across a rapidly transforming region like Haryana. The spatial distribution and analysis of crime offer deeper insights into where crimes occur, why certain regions experience higher incidences than others, and how socio-economic, infrastructural, and urbanization factors contribute to crime rates. Haryana, located in northern India, has seen dynamic changes in its economic, social, and demographic structure over the past few decades. With 22 districts encompassing both densely urbanized areas, such as Gurugram and Faridabad, and traditionally agrarian regions like Jind, Hisar, and Rohtak, Haryana provides a rich landscape to study the spatial dimensions of crime.

Recent statistics have highlighted interesting trends in Haryana's crime scenario. For example, as per the Haryana Police Department and the National Crime Records Bureau (NCRB), there was a 14.62% reduction in overall FIRs registered in the state in 2024 compared to 2023. This includes a decline in heinous crimes such as murder

(down by 8.9%), rape, and dowry deaths. Despite these improvements, crimes against women remain a major concern, with over 9,488 cases registered in 2024 alone. Districts like Sonapat, Rohtak, Jhajjar, Hisar, Gurugram, and Mewat have consistently reported higher rates of violence against women, theft, and property-related crimes. These trends suggest that crime in Haryana is not uniformly distributed but is concentrated in specific urban or semi-urban clusters, often near transport hubs, industrial belts, or rapidly urbanizing zones. This uneven distribution forms the basis for a geographical analysis that can explain spatial patterns and recommend targeted interventions.

Spatial analysis helps uncover such clusters of crime, termed "hotspots," by using techniques like Geographic Information Systems (GIS), Kernel Density Estimation (KDE), and spatial autocorrelation (e.g., Moran's I). These tools provide the ability to map, visualize, and analyze crime data at the district, block, or ward level. For instance, GIS mapping of crime data in Gurugram may reveal that most thefts and assaults occur near transportation corridors, market areas, or poorly lit suburban settlements. Similarly, KDE techniques could identify high-density crime zones in Rohtak or Faridabad,

helping authorities deploy resources more effectively. These spatial methods are supported in Haryana by organizations like the Haryana Space Applications Centre (HARSAC), which offers remote sensing and GIS services and could significantly enhance the study and mapping of crime across the state.

The necessity of spatial crime analysis in Haryana is underscored by the state's unique geographical and socio-economic fabric. It shares borders with high-crime zones such as Delhi and western Uttar Pradesh, making inter-state crime spillover a persistent issue. Moreover, rapid urbanization in cities like Gurugram, where real estate and population growth have outpaced infrastructure and law enforcement expansion, contributes to increased crime rates. Migrant labor populations, unequal wealth distribution, and the decline of traditional joint-family structures have also influenced the social environment, sometimes contributing to property crimes, youth delinquency, and gender-based violence. In rural belts, issues such as caste-based violence, land disputes, and honor killings remain prevalent, showing a different spatial dimension of crime compared to urban centers.

From a policy and planning perspective, this geographical approach is highly valuable. By identifying specific high-crime localities, government and police authorities can implement targeted safety measures such as increasing street lighting, installing CCTV surveillance, improving road networks, and strengthening local police stations. For instance, recent efforts like "Operation Akraman" by the Haryana Police, focused on organized crime and gang networks, were more effective in areas with clearly mapped crime histories. Similarly, mapping areas where crimes against women are more frequent can lead to safer public transport routes, emergency call points, and enhanced community policing programs.

