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We feel proud to bring the present issue of the online IUT Journal of Advance Research and Development. We consider that the contribution in this multidisciplinary will help in the inclusive and sustainable growth process. Keeping in tune with this dignified idea, the current issue of IUT-JARD has addressed numerous current issues covering diversified field.

This issue needs an integrative and a holistic approach to the solution. Finally, the information contains in this journal has been published by the IUT obtains by its authors from various sources believed to be reliable and correct to the best of their knowledge, and publisher is not responsible for any kind of plagiarism and opinion related issues.

Dr. Dhananjay Datta  
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## REVIEW OF MOBILE BANKING AND ITS EVOLVING TREND IN INDIA

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### Abstract

*With the advent of technology, banking industry has also evolved. The industry has been making judicious use of technology. Technology has aided the banking industry for ease of rendering services. Internet has also proved to pave way for different industries leading them to introduce new product line and has demonstrated to be helpful for banking industry. In today's digital age, mobile devices are the primary mode of accessing the internet. Increased affordability and accessibility of smart phone and the emergence of fusion feature phones has led to widespread internet usage. Banks serve customers efficiently using various channels and branches like Automated Teller Machines (ATM), internet banking, telephone banking, and mobile banking. Mobile banking has itself evolved from Short Message Service (SMS) banking; mobile applications to secured biometric applications M-Banking let users to avail banking services 24\*7. It has moved forward and has proved to be advantageous to users and has been beneficial for the banking industry as well. Though there are challenges especially on the part of security reason which banking sector need to curb to advance. But at the same time, number of mobile banking users are increasing thus, banks are improving their mobile banking services. This paper entails covering different aspects of mobile banking that is beneficial and at the same time that poses challenge to banking industry. This paper highlights basic features of Mobile banking and covers its future prospects and how mobile banking can further be improved and for this purpose secondary data is used. Research articles, Research Papers, Journals, news articles and research reports pertaining to banking industry and specifically to mobile banking are consulted. Mobile banking is a pocket bank for customers and banks are making efforts to revamp it.*

**Keywords:** Mobile banking, Smartphone, SMS banking, Mobile applications, Wealth management, Transaction management, Biometric

## Introduction

Time is now epitomized as a digital age where technology and internet are easily afforded by people. Internet is available at everyone's doorway. With the rise of internet and technology especially smart phone, it gave rise to ease of accessibility of service. Mobile devices are main source for accessing internet, though other electronic devices are also used. It has been witnessed over a decade the pacifying usage of internet via mobile device compared to the desktop and laptop. Across the globe, half of the web traffic is using mobile; and compare to 2017 it has been estimated that around 50.81 percent have been using mobile devices (Clement, 2020).

Usage of mobile phone has paved way for businesses and internet has aided it. Commercial banking has made suitable use of it. Instead of visiting banks and lining up to avail services, banks have provided substitute to customers for availing quick and easy services at any time. Banks have been continuously revolutionized and augmented services. Digital banking has proved to be substantially profitable for banks and valuable for customers and with time it gave rise to different twig woods. M- Banking is one of the prominent parts of digital banking. It is a conduit wherein the mobile devices are used to transact with the bank. To wait in a line at a bank in order to get simpler tasks done are no more an option for customers. In mobile banking, data communication is a prominent part and focus is not laid on telephone banking (Barnes & Corbitt, 2003).

Mobile banking has started three decades ago. The first company to launch the services was German based company known as paybox in association with Deutsche Bank to launch the services in 1990s and initial years was adopted in European countries, later penetrated to other countries (Shaikh & Karjaluo, 2015). In India, mobile banking came into being in 1996 when Industrial Credit and Investment Corporation of India (ICICI) bank offered internet banking service, since then mobile banking has been rising and evolving. It has laid down its footsteps in 1999 and suit had been followed by other banks like HDFC (The Housing Development Finance Corporation Limited) bank, Citibank, IDBI (Industrial Development Bank of India). With time it gave rise to different branches (Deshwal, 2015).

Services covered under mobile banking services were restrained to SMS service, known as SMS banking. Due to wide usage of smart phones with Wireless Application Protocol (WAP) support, it led to usage of internet and has expanded in the form of apps. Mobile banking aid customers to view their balance, pay bills from home or office without much to do, transfer



amounts within or to other banks. Thus, mobile banking is also known as branchless banking (Ivatury & Mas, 2008). It is also referred as m-finance, m-transfers, m-payments, (Donner & Tellez, 2008), m-banking (Liu et al., 2009), or Pocket banking (Amin et al., 2006).

Mobile banking is a face of today. Researchers across the world have paid focus on it and different facets are presented. This study will add to the literature and has focused on prospects and potential of M-banking. This study highlights the background of Mobile banking and how it is offered by banking sector. Study has emphasized on various areas which has restricted customers to adopt mobile banking. Banking sector can focus on such areas and can improve it. Change is inevitable and mobile banking has also undergone a technological development. The study highlights new paradigm and technologies that has led to the further development of M-Banking. The paper provides a summary of progress and technological advancement of mobile banking and new archetype which has been taken on board by the banks which can be adopted by other banks leading to enhancement of customer service.

## **Objectives**

1. To highlight types or forms of M-Banking.
2. To emphasize on the benefits of M-Banking.
3. To underline the challenges that restricts the customers to adopt M-Banking.
4. To underscore about recent trend in the mobile banking and highlight new technological innovation of mobile banking.

## **Methodology**

The research paper is a narrative review of existing literature on the emergent propensity towards technology in the banking industry and a budding area of Mobile banking which has changed at a rapid pace. The research is solely based on secondary data. Mobile banking, a developing area has been reviewed and research papers of prestigious journals in area of banking, technology, and specifically mobile banking have been consulted. Specific reports of Reserve bank of India (RBI), Statista, and Paisabazaar have been consulted.

## Definition of Mobile Banking

It is three decade old concept. With time, authors have redefined mobile banking as per the development and what it incorporates. In 1990s, it was limited to SMS but with time it has been radicalized as internet has aided it and redefined it.

Luo et al. (2010) have defined M-Banking as a novel scheme where the customer interacts through a route with a bank via a mobile (e.g., personal digital assistant or mobile phone) to gain access of banking services.

Chandran (2014) has defined Mobile banking based on type of transaction which can be Pull type or Push type transactions. When transactions are one way where banks send SMS pertaining to account is push type; and pull is two-way wherein customer and bank interact, customer sends a request and banks replies to it.

Shaikh & Karjaluo (2015) characterized mobile banking as a source for operating financial and non-financial transactions over a mobile device, enabling a bank or non-bank led model i.e. Mobile Network Operators (MNO) to offer services or product.

As per Koksai (2016), any banking dealing that is conceded using a mobile device, such as: Personal Digital Assistant (PDA) or mobile phone is a mobile banking.

Thus, mobile banking can be referred to as an application that allows customer to transact via mobile or portable device that allows customer to avail different services for which otherwise one has to approach bank in person.

### Types of Mobile Banking - *How Services are Offered?*

Mobile banking is a beneficial service provided by banks that facilitate customers to way into their bank accounts and transact via mobile devices at anytime, anywhere. From transaction management, automation of services to Selling stocks, services offered via mobile banking are expanding. The mobile banking services are presented using the mode of SMS, Mobile applications and Unstructured Supplementary Service Data-USSD.

1. **SMS-Based:** It has been most prevalent type of mobile banking where customer gets information via SMS (Chandran, 2014). If customers cannot log on to internet, one can retrieve services like account balance, mini account statement via SMS only provided user have registered their mobile number to bank account (Vishnu, 2020). Services offered by

SMS banking work on the principle of push/ pull message services. In pull messages, customer instigates the bank for any service like balance in bank account or cancellation of cheque, then only bank grants whereas push SMS is kicked off from the bank as a notification for debit of balance, when customer make payment, and generation of One Time Password (OTP) messages. SMS mobile banking provide services like mini-statement, Blocking of credit card or ATM card, transfer of amount (within banks), enquiry about bank balance, (FOREX) rates, and current interest rates (“Mobile Banking”, 2020). There is no need of internet Foreign Exchange (FOREX) connection to avail such service.