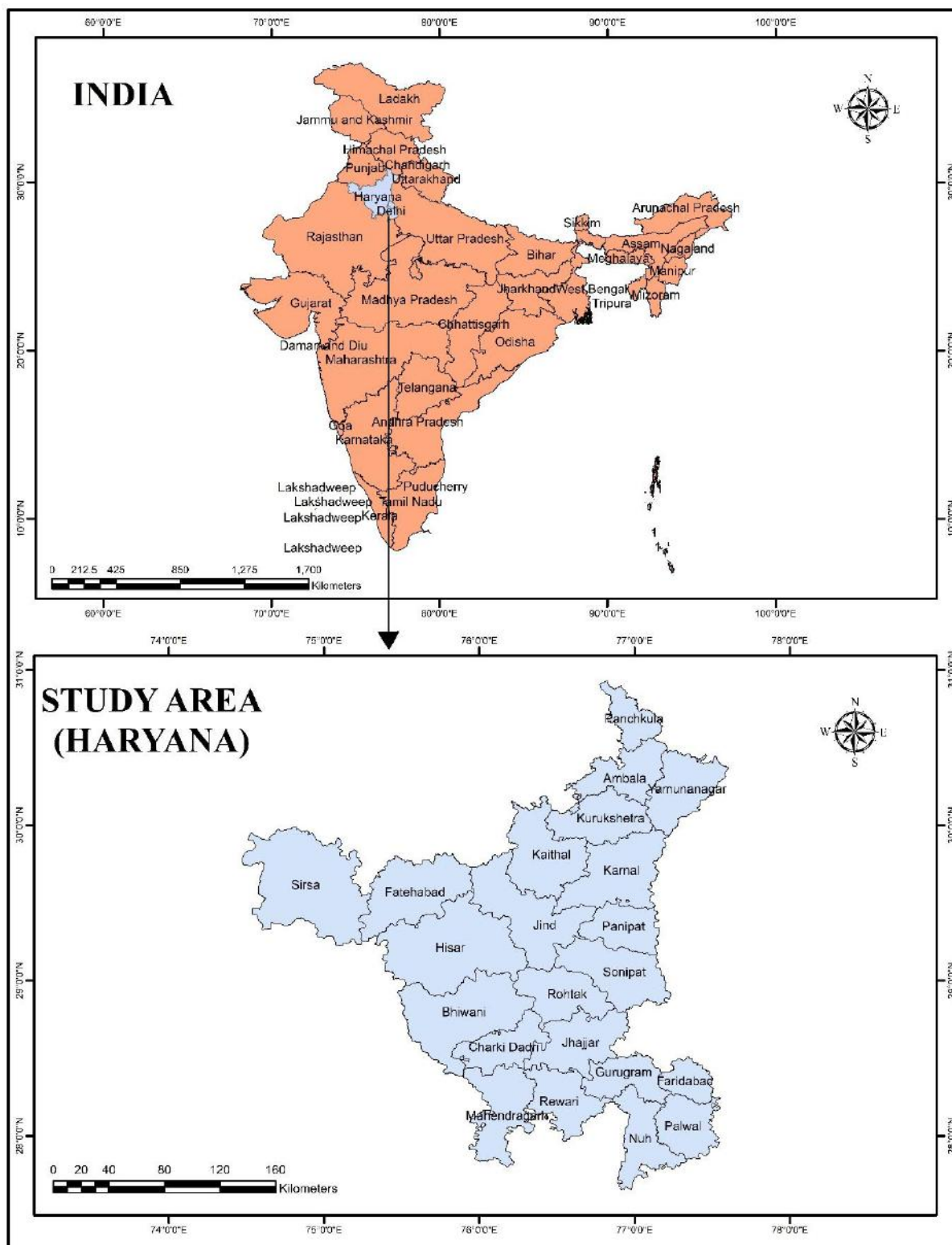
Another dimension of spatial analysis includes temporal comparisons—studying how crime patterns shift over time. For instance, crime might rise during harvest seasons due to higher liquidity in rural areas or an increase in theft cases during festive periods in urban zones. Tracking such changes across multiple years allows for dynamic policing strategies and the development of predictive models. Moreover, linking crime data with socio-economic indicators such as literacy, poverty rates, employment, and gender ratio helps in understanding the root causes of crime. For example, districts with lower female literacy rates often show higher incidences of domestic violence and harassment, while industrial zones with higher migrant populations might report more instances of theft or substance abuse-related crimes.