2. **Bank Apps:** Mobile Banking over mobile applications (“Mobile Banking”, 2020). User need to download application on their Smartphone- be it Android or iPhone, to avail various services from bank using internet (Chandran, 2014). After downloading of an app, user register using their mobile number which is already registered in the bank; after confirmation from bank, customer can avail the services (Vishnu, 2020). It is most prominent and popular way of mobile banking.

3. **USSD based:** Mobile Banking over Unstructured Supplementary Service Data (“Mobile Banking”, 2020). It is not important for one to have Smartphone and internet to avail mobile banking services. Customers can avail services by simply dialling bank service code number and can access information related to bank account (Chandran, 2014). Banks offer toll free number from where customers can avail services in the form of account balance, cancellation of Cheque, report loss of Credit or debit card, know about products and utility services or can talk directly with representatives. Customers can even give a missed call from registered mobile number with the bank to avail quick service like account balance. The bank send SMS containing details of remaining account balance. Such services are mostly availed by customers from rural areas and can acquire information like mini account statement, account balance enquiry (Vishnu, 2020).

Among all the three, banks apps are making a prominent place in the Smartphone’s of customers which now itself provides inbuilt SMS and USSD service.

## **Benefits of Mobile Banking**

Mobile banking has been evolving concept. Since 1990s, banks have been offering services online and it proved beneficial to banks making them operate transaction at lower cost

compare to transact via bank or ATM. Banks aren't restricted to render services via mobile banking on a given time slot rather customers can avail services at any time irrespective of geographical boundaries. Diversities of options are available to customers, providing customized service which lead to customer loyalty, hence leading to the profitability of the banks. Mobile banking has proved to be beneficial for banks as well as Customers. It has made life easier where customers at their respective places can make financial transactions, inter and intra bank transactions, pay utility bills (electricity, phone, gas), recharge mobiles, can make payment for shopping and various other services (Gurme & Meshram, 2017). Some of the advantages of mobile banking are:

**Economic development:** With the increasing usage of mobile phone, mobile banking has witnessed a pacified usage. It has been on look that introduction of mobile banking has led to opening of more bank accounts leading to economic development.

**Reduction in cost:** Change in trend of services provided by the bank has resulted in the reduction of operational cost as customer do not approach bank but transact via mobile which is cost effective. It is obliging to customer as well as bank, as paper work is reduced for both the parties (Chandran, 2014).

**Offering diverse services:** Mobile banking offers varied services wherein customers making use of bank apps can exercise different options. Customers can manage their accounts, check their account history, transfer fund within banks and Immediate Payment Service (IMPS) to other banks, pay utility bills and can even simply recharge, Pay for consumable task- flights, cabs, busses, hotels. Insurance payments, non-financial services, donations are given using mobile apps. Day-by-day application interface are enhanced by banks to facilitate ease of services. If a customer wants to opt for SMS banking services, customers have to request for it via their registered mobile number only at meager charges. Mobile banking is a leading prospect endowing banks to reach different segments and diffuse their products (Lee et al., 2007).

**Ubiquity:** Services offered by banks were limited to office hours but now customer can exercise at any time irrespective of the geographical areas. A simple call or SMS request aid the customers. Apps offered by the banks assist users and incite them to make transactions within bank and with other banks which would have otherwise been cumbersome task for customer.

**Convenience:** Customers can access details in parlance to their bank account and can make transactions at their respective places; one does not have to approach physical banks which were time consuming for customer (Chandran, 2014). Time spent on visiting the banks has been substituted by mobile banking and one can make any financial transaction, payments by a single click using their phone. It improved the quality of life of customers and availability of such services has made users loyal (Rahmani et al., 2012).

**Security:** Wherever customers fund or information is involved, it is prone to risk. Banks have taken security into consideration and thus make sure, mobile banking is risk free, protected and locked. Customers are supposed to register their mobile numbers and before operation of any transaction, verification codes are sent on such registered mobile numbers in the form of SMS (Chandran, 2014). For transaction to process over mobile applications, one need to use mobile pin (m-pin) and WAP's need to have access to mobile data from registered numbers only, which restrain unauthorized access. Login credentials further helps in safekeeping of accounts and information. And such services are pull wherein customers request services from their registered numbers (Gupta, Bagoria, & Bagoria, 2013).

**Fraud reduction and control:** Customers can check their accounts at any time they wish and keep a close watch (Chandran, 2014). Customers are in close contact with the banks via mobile banking and information pertaining to their respective account is provided to them on continuous basis. Banks have set maximum limit for transactions and if it crosses that limit, customers are immediately informed about the same to curb credit card fraud if any and at the same time for every transaction they are prompted via SMS (Gupta et al., 2013).

## **Challenges and Issues in Mobile Banking**

Mobile banking is a pocket bank which has made banking easier, providing colossal services to customers which can be accessed anytime. Banks are gradually improving the interface of mobile apps and paying attention to security but still there are loopholes, which is challenge for banks.

### ***What stops customer to adopt it?***

Some of the cons which restrict the customer to employ mobile banking are:

**Security:** Breakdown of mobile banking apps, unencrypted format where secured layer in hypertext transfer protocol (HTTP) is missing in apps, and absence of security checks lead to

security failure which is brimming issue of mobile banking. Apps are prone to attack where malware are infused through phone. There have been burgeoning trend where hackers who send fake SMS and beseech bank details from the customers. Bank Apps are usually provided by third party to banks and they often resort to selling of information adding to misuse of information (Tiwari et al., 2014). Customers configure devices to save password and Mobile Pin (MPIN), and it becomes easier to grasp information (Gupta et al., 2013). To curb such issue, Banks are now upgrading apps to biometric apps and scanning via fingerprint which fewer banks have adopted (Sharma & Kaur, 2016).

**Customer awareness:** Though mobile banking is not a novel concept but has been initiated during 1990's but, still customer resist using it. Mobile banks apps offer a diversity of services but every bank account holder doesn't use it, because they aren't aware about it.

Taking this in view, RBI is actively organizing awareness programmes where students, customers, bank employees, common man are being educated about benefits of electronic payment system. RBI has dispensed material in printed and Audio-visual form to make people aware about digital safety under electronic Banking Awareness and Training (E-BAAT ) program ("Annual report", 2020).

**3. Compatibility issue:** Every bank does not provide mobile banking application service. Mobile banking applications which to be installed on a device need to be conducive to mobile first, which is case with some operating software like iPhone and Android and few more. Moreover, one needs to have Smartphone to exercise option of mobile banking application (Gupta et al., 2013).

Appalled internet connection issue: Mobile banking isn't possible without phone, and internet supports a mobile bank apps type of mobile banking. Poor network on the part of telecom service hinder the smooth flow of transaction and financial operation. Moreover, rural areas do not have access to velvety internet connection and thus refrain from using mobile banking (Chandran, 2014).

### **Potential and New Paradigm of Mobile Banking in India**

The smooth operation of M-Banking is a challenge as mentioned already, but it has outshined and has witnessed accelerating growth. It has penetrated and diffused among all segments. From investors, to lenders to depositors; all are making use of mobile banking. It has touched

all walks of life- students, Scholars, professionals, housewives, businessman etc.

Change is inevitable and banking industry has also undergone changes where shift in customer preferences, technology, changing demographics have been witnessed (Pool, Kazemi, Amani & Lashaki, 2016). Banking industry and telecommunication have together created diverse opportunities for mobile commerce. Timely, cost-effective and easy accessible services are provided by mobile banking and have expanded the markets (Lee, Lee, & Kim, 2007). Mobile banking is significantly perking up to meet customers demand. Internet of things and Voice-Enabled Payment Services are incorporated in mobile banking which makes things smarter (Shahabas & Sreeju, 2020). The new technologies which are adopted and will reshape banking are:

### **1. Redefining Transaction Management**

Mobile banking has witnessed growth from many years and is redefining the banking model. Significant attention has been paid to technological improvement in the banking industry where way of transaction is improved. New technological improvements in the form of Near Field Communication (NFC), Quick Response (QR) code, replacement of account numbers with phone, incorporation of voice command has reframed mobile banking. NFC technology is used, where one do not have to swipe card but machine can scan it and it has replaced QR code technology. Phone numbers registered in the banks are replacing account number where one can simply transfer amount through phone numbers only.