Data sources for such a study include the Crime and Criminal Tracking Network & Systems (CCTNS), district-level NCRB data, police department reports, and spatial datasets from HARSAC. The integration of these diverse datasets enhances the validity of spatial analysis and allows for district-wise comparisons. Districts such as Gurugram, Faridabad, Rohtak, Karnal, Hisar, and Panipat often show higher overall crime rates, especially in terms of theft, assaults, and crimes against women. Meanwhile, districts like Rewari, Mahendragarh, or Charkhi Dadri typically report lower incidents, though certain categories of crime may still be prevalent. These patterns suggest that both absolute numbers and relative rates (per lakh population) must be considered to accurately assess crime intensity.

Significance of the Study: -

The study of the *Spatial Distribution and Analysis of Crime in Haryana: A Geographical Perspective* holds immense academic, administrative, and social significance. As crime continues to be a major concern in both urban and rural regions of Haryana, a geographical analysis provides deeper insights into the spatial patterns and concentrations of different types of crimes. Unlike traditional crime statistics that present aggregated figures, this spatial approach focuses on the 'where' and 'why'—helping to identify crime hotspots, understand underlying socio-economic and infrastructural conditions, and guide more effective policing and urban planning. Haryana, being a rapidly urbanizing state bordering the National Capital Territory of Delhi, faces unique challenges. Districts like Gurugram, Faridabad, Sonapat, and Rohtak have emerged as high-crime zones due to factors like population influx, industrial growth, and migration. Through spatial analysis tools such as GIS (Geographic Information Systems), crime density maps, and spatial autocorrelation techniques can pinpoint clusters of violent crimes, theft, and gender-based violence. This can support state authorities in deploying targeted law enforcement and resource allocation strategies.

Furthermore, the study is significant for policymaking. It offers valuable insights to urban planners, law enforcement agencies, and social welfare departments, enabling them to create safer environments through improved surveillance, infrastructure, and community engagement. Academically, it contributes to criminology, human geography, and public policy by combining spatial science with social analysis. Overall, this research aids in understanding the complex geography of crime in Haryana and serves as a practical framework for reducing crime through localized, data-driven interventions.



Map No. 1: Location Map of Study Area

Source: Compiled by Researcher

Study Area: -

Haryana, located in northern India, was carved out of the erstwhile state of Punjab in 1966. Geographically, its extension is from the 27°39' and 30°35' N latitudes and

74°28' and 77°36' E longitudes. It shares borders with Punjab, Himachal Pradesh, Rajasthan, and Uttar Pradesh, while surrounding the national capital, Delhi, on three sides. Spanning a geographical area of approximately

44,212 square kilometers, Haryana comprises 22 districts and is administratively divided into six divisions: Ambala, Rohtak, Hisar, Gurugram, Karnal, and Faridabad. As per the Census of India 2011, Haryana had a population of over 2.53 crore, which is estimated to have grown to over 2.9 crore by 2024.

Haryana is one of India's most economically advanced states, with a high level of industrialization, especially in districts like Gurugram, Faridabad, and Panipat. However, the state also has a significant rural base, with around 65% of the population living in villages. The literacy rate stands at 75.55%, and the sex ratio, though improving, was 929 females per 1,000 males as per the 2011 Census.

Due to its rapid urbanization, proximity to Delhi, and growing industrial landscape, Haryana faces varied challenges in crime management. This makes it an ideal case for spatial crime analysis, as it features a diverse mix of rural-urban dynamics, socio-economic conditions, and administrative structures.

Objectives: -

- i. To examine the spatial distribution of crime across various districts of Haryana.
- ii. To study the temporal variation in crime patterns.