One can have access to bank apps using voice commands, where user can voice request bank app for service needed. Banking can be done on drive where banking function can be performed while driving car. Voice is recognized of account holder and commands are initiated. Bank branches, ATMs can be located by using this technology. While cars in advanced countries already have interactive systems, it is only matter of time this technology will be widely used in India as well.

### **2. Intelligent mobile banking**

Pacifying usage of mobile banking has been witnessed, which allow financial institutions to collect data about their usage pattern which in turn will help banks to increase customer experience. Customers are served based on their requirements and needs. Demographic factors are analysed and accordingly services via mobile app are provided. For instance,

customers of age group 25-35, are offered loan for marriages; age group 40-55 are targeted with educational loans for their children. Gen Z is offered with laptop loans. Depending on the data about customer, customized services are automatically offered via mobile apps. Algorithms are used where users are directed to services to dispatch their current needs. Besides it, Credit Information Bureau India Limited (CIBIL) score is automatically accessed to check credit score to enable what amount should be lend to specific customers. Human interventions are completely eradicated by such feature.

### **3. Wealth management system**

Investors will be aided via apps to invest in Commodities, stocks, mutual funds. Mobile banking will act as an intelligent advisor and platform for one to hold financial and stock-based transactions. Investors will be given access to track their investments and help them to understand the risk profile. Suggestions for investment will be based on their risk taking capability and will be alerted for diversification of risk by introducing newer categories in their portfolio of investments.

### **4. Biometric Identification**

Security has been an issue which refrain customers to opt for mobile banking, but gradually banking industry have improved it and has introduced multi factor authentication. Passwords, Pins are replaced with more authentic and secured way like biometric Identification wherein finger print scanner, facial recognition and voice verification will be incorporated in mobile banking apps. Even if one has lost their phone or phone is stolen, biometric will keep banks safe for customers.

### **5. Adjunction of Mobile App Interface**

Mobile bank apps Interface is continuously being improved and newer features are instituted. Customers are familiarized with new elements which trigger user to transact via mobile apps. Mobile banking Apps have enabled user to go cardless as user can directly connect ATM using near filed communication via mobile bank apps. Further banks have launched customized Spin off apps offering narrow features as customer need them; and Paydown which rally round the customer in paying off the loan by managing their purchases.



## Conclusion

Change is an inevitable part of one's life. The banking industry has been revolutionized. Mobile banking has radicalized the banking sector by rendering the banking services providing ease of place and time to customers. Mobile banking which has started from SMS banking to provide fewer restricted services and expanding its services to endow entire bank in customers pocket. Evolving from providing SMS services, Banks apps, to spin off apps, customization is rendered to users. Security has been a major concern which pushed banking industry to upgrade the technology and route customers with full proof secure biometric services. Mobile banking is indispensable source of activity of banking, if any loophole or technical glitches are found, they are readily removed. It has proved to be cost effective which resulted in decrease of operational cost of banks.

Banking is vigilant in operating banking activities through mobile banking. It couldn't have been possible without stakeholders like Mobile device manufacturers to make devices which support installation and operation of banks apps, Telecom service providers to avail hassle free connection, Government and regulators to organize awareness programme among customers to adopt it. Technology up gradation is a continuous process and to be in parallel space, banks have fashioned their own incubation cell where new technology is being invented and new products are rolled out in the market.

Mobile banking has changed at a rapid pace. New products and services are offered which are all available in an app in a mobile. Tiny icon enable customer to perform all banking, non-financial transactions, avail utility services, and customize other services. With time interface of apps are upgraded and becoming more customer oriented. Mobile banking has now become so intelligent, that customized services are provided and according to customers' needs services are rendered. Wealth are managed by it and suggestions pertaining to investment are rendered by such small icons. Banking sector has witnessed a challenge in terms of breach of information and security of transactions. Technological advancement in mobile banking has trounced it by adapting to biometric Identification, strengthening of passwords and face recognition. It has enhanced security and slashed frauds. Mobile Banking is present of Banking sector and acting as a backbone for business and aid general public but what will kept it futuristic is technological advancement, progression and enhancement of services. Commencement of 5G services will further strengthen the mobile banking and top of it, RBI awareness programme will propagate customer's to opt for mobile banking.

Though there are loopholes and people are still hesitating to adopt it but one cannot neglect mobile banking as next generation banking which needs to be embraced.

The study is descriptive in nature and has used secondary data to present an overview of mobile banking. This study has presented background and new paradigm of mobile banking. Further researchers can add up to literature by presenting an overview of non-adoption of mobile banking and efforts made by banking sector to overcome it. Researcher can collect primary data to know about the perception of customers towards mobile banking and can further work of non-adoption of mobile banking area-wise and enlist causes for the same. This Research paper has highlighted technological progress which has strengthened the scope of mobile banking in present times but researchers can present futuristic view of mobile banking and scope of technology adoption in it. Is Mobile banking future of banking or will it be sustained for a shorter period of time, this is a question that one needs to dwell upon.

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## A CRITICAL ANALYSIS OF THE EUROPEAN UNION SECURITY CHALLENGES

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### **Abstract**

*This paper seeks to analyze the European Union security challenges. For such purpose, the paper will start by analyzing the kind of security actor the European Union is. After such analysis the focus will be on how the European Union has evolved to be such an actor throughout the history looking also at the foundation laid by the EU Treaties. From then the paper will study the European Union security strategy focusing on key developments. Based on this strategy the paper will analyze the European Union security challenges such as terrorism, organized crime and migration. The focus will not only on the role played by the European union on these security challenges but the paper will also look on the cooperation that the Union has with other actors in global politics in this field of security. As it conclude the paper argues that the European Union has been effective on dealing with security challenges it faces and it has positioned itself very well in global politics and that some of the challenges will be ongoing so it will be important for the European union to strengthen its efforts on this field.*

**Keywords:** European Union, International security

### **Introduction**

The end of Cold War and the collapse of the Soviet Union marked the birth of European integration. This integration was mainly concerned with the protection of the Western Europe from the re-occurrence of conflicts and great destruction that could take place. Scholars of European integration have argued that the main concerns which were behind the European integration after Second World included regional security, prosperity and stability<sup>1</sup>. There

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<sup>1</sup>Erik Holm

was a consensus that the security concerns that will be beyond the nation-states and will affect the whole region will be better off if dealt with at a regional level. This integration became a community that was based on common goals, shared values and more importantly, it was an integration that was based on dependable expectations of regional peace and security (Gilbert, 2017).

With the enlargement<sup>2</sup>, there has been a spread of democracy and prosperity in Europe. But all these processes that have taken place within the integration have resulted in the European Union facing numerous security challenges during the 21<sup>st</sup> century. For the past years there has been a spread of terrorist attacks, the rise of illegal migration which has also led to organized crimes and conflicts within the continent. Prior 1960s there were efforts to deal with the European Union security challenges through the development of the European security and defense policy that would be autonomous or be an independent European development project. The member states are always obliged to have loyalty and work in solidarity when it comes to this field through the Union. All the challenges the EU has faced are regarded as ‘natural ways of development’ (Agh, 2014). However, this paper acknowledges these security challenges as a threat to European integration but these challenges have strengthened EU international role in the field of security.

This article provides an overview of the EU security challenges. The methodology of this paper was limited to literature review; this paper utilized existing knowledge and information to contribute more on better understandings of the EU security challenges. The paper further provides a comprehensive footnotes and references for further research and analysis on the subject. The paper proceeds in the following ways; the first part introduces the EU as a security actor, it outlines how the EU has evolved to be such an actor and also indicates adopted EU security strategies. The second part of the article analyses the EU cooperation with other countries or actors on matters of security, this part further highlights three main security threats to the EU mainly; organized crime, terrorism and migration. The last part of the article includes recommendations and conclusion of the paper.

### ***European Union as a Security Actor***

According to Sjöstedt (1977) being an international actor means that you can act actively and effectively in relation to other actors at the international level. End of Cold war there was an

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<sup>2</sup>EU enlargement refers to the process in which countries joins the EU through Article 2 of the Treaty of the European Union, in 2004 about 10 countries became member states of the EU.

introduction of common and foreign and security policy. Soderbaum and Langenhove (2006) argue that through expanding its external affairs and foreign policies the European Union became global actor. How the EU deals with external challenges depends on effectiveness and well-coordinated internal activities. According to the Council of the European Union (2004 a: 1), the EU is a global actor that is effective enough to share the global security responsibility. European Union has become an international security actor by promoting some its values in foreign policies and also by defending the union interests. As the EU builds its identity as a global actor, it somehow promotes inter-regionalism through region to region relations, EU have important relations with regions such as the Latin America and Africa (Soderbaum et.al, 2005). Africa and Middle East are regions that have contributed largely to the EU migration crisis, therefore relation between these regions and the EU is important.

Initially the European community was considered to be a regional security actor (Jong et.al, 2010). However the EU member states wanted it to be an international security actor which will play a crucial role in the field of security. The material conditions and why there was integration in the first place resulted in the EU to be considered as an economic and political actor. Post-world war II and through the Maastricht Treaty the EU gained an international platform of being a security actor. When the EU enlarged towards the South and Eastern Europe, the continent became tied economically and politically.

Bretherton & Vogler (2006) argues that the EU is a security actor that is totally equipped to deal with complex security concerns due to its multidimensional nature. The European Union as a global actor argued by Bretherton and Vogler (2006) must be concerned with the security issues in the global politics. The external roles of the EU have added to its emergence as an international actor. However before the EU became an international actor, it is considered a regional actor. How the EU becomes an international on any field is determined by its administrative capabilities and efficiency internally. Bretherton and Vogler (1999) further argue that the actorness of the European Union can be evaluated through elements which were capability, presence and opportunity.

The EU does not seek to have influence only in its territory but increase influence over international affairs, this has been as a result of the external challenges the EU faces and how the EU is concerned of the international security challenges. The EU contributes to international security through its values and foreign policies. The EU has a mission to

strengthen its security and one way of doing that is through contributing to international peace and security. How the EU has resolved its security challenges and strategies has enabled the union to promote international security earning the title of International security actor.

There's much difference on regional and international security because in the international level the EU will have to interact and cooperate with other global players like the United State and Russia. The EU has been preserving its liberal values in the international level; this was through the promotion of international cooperation, development and consolidating democracy, rule of law, promotion of respect for human rights and fundamental freedoms. It is through these liberal values that the EU managed to shape its conduct concerning the nature of regional and international security. As much as liberal values such as democracy, liberty, human rights and fundamental freedoms are considered to the roots of most security challenges, they can also be the basis of international peace and stability.

Moravcsik (2002) argues that the EU has been conceptualized as an international organization due to the differences between the political authority at national level and the EU level. However, the contribution of the EU on international security challenges has always be dependable on whether the EU is capable of handling it's regional challenges hence it is often said that the EU contribution to international security is through its contribution to European security. The EU has managed to do that through the continuation of European integration and the enlargement however the EU faced many challenges throughout the process. This enlargement contributed to the spread of many security challenges but more importantly, it contributed to the spread of the EU's democracy, peace and stability not only in the continent but also international. There's also an argument that the EU is more likely to focus on European security rather than international security challenges because the global role might limit its overall effectiveness. But it cannot be erased that it the EU is effective when dealing with international security challenges, the regional ones will not be too much to deal with. This will be because of the scope and nature of the global politics, the EU will interact as an international or global actor. Bretherton and Vogler (2006) argue that one becomes an actor because of internal and external variables.



### ***The Evolution of the EU as a Security Actor And Subsequently Adopted Strategies***

A lot of literature has revealed how the European Union has evolved as a security actor<sup>3</sup>. The Union has evolved as a security actor through the mandates and objectives of its treaties and security policies and strategies. Many have often asked themselves if the European Union is a capable security actor and how it has evolved to be one. The issues of European security go way back to the Cold war when the continent was divided into antagonistic blocs. This is where the cooperation on security started in Europe (Jersey, 2017). The starting point was when European Union and North Atlantic Treaty Organization have developed cooperation on security concerns. In 1951, six countries signed the Treaty of Paris and established the European Coal and Steel Community (Hudson, 2016). The main mission of this community was to combat any chances of conflict within the region and they ensured that by binding their economy together and ensuring that politically they are linked. The economic and political integration evolved to become a security organization to many states that were terrorized and ambushed by the powerful states. When the European Union developed to be security actor post Cold war, some states were presented with a mild integration dilemma. Security issues such as the rise of civil wars in neighboring countries, the economic crisis and the political crisis opted the European Union to rise up and take a leading role in security concerns. The first responsibility of the European Union concerning the security of the region was to establish decision making procedures and develop an institutionalized security domain.

The democratization of the East and the reunification of Europe contributed to the consolidation of the European Union's security position. The European Union development on security and defense goes a long way back, in 1952 there were an attempt to establish the European Defense Community which was not a success because of many reasons such as the presence of NATO. Below the paper will outline the most important development of the European Union on Security and defense, these development shaped the Union's security actorness. Williams (2008) argues that the EU'S approaches especially to international security have always reflects a widening and deepening international agenda and the below adopted strategies will reveal how.

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<sup>3</sup>See Bretherton & Volger, 2005

### ***Phase I***

Late 90s the European Union developed an autonomous capability on matters of security. The union made a huge contribution on missions of peacemaking and peacekeeping. The Treaty of the European Union established the Common Foreign and Security Policy (CFSP) in 1992 and in 1993 the Maastricht Treaty laid foundation for this establishment. This was one of the most important developments of the European Union to determine its capabilities and effectiveness when it comes to global politics engagements. The CFSP had three pillars. The security cooperation was the third pillar and emphasize was also on cooperation within the area of Justice and Home affairs. The CFSP was to cover all the security concerns of the European Union. The main objective was the need to strengthen the Union and the member states. This is an international activity that would lead to an external one of ensuring international peace and security. A review on CFSP was to be made 3 years later with amendments. The United Kingdom pushed for CFSP intergovernmental decision making process<sup>4</sup>. According to Bretherton and Vogler (1999) the process within the CFSP was a hierarchical one. The process was linked through the joint actions and common strategies between the European Union and the member states.

The Common Foreign and Security policy as a security pillar at some point limited the European Union. The EU had a very limited capacity and competency when it comes to dealing with security challenges through this foreign policy. To rectify this, the United Kingdom and France in 1998 signed the Joint Declaration on Defense<sup>5</sup>. It was regarded as strategic response to international crisis. The EU had failed interventions which as a result there was a need for it to be independent and avoid depending on NATO for its military missions. As a result, the EU must then have its military capacity.

### ***Phase II***

The European Union has had the defense mechanisms from the end of the Cold War. In 1999 the European Union held a meeting which established the European Security and Defense policy (ESDP) which was established as part of the CFSP. Martin & Roper (1995) argued that the European Union was to have a common defense policy that will enable its active role on the matters of security such as humanitarian activities, peacemaking and peacekeeping. A

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<sup>4</sup>See Fink F, 1994 page 177

<sup>5</sup>1998 Joint Declaration on European Defense; this agreement was to enable the EU to be autonomous, have active and dependable armed forces in order to have affective response to international crisis.

strong defense policy will enable the Union's active and effective military assistance and conflict resolution active role. Nevertheless, the European Union defense policy development was a very intense one because this is one of the strategic areas in which the member states also had their national interests. The establishment of the EU common security and defense policy had a lot of objections from lot of member states. However the European Union through this development achieved a closer integration of armed forces and military that had a well-coordinated policy for the capabilities.