II. RESEARCH METHODOLOGY

The present study is based entirely on secondary data sources. The secondary sources of data include the Statistical Abstract of Haryana, published by the Department of Economic and Statistical Analysis, Government of Haryana, and the National Crime Records Bureau (NCRB), Haryana. These official datasets provide comprehensive and reliable information on various categories of crime at the district level, including trends over time. The methodology involves collecting district-wise crime data such as murder, theft, rape, robbery, kidnapping, dowry deaths, and crimes against women and children. Spatial tools such as Geographic Information System (GIS) will be used to map the distribution of crime and identify hotspots across Haryana's 22 districts. Statistical techniques, including percentage analysis and comparative ranking, will help interpret crime intensity and patterns. The results will be visualized through thematic maps, bar charts, and tables to ensure a clear geographical understanding of crime dynamics in the state.

III. RESULTS AND DISCUSSIONS

A critical component of the research process is the examination and interpretation of data. This stage involves evaluating collected data to extract meaningful insights,

commonly referred to as analysis. However, analysis and interpretation are deeply interconnected, functioning in a mutually dependent manner where one cannot progress effectively without the other.

Initially, analysis focuses on systematically reviewing raw data to uncover patterns, relationships, and trends. Yet, without the subsequent step of interpretation, such analytical work remains incomplete, lacking the essential contextual framework needed to derive valid and relevant conclusions. Thus, both elements are essential for producing coherent and impactful research findings.

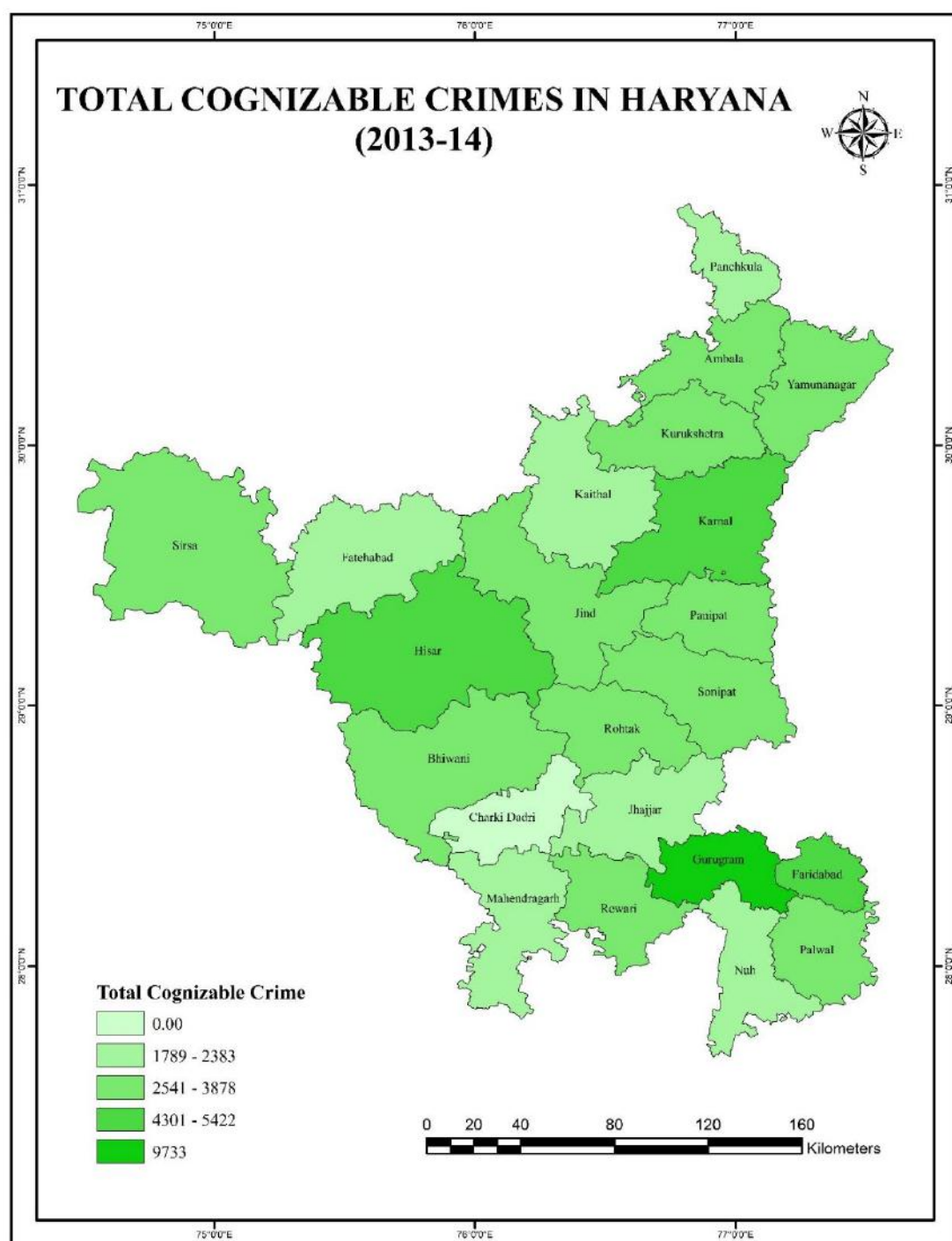
Table No. 1: Total IPC Crimes in Haryana (2013-14), (2023-24)