Britz M & Eriksson A (2005) argued that the European Union will have an autonomous decision making process within the European security and defense policies. At an operational level the European Union doesn't have the capabilities, hence the Berlin Plus agreement between the EU and NATO. As a member of NATO, Turkey was one of the most important European allies that supported the European security and defense policy. The EU became a capable of ensuring a safer Europe and global peace and prosperity through the defense cooperation as also mandated by the Lisbon Treaty. The Maastricht Treaty laid a foundation that the European Union must deal with all matters concerning security and that means it must have access to all military means which will equip its security actorness. The European Union became an independent security actor globally because of this establishment. However the Maastricht fall short of not outline the main security threats that the European Union was faced with. The European Union Strategy did so.

### ***Phase III***

The 2003 European Security strategy was a key development of the European Union not only on regional security concerns but also international concerns. Bendiek A argues that the focus on international security threats by the European Union was on humanitarian crisis, foreign aid and more importantly how the European Union can have partnership and collaboration with other players in global politics<sup>6</sup>.

The European Security Strategy speaks of "Global challenges and key threats to the Union. How then is the European Union going to achieve its objectives on security concerns? The European Union ensured that if there's social and economic development most of the security challenges will be dealt with. The European Union made a commitment of assisting other countries which were struggling politically and economically. The activity will equip the

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<sup>6</sup>See Bendiek A on Effects of the European Security Strategy of December 2003, 2006 page 1-17.

European Union to be an effective and capable security actor.

The main five key threats identified by the 2003 ESS were the rise of terrorism, and regional conflicts, WMD, Organized crime which often lead to illegal migration and human trafficking within the European Union. All these threats were interconnected, meaning that one threat lead to another threat or one threat is a result of another threat. However to analyze them and also how the EU will be able to solve them and how the EU has evolved as a security actor plays an important role. According to Quille ( 2004) the main objectives of the European Security Strategy were to resolve the main threats the union is faced with; to ensure a free European security zone and more importantly to have influence in global politics and able to strength its order.

“A secure Europe in a better world” this motto is an acknowledgement that there European Union is not autonomous therefore it must move from dealing only with issues within its borders and extend its scope and nature to global politics. To deal with some of the threats the EU had policies which guided its mission and how it must cooperate with other third countries. Some of the most important establishments were the cooperation between the European Union and the International Atomic Energy Agency (IAEA). It further cooperated with the United States on conflicts and the rise of terrorism. According to this strategy, there must be interdependence within the socio- economic, political, cultural, environmental and military dimensions concerning security<sup>7</sup>. The European Union security strategy is a form of multilateralism. In 2008 there was implementation report on the ESS. From the 2003 ESS, the EU moved to the European Global Security Strategy 2016, this strategy was presented just after the UK referendum. Through this strategy the EU was positioning itself and the actions in international arena. However, the global strategy falls short of not providing mechanisms on how the European Union can operate and behave within the global arena. The EUGSS resembled a unified union; this was because almost all the interests within the strategy were endorsed by all member states. The objectives of the EUGSS includes the EU security, promoting stability in countries surrounding the EU, conflicts and crisis management and promoting global governance<sup>8</sup>.

To replace the above-mentioned strategy, the EU security strategy 202-2025 was adopted by

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<sup>7</sup>Council of the European Union 2003

<sup>8</sup>Council of the European Union, “ shared Vision Common Action

the European Commission on the 24<sup>th</sup> July 2020. According to Wahl (2020) this strategy outlines the European security threat landscape which has been an impact of Covid-19 pandemic<sup>9</sup>. There are four main priorities of this strategy namely; creating a future proof security environment, to tackle evolving security threats, protect the Europeans from organized crimes and terrorism and lastly to create a strong European security environment. According to the European Commission (2020) this strategy was a reaction to wide range of emerging security needs in Europe.

### ***Contemporary European Union Security Challenges***

The European Union we see today is a product of revolving crises and it is an important integration capable of dealing with complicated and complex European security concerns. The crises include terrorist's attacks, migration, organized crime civil wars outside its borders and even unemployment. These challenges pose a question of the European Union character and its future, how the EU can develop or disintegrate. With BREXIT many have argued that the European Union has reached its end point and likely to disintegrate while others argued that challenges like this shape the Union to be a better one. European Union can disintegrate there are no longer common policies which are been adopted and implemented within the EU and also if the EU no longer have the ability to act against the will of individual member state<sup>10</sup>. The next part of this section seeks to analyze some cooperation that the EU have with other security actors in dealing with security threats.

### ***EU Cross-Border Cooperation on Matters of Security***

The effectiveness of the EU with other cooperation in the global politics has been tested multiple times through economic, security and political arenas. Amongst all security challenges the European Union has come out stronger and managed to strengthen its integration and also the bilateral relations with other countries like the US, China, Russia and even India. The EU has transnational relations with the United States which is based on numerous global challenges. Although the cooperation between the EU and US has always had shortcomings, the EU and U.S. have played a crucial role in external security challenges. The BREXIT also threatened the relations between the two. Nevertheless, the US and EU remain the most important players in global economy, peace and security.

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<sup>9</sup>World Health Organization (WHO) defined Covid-19 as an infectious disease which has been caused by newly discovered corona virus. Covi-19 has been described as a global health crisis.

<sup>10</sup> See Douglas Webber 'European Disintegration'

United Kingdom is also likely to become a huge partner of the European Union excluding their cooperation of Security and defense. In the BREXIT signed agreement, the UK and EU cooperation seems intact however it is yet to be tested by events or security threats in the period ahead (King and Scarlett, 2021). As per the agreement the UK will have access to critical security databases as a way of ensuring continued safety and security of citizens in both the UK and EU.

The EU also has a crucial relationship with NATO, and they have dealt with a lot of security challenges within Europe. But NATO cooperates differently through its strategies. This led to the EU to have an agreement with NATO on its structures when it comes to EU missions and operations. The relation between the two was initiated by a joint EU-NATO Declaration of Common Defense and Security Policy signed in 2000 (Marshall, 2017). According to Graeger (2016) the declaration points out conditions in which the EU can utilize NATO asserts and capabilities and further provide NATO with classified information. On his speech as the Secretary of NATO, Stoltenberg (2014) emphasized the sharing of intelligence between the two bodies. Marshall (2017) argues that sharing of intelligence between the two highlights a progressive change in the NATO regime security due to how the national police forces will receive information and act on it on the ground. This practice has been an extension of NATO fundamental mandate.

Furthermore the EU is part of the Global Security Triangle; this consists of Europe, Asia and Africa. Through this the EU has a trilateral relation between Africa and China, such relations can be dated back to 2008. The main mission of this relation is to promote peace and security mainly in Africa. This would hold the African continent on conflict resolution and crisis management. Africa is one of the third countries which contribute to the migration crisis in EU<sup>11</sup>.

### **European Union Security Challenges**

The European Agenda on Security in 2019 has noted organized crime, terrorism and cybercrime as the security threats which the union must have an effective response towards them since they are interlinked security threats. Having to deal with one can lead to another one being dealt with also. Migration is also one of the major securities challenge the EU has been dealing with for so decades.

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<sup>11</sup>See Bello V & Gebrewold, A global Security Triangle, 2010.

## 1. Organized Crime

Organized crime has been a result of migration and terrorism networks and it threatens the EU economy and its citizens. It is possible to have same channel of organized crime operating in more than two European countries<sup>12</sup>. Such crimes include human trafficking, sex labor, human exploitation through cheap labor especially on illegal migrants (EUROPOL, 2017). The organized crime has been regarded also as a threat to political, social and economic dynamics. Luyten and Voronova (2020) indicate that organized crime tends to cost the EU about estimated value of €218 billion and €282 billion annually.

The European Union has come up with many strategies to address this crisis of organized crime. Some of the EU establishment includes the EUROPOL and the European Union Agency for the law enforcement training. It is through some of these mechanisms and establishment that the EU seeks to have an effective response to organized crimes which often make a lot of money during their operations. Organized crimes activities make up money which is more than what the EU budgeting to combat them; their direct economic costs are about 70 Billion Euros<sup>13</sup>. Covid-19 pandemic has opened a new platform of organized crime groups to increase their activities, this has resulted in the EU having to come up with ways and strategies to protect both its citizens and digital environment since most of the things are being operated online. The EUROPOL (2020) released a report on how Europe has been affected by Covid-19 related crimes. What stands out as usually is organized crimes. The EUROPOL indicated that organized crimes during Covid-19 includes activities such as selling of counterfeited goods, migrant smuggling, cybercrime, spreading of fake news, fraud schemes, child sexual exploitation , drugs production and distribution.<sup>14</sup>

## 2. Terrorism

Europe has a history of domestic and transnational terrorism. Unlu (2016) argues that terrorism attacks have been a factor to establish a counterterrorism regime using a complex EU approach. The EU has been a leading international actor which all its approach to issues seeks to be based on respect for human rights, the fundamental freedom and rule of law. There is a study by Engene (2007) that highlights the trend of terrorism in Europe from 1950 to 2004. Many of the EU member states such as Germany, Greece, Spain, France, Italy and

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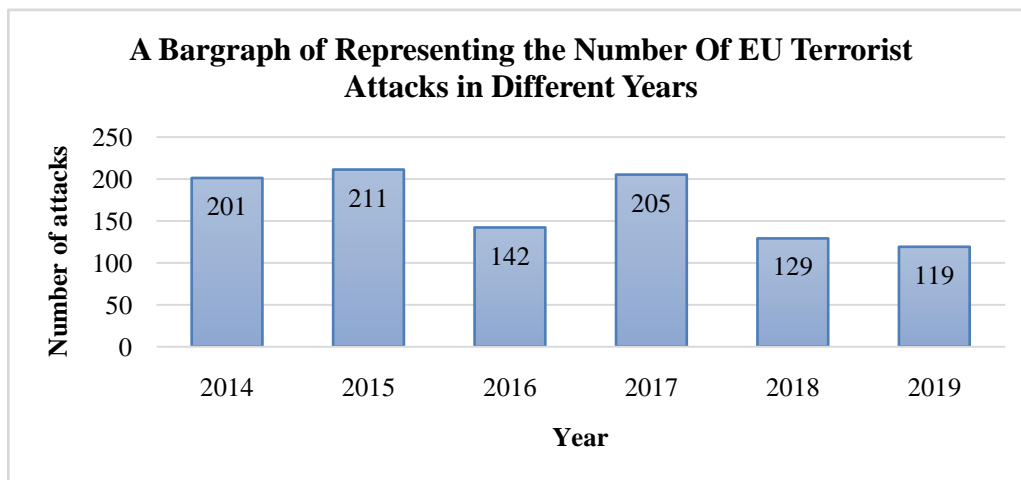
<sup>12</sup> See European Political Strategy Centre. (2019)

<sup>13</sup> Economic, Financial & Social Impacts of Organised Crime in the EU, 2013

<sup>14</sup>EUROPL, 2020, “ Beyond the pandemic – How Covid-19 will shape the serious and organized crime landscape in the EU”

the UK were hit by internal terrorism and about 2800 lives were lost in that period.

*Figure 1*



*Source: Europol's Terrorism Situation and Trend Report (TE-SAT) publication, 2014-2019*

Figure 1 shows number of terrorists attacks in the EU between 2014 and 2019. According to the data provided by the EUROPOL, there has been a huge concern on terrorism and the rise of violent extremism in EU. EUROPOL has classified most of these attacks as religious or jihadist. However there are other attacks which have been active such as nationalist, left wing, anarchist and right wing extremist. It is often argued that most of Islamic citizens and refugees mostly from countries of war and conflict like Syria, Iraq and Afghanistan are mainly the perpetrators of these terrorist attacks.

The EUGSS have the mandate to protect the lives of the EU citizens and create a safe zone for everyone within the EU. This entails that the military cooperation within member states must also work to counter the terrorist attacks. The European Union has been recognized as Counter- Terrorism actor. Countering terrorism has been included in the EU agenda. The European Union Counter terrorism policy acknowledges terrorism as an outside attack to the European Union. Martin et. al (2012) also acknowledge that terrorism attacks and threats are always coming from outside the EU borders. The counterterrorism policy is a multi-level institutional nature and it involves cooperation between state, EU actors, institutions and agencies (Martins, 2012). The EU counterterrorism policy has been highly criticized. Bures (2006) argues for more internal dimensions of the counterterrorism policy. Bures asserted that the policy needs to be more open to resolve multitude of legal, political and cultural challenges the EU encounters.



### 3. Migration

Parkes and Pauwels ( 2017 ) argues that the migration crisis was one of the crisis that led to the EU being highly criticized in the global politics, humanitarian non-governmental and international organizations regarded the EU as a failure because it led to its good standards to slip by failing to deal with the crisis. There are lot of studies that reveals the history of migration in Europe (Buonanno, 2017; Rothman and Ronk, 2016; Gienger, 2015). The EU has had the highest number of asylum seekers mostly from the Middle East and Africa. The migration crisis led to division among the leaders of the member states, the German Chancellor Merkel (2015) asserted that it was for the EU to take extraordinary measures since it was an extraordinary time. Many of the EU leader's needs extraordinary measures to combat migration while others blamed themselves and the EU for the crisis.

Grigonis (2016) asserted that the migration crisis in Europe tends to re-occur periodically, with Covid-19 there has been an increase of migrant smuggling into the EU by organized crime groups. Reference has always being made to how Europe failed immigrants during the fall of the Berlin wall and the Kosovo war. Triandafyllidou (2019) argues that the fall of Berlin wall and how Europe failed to deal with the crisis opened new opportunities and challenges for new movement of people within the region. Ever since then there has been drastic informal and irregular migration.

The Syrian conflicts and civil war largely contributed to the migration crisis the EU is faced with. People also flew from their African countries due to poverty and vulnerabilities. Between 2015 and 2016 about 1, 3 million people applied for asylum in the European Union and this was the highest record of migrants since the establishment of the European Community<sup>15</sup>.Greece has always been the first entry point of migrants who are using the sea to enter the European Union, majority of those who use see the enter the EU illegally. Germany has always being the desired destination by most of migrants, during 2015 the Chancellor Merkel announced that Germany was to opened borders for refugees from conflicts countries like Iraq, Syria and Afghanistan after that about 1 million refugees entered Germany. Hungary was one of the countries which received lot of asylum seeking applications in 2015. The high rate of these migrants' ahs contributed a lot in their economy because most of them offer cheap labor.

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<sup>15</sup> Stats from the PEW Research Centre ‘‘ Global Attitudes & Trends ‘‘ , August 2016

Turkey has been also a factor in the EU migration Crisis (Adam, 2016). The EU and Turkey signed a joint action plan to manage migration flows and combat irregular migration<sup>16</sup>. The EU established the “wave through approach”. Through this establishment the migrants were allowed to pass through Turkey to Greece and then transit to the European Union. This was one of the EU mechanisms to deal with migration that led to a decrease in migrants entering the EU. Libya also played a role to curb the inflow of migrants into the EU. However, the EU was accused of violating human rights of migrants through these efforts, the EU was regarded as a union which lacks effective migration mechanisms which does not involve third parties and policies which are coherent.

The migration crisis was one of the challenges that and still threatens the European solidarity and create divisions amongst member states. Migration crisis threatened the Schengen zone and Area of free movement. The EU always comes up with temporary migration control mechanisms and this has led to it being ineffective in dealing with the challenges. There has also been an argument that the European Union member states are also not accommodating when it comes to minority ethnic groups. The migration policy which is part of the third pillar of the Maastricht treaty Area of justice and home affairs is an intergovernmental process; there cooperation through this policy is between the member states.

## **Recommendations and Conclusion**

This article analyzed EU security challenges, it has done so by examining the role of EU as a security actor and it has evolved to be one. The analysis revealed the EU as a security actor that shows desire for international peace and security through cooperation with other sovereign European states and superpowers such as the UK and USA. The EU rose stronger against many security challenges that were as a result of the enlargement and interconnectedness in the geopolitics. The EU has been effectively performing as an actor at variety of levels in geopolitics affairs; it has also done so through having agreements with other states (Bilateralism). This paper can be corroborated with many other studies of the EU, thus giving the paper its validity. For further research, it will be very interesting to conduct an analysis of Covid-19 and its related security threats in the EU. In other words, we are yet to suffer the consequences of the pandemic in terms of security in the EU. More detailed

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<sup>16</sup>European Council, Meeting of Heads of State or Government with Turkey - EU-Turkey Statement, 29 November 2015, <http://europa>

research is needed on how the EU has been dealing with security threats, there is further lack of public opinions on the matter and that should be looked at.