Sr. No.	Districts	Total Cognizable Crime (2013-14)	Total IPC Crime (2023-24)
1.	Ambala	3365	4892
2.	Bhiwani	3878	4019
3.	Charkhi Dadri	-	1539
4.	Faridabad	5264	10294
5.	Fatehabad	1999	3440
6.	Gurugram	9733	15863
7.	Hisar	5422	10136
8.	Jhajjar	2028	3695
9.	Jind	2923	4175
10.	Kaithal	1804	3367
11.	Karnal	4301	9805
12.	Kurukshetra	2638	4678
13.	Mahendragarh	1960	3389
14.	Nuh	2383	3011
15.	Palwal	2746	4299
16.	Panchkula	1789	3032
17.	Panipat	3294	8003
18.	Rewari	2695	3910
19.	Rohtak	3103	6358
20.	Sirsa	2825	5426
21.	Sonipat	3570	7040
22.	Yamunanagar	2541	5850

Source: Statistical Abstract of Haryana, 2023-24
- Data not available

The comparative analysis of crime statistics in Haryana from 2013–14 to 2023–24 offers a crucial insight into the evolving pattern of cognizable crimes under the Indian Penal Code (IPC) across the districts. The dataset reveals significant shifts in crime rates, both in absolute and percentage terms, indicating socio-economic and administrative dynamics influencing public safety and law enforcement across the state.

Among all districts, Panipat emerges as a district with the highest percentage increase in IPC crimes, registering a 142.96% rise from 3,294 cases in 2013–14 to 8,003 in 2023–24. This steep surge points towards either an actual rise in criminal incidents or improved crime reporting mechanisms. Similarly, Yamunanagar experienced a 130.22% increase, rising from 2,541 to 5,850 cases, suggesting a sharp escalation that demands focused criminological inquiry and enhanced policing.



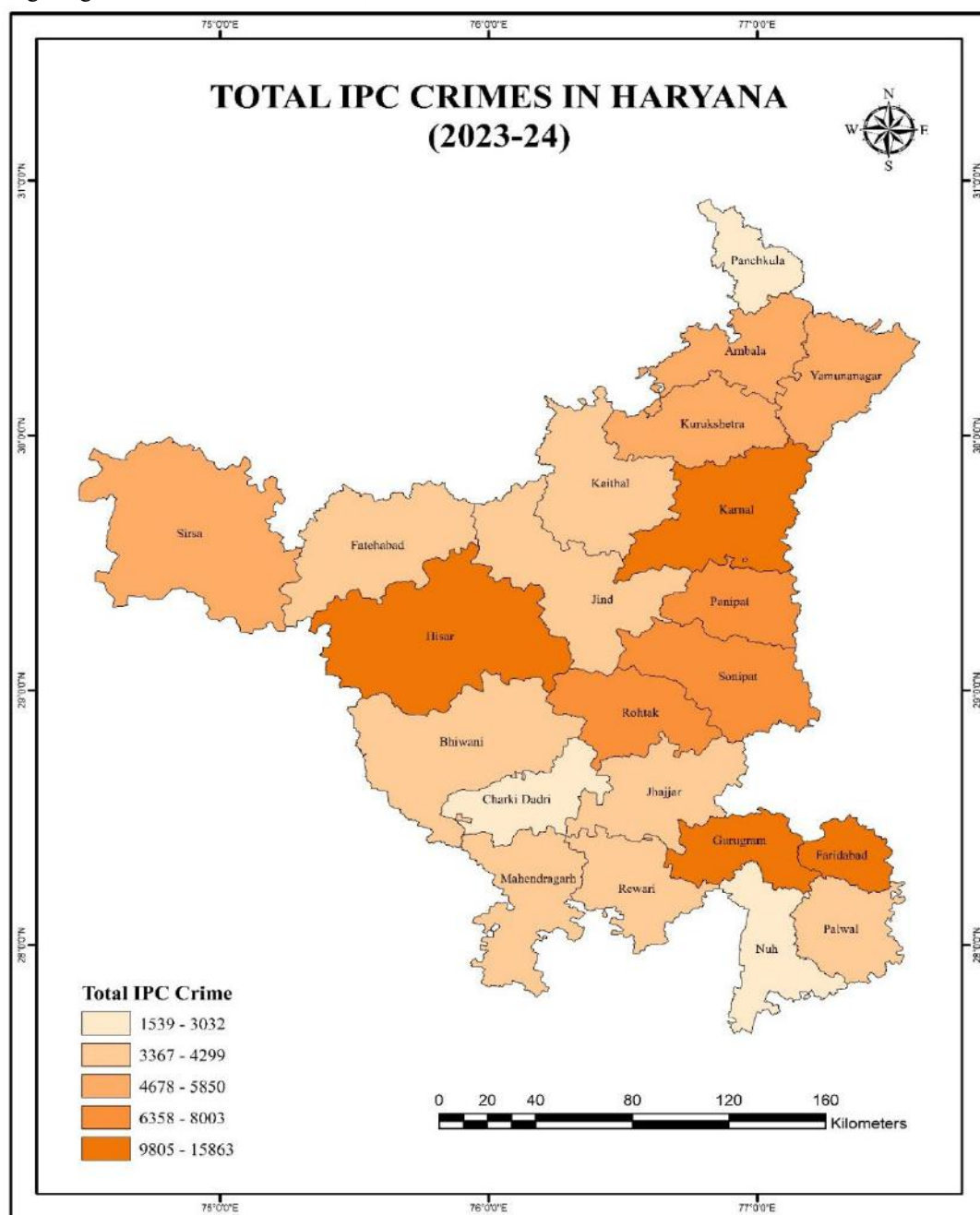
Map No. 2: Total IPC Crimes in Haryana (2013-14)

Source: Compiled by Researcher

Karnal, with a 127.97% growth, and Rohtak, with a 104.89% increase, also reflect alarming trends. These districts, located strategically on national highways and witnessing rapid urban growth, might be facing law-and-order challenges due to urbanization pressures, migration, and economic disparities. Meanwhile, Sonipat reported a near doubling of crime, with a 97.19% increase, indicating a need for urgent intervention.

Major urban centers such as Faridabad and Gurugram, while showing high absolute numbers—10,294 and

15,863, respectively—registered percentage increases of 95.55% and 62.98%, respectively. These cities are part of the National Capital Region (NCR) and have seen exponential population and infrastructure growth, possibly contributing to increased crime vulnerability. The data reflect both population stress and complex urban issues like property disputes, economic crimes, and gender-based violence.