We are living at times wherein the geopolitical environment is forever changing, that also means we will be encountering new and complex security challenges of transnational nature. Time to time the EU always adopt security strategies and at some point, the union do so as a reaction to emerging security challenges. All EU adopted security strategies have contributed to how union has significantly developed as a security actor. To keep up with its position in geopolitics, the EU needs to improve and strengthen its approach, it must address security threats in a comprehensive approach. The EU further needs to strengthen its relations and cooperation with other security actors. It is worth noting that all these threats have exposed the EU as a capable security actor. In regard to migration which is a growing concern, the EU needs to revisit its immigration policies. There polices the Union adopt must be in line with the realities of the world. It is no longer the time to adopt policies for instance with migration, the Union need not to adopt policies that seek to control or stop migration flows.

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## READING AND WRITING ONLINE FOR THE CONTEXT OF THE COVID-19 PANDEMIC

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### Abstract

*This article presents results from a pilot study conducted with a survey on online reading and writing that was responded by 37 people, and had the objectives of determining how they define digital reading and writing, the time they invest in such activities, how they contribute to everyday life decision-making and if they prefer to communicate online or in person. Among the results, we found that reading was over two hours (27%), two hours (27.1%), one hour (24.3%) and less than an hour (21.6%); 65% dedicated more time to reading, 16.1% to writing and 18.9% to talking with other users. Reading and writing needs were motivated by the purposes of being informed (45.9%), doing homework (24.4%), own decision (18.9%) and leisure (10.8%). What they mostly read online included scientific articles (29.7%), news (21.6%), books (16.3%), other users' stories (16.2%), memes (5.4%), recommendations from their acquaintances (2.7%) and others (8.1%). Online reading and writing bring forth opportunities to learn, communicate with others, share their own creations and to write ethically and creatively. We propose that this type of research has gained a renewed importance because of the COVID-19 pandemic, as it is important to update research on online information habits and behaviors.*

**Keywords:** Reading habits, Writing, Digital culture, Digital communication

### Introduction

There is a level of public anxiety that argues that those born in the digital age have lost the ability and desire to read and write long texts, such anxiety also haunts higher education (Seaboyer y Barnett, 2019). This research arises from the need to analyze and reflect on people's current reading and writing habits online, which is important for the information sciences, as well for the cognitive, psychological, economic, social and health fields. In addition, we consider that lately this type of research has become more important, since in the

context of the pandemic caused by COVID-19 and social distancing, it is necessary to update the studies that have been carried out in Chihuahua, Mexico on information habits in the world digital, since information and communication technologies (ICT) have taken and almost total preponderance in people's tasks. That is how we carry out a survey with open and closed questions about online reading and writing for people with and high school, bachelor's degree, master's degree and PhD. Present educational needs are related to online teaching-learning; although students of all ages have high study loads, they also have the difficult task of reading in depth and in a critical, ethical and creative way.

The inclusion of ICT in the academic environment, both formal and informal, has significantly modified teaching-learning practices and form of reading (Amavizca, Álvarez-Flores y Hernández, 2017). As for the socio-emotional skills that students develop while writing online, their online self-regulation is flexible and tolerant (Calle-Álvarez, 2016). Reading practices have been transforming, so Reading on digital media is shown as a conjunction of diversified and complex processes, involving an approach, through the development of literacies beyond literacy, such as literacy informative, digital and media (Márquez y Valenzuela, 2018; González-López, Machin-Mastromatteo y Tarango, 2019); it is also vital to pay attention to grammar in virtual environments (Levratto, 2017). Digital reading and writing certainly require informative skills related to the location, evaluation and use of information, but ICT must be used in a "critical way, for beneficial purposes for learning exercising citizenship, developing professional and leisure" (Pinto, García y Manso, 2014, p. 109).

In general, the Reading and writing have they experienced numerous transformations throughout history, configuring a series of changes that have been transferred to practices and discourses about it; as well as in the production and reception models in which the individual, self-absorbed and concentrated practice is complemented by (Cordón, 2016). The appearance of digital content and the generation of an ecosystem around it have caused psychosocial, political, economic and mental health changes. However, even though students use the internet for their level of reading proficiency differs significantly, being at the lowest levels, which reduces opportunities for socially more vulnerable sectors and produces new illiterates with high economic cost (Amiama-Espailat y Mayor-Ruiz, 2017).

Kiili et al. (2018) mentions that identifying the factorial structure of online reading is

important to develop the theory, evaluation and instruction on it, in addition to allowing the traditional models of offline reading comprehension to be reevaluated. Meanwhile, Cuetos (2013) points out that “our reading system is the result of the evolution of our brain over more than 5,000 years, [and therefore] requires cognitive processes that begin with a visual analysis of the text and end with the integration of the message (cited by Sánchez, 2017, p. 69).

During the fixation of the information, it is that the information is stored in the iconic memory and passes to the operating memory which performs a categorical analysis of the stimulus and retains it as linguistic material (Sánchez, 2017). Online reading and writing create the need to find new ways for communication, science, sales, shopping, education and ICT to be interconnected in the globalized world (Pinto, García y Manso, 2014). Researchers have examined the effects of online reading and writing, including the digitalization of science on the Internet.

La diseminación de la Web como un espacio de socialización y creación, ha provocado cambios significativos en la digitalización de la literatura, con la proliferación de dispositivos móviles, tabletas y apps. Recent changes have facilitated self-publication and the establishment of new networks of comments and criticism (for example, the portals, LibraryThing, Goodreads and various literary forums). Many people take advantage of these spaces and in general the tools of the Web to promote their reading tendencies (even outside the law), with written practices, formats and linguistic and narrative resources beyond the literary corpus of a language, social or aesthetic values conventional.

With these rapid changes in ICT, there is an effect on the time that people spend reading and writing on the Internet, which could be considered excessive. This causes changes in the personality of people highly influenced by writing and reading online and particularly on social networks. Therefore, the objective of the research was to inquire about people's habits and behaviors regarding reading and writing online.

## **Methodology**

A survey of ten items was designed to carry out the pilot study to which this article corresponds, achieving an improvement level of internal consistency, as indicated by the value obtained in the calculation of the Cronbach's Alpha, which was 0.79, for which it is



necessary to carry out some adjustments to the instruments to achieve better reliability values. The items in this survey sought to inquire about: a) how participants define online reading; b) what they like to read; c) how much time do they spend reading online; d) what percentage of what they read online influences their decision making; e) what are their purposes for reading online; f) what is your favorite social network to read and write; g) how they evaluate their writing on the networks; h) what are your emotions when reading and writing online; i) if they consider online writing and reading positive or negative; and finally j) what they appreciate most, if communicating online or physically communicating with people. The objectives of this methodology are carried out to determining how they define digital reading and writing, the time they invest in such activities, how they contribute to everyday life decision-making and they prefer to communicate online or in person. This objective will help the expert in education and technologies, the evaluate information to learning, teaching and health the people.

The survey was sent to a total of 115 people from the City of Chihuahua using Google Forms, having been sent for this pilot application to a sample for convenience, since the survey was sent to researchers 'acquaintances through social networks and the Data collection was carried out during the month of April 2020. Only 37 people responded, that is, 30% of the sample that had been selected. As for the respondents, 10% are high school, 30% bachelor's degree, 38% master's degree and 22% PhD. The data analysis performed was statistical and descriptive, using the SSPS tool for quantitative data and Atlas IT to analyze qualitative data.