Map No. 3: Total IPC Crimes in Haryana (2023-24)

Source: Compiled by Researcher

Other districts showing substantial increases include Sirsa (92.07%), Hisar (86.94%), Kaithal (86.64%), Jhajjar

(82.20%), and Kurukshetra (77.33%). This collective rise across rural and semi-urban districts suggests that crime is

not solely an urban phenomenon. Rising unemployment, agrarian stress, and digital fraud might be new-age contributors even in less urbanized regions.

On the other hand, districts like Nuh (26.35%) and Bhiwani (3.64%) exhibit minimal increases. However, these numbers may be deceptive. In regions like Nuh, known for socio-economic backwardness and literacy gaps, under-reporting of crimes remains a concern, hinting at systemic issues in law enforcement and community engagement. Charkhi Dadri, newly created after 2016, cannot be compared due to a lack of baseline data from 2013–14.

Interestingly, Panchkula, although located near the capital Chandigarh and expected to have better administration, still saw a significant 69.48% increase. This anomaly necessitates further research into the types of crimes occurring there, whether they are property-related, cyber, or violent crimes, and the effectiveness of its urban governance.

In districts like Mahendragarh, Fatehabad, and Palwal, the increase hovers between 56% and 72%, reflecting moderate growth yet demanding improvements in policing, preventive strategies, and public awareness.

Overall, the state's crime rate trend underscores a marked increase across almost all districts. Out of 21 comparable districts, 20 show a positive change, and many have seen more than a 70% rise. This calls for a statewide strategic overhaul in crime prevention, including the implementation of smart policing, surveillance infrastructure, gender sensitization programs, and rural crime tracking.

The broad rise also opens questions regarding the socio-political context—whether better reporting systems, increased public awareness, or a real uptick in criminal activity drives these figures. The consistent upward trend highlights the importance of regional planning, socio-economic interventions, and more nuanced district-level crime mapping using GIS tools for spatial understanding.

From a geographical standpoint, this data could be visualized to identify hot spots and spatial crime clusters, aiding policy formulation and better governance. Districts in the NCR zone like Gurugram, Faridabad, and Sonapat need more immediate action due to both high density and complex urban dynamics, while central districts like Hisar, Rohtak, and Karnal are emerging as critical zones requiring infrastructural and institutional support.

IV. CONCLUSION

The spatial analysis of IPC crimes across Haryana over ten years (2013–14 to 2023–24) reveals significant shifts in

crime patterns, highlighting both the growing complexity and regional disparities in criminal activities within the state. The study clearly shows that districts such as Gurugram, Faridabad, Hisar, Karnal, and Panipat have experienced sharp increases in total IPC crime cases, pointing to the influence of rapid urbanization, population influx, economic migration, and increasing social tensions. These districts, particularly those within the National Capital Region (NCR), face immense development pressure, infrastructural stress, and often suffer from governance gaps that contribute to rising crime levels. At the same time, comparatively lower increases in districts like Nuh and Bhiwani may reflect either better control or, more likely, underreporting due to administrative inefficiencies, low awareness levels, or social stigma. The analysis also reflects the importance of demographic, economic, and spatial factors in determining the vulnerability of a district to crime. Through this geographical approach, it becomes evident that crime is not uniformly distributed but concentrated in specific areas that require targeted intervention.

The conclusion drawn from this research emphasizes the urgent need for region-specific policy measures and smarter policing strategies. It advocates for the integration of spatial data analysis into crime monitoring and urban planning to enhance real-time decision-making and resource allocation. Moreover, the study calls for strengthening the socio-economic fabric of vulnerable regions through education, employment generation, and community policing. In essence, addressing crime in Haryana demands a balanced approach that combines technological tools, socio-political reforms, and geographical insights to ensure long-term safety and equitable development across all districts.

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