## Results

Regarding the ways in which respondents defined online reading, the results are summarized as follows:

1. It is the way to read through some social network, the Internet
2. Option to read on website
3. An alternative communication
4. Virtual libraries are available to everyone
5. An activity to obtain written or visual information

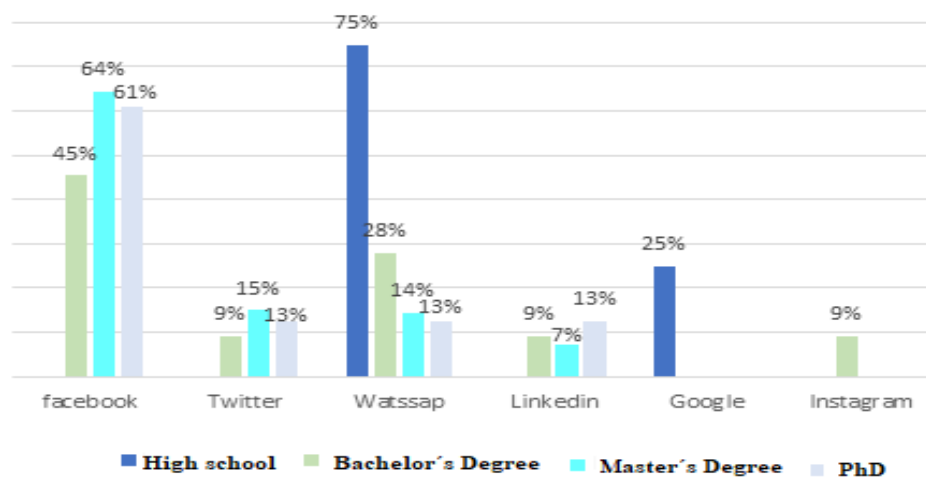
6. Virtual consultations
7. Read through an electronic medium or device
8. Reading in cyberspace, with the advantages of hypertext
9. It is the reading processed by technological devices
10. Moving from acquiring knowledge from traditional print to digital channels
11. It is the one made over the Internet and its content can be viewed through a digital screen, telephone, tablet or computer
12. Online reading is the process of extracting the meaning of a text that is in digital format
13. It is the exercise of reading through digital media
14. Read information in articles, texts or books through the internet
15. Cyber Reading
16. Everything we can read through an audiovisual medium
17. Access articles or books through the network

What participants read the most online included scientific articles (29.7%), news (21.6%), books (16.3%), narrations of other Internet users (16.2%), memes (5.4%), commendations from their acquaintances (2.7%) and other materials (8.1%). What participants with a high school education like to read the most is what their friends recommend, the memes, books and what their friends write, while the master's degree and PhD read the same as the previous ones, in addition to scientific articles.

The time respondents spend reading online per day included more than two hours (27%), two hours (27.1%), one hour (24.3%), and less than one hour (21.6%). 65% of participants spend more time reading, 16.1% write, and 18.9% spend time talking to other netizens. 37.8% of the participants stated that they read a lot online, 54.1% read Little and 8.1% answered that they did not read anything. Regarding the influence of what they read in daily life, for 48.6% of the participants, 50% of what online influences their decision-making, 29.7% determined an

influence of 50% to 69% of what they read and for 21.6%, 70% to 99% of what they read online determines their decisions. Regarding the purposes behind the need to read online, 45.9% of respondents indicated that they do it to be informed, 24.4% for school tasks, 18.9% for their initiative, and 10.8% for leisure.

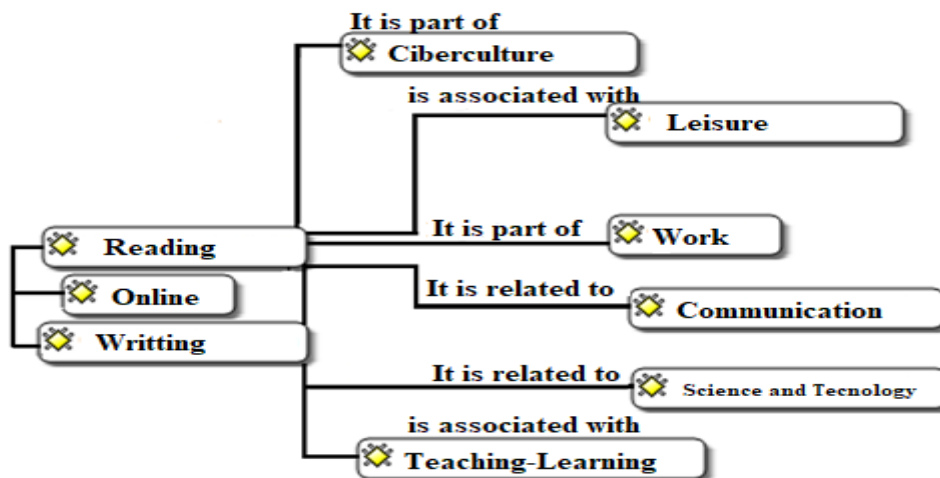
**Fig. 1. Social networks where participants like to reading and writing**



**Source: own elaboration**

70.3% of the respondents considered that they write with good spelling, while 29.7% stated that they try to write well on the networks. Regarding the emotions they experience online when they read or write, 70.3% of the respondents indicated having experienced negative and positive emotions, while 27% experienced negative and positive emotions, while 27% experienced only positive feelings and 7% only felt negative emotions. Reading and writing online is part of cyber culture, but they are also related to leisure, work, communication, science and technology, and teaching-learning (see Fig. 2).

**Fig. 2. Topics associated to reading and writing online in people**



**Source: own elaboration**

The preceding paragraphs presented the overall results of the survey. Table 1 below summarizes the results obtained, separated by group surveyed (high school, bachelor’s degree, master’s degree and PhD), indicating the trends in response to the survey by each group. In summary, we have that the response trends by group were as follows. In summary we have that the response trends by group were as follow: a) reading time, it was observed that as the educational level increases, more time is required to read; b) spelling when writing, bachelor’s and PhD are more confident that they write well (82%and 100%, respectively), while both high school and master’s trust 50% in their writing skills; c)influence of reading on their life and decision-making, here the results were more diverse, but in no case exceeded the 50% assigned to what they read greatly influences their actions; d) dedication of reading time vs., writing, we appreciate that the time dedicated to writing increases according to the educational level, except in the PhD where it curiously falls again; e) digital communication vs., personal we around that all respondent regardless of level, prefer personal communication over digital, which makes the context of the pandemic a bigger challenge; f) all respondents reported feeling positive and negative when reading and writing online.

**Table 1. Response trends by surveyed group.**

Topic	High school	Bachelor´s degree	Master´s degree	PhD
reading time	Less than 1 hour (25%), 1 hour (25%) and 2 hours (50%).	Less than 1 hour (36%), 1 hour (27%), 2 hours (27%) and more than 2 hours (10%).	Less than 1hour (21%), 1hour (21%), 2 hours (29%) and more than 2 hours (29%).	1 hour (13%), 2 hours (37%) and more than 2 hours (50%).
Grammar when writing	The 50% mentioned that your grammar is good.	The 82% pointed write with good grammar.	The 50% pointed that your grammar is good.	All mentioned write with Good grammar.
Influence of reading and decision making in your life	Influence few (50%) and a lot of influence (50%).	None influence (19%), few (45%) and a much (36%).	None (7%), few (64%) and much (29%).	None influence (50%) and much (50%).
Time dedication reading vs. writing.	Reading (75%), writing (25%).	Reading (66%), writing (34%).	Reading (64%), writing (36%).	Reading (75%), writing (13%).
Digital communication vs. personal	100% prefers personal.	100% prefers personal.	100% prefers personal.	100% prefers personal.
Emotions when reading and writing online.	Positive and negative.	Positive and negative.	Positive and negative.	Positive and negative.

**Source: own elaboration**

Voluntary reading, even under leisure problems, could be about a deep reading that leads to the acquisition of knowledge, attitudes and relaxation skills, a private atmosphere or even self-therapy for people. However, compulsory reading can carry out tiredness, beyond the particular stress of compulsory activity and the assimilation of complex information, body posture and the mentioned stress can cause discomfort and even physical pain. Consequently, during voluntary reading and writing in leisure time the individual must become aware of his own position and the processes they carry out to retain what us read and written; by doing this, the individual can transfer the most relaxed activities and postures from leisure times to the moments when reading and writing are carried out for educational and academic studies.

Digital reading and writing represent ways to stay informed and communicated, they allow discovering and developing science and technology, and they are ways in which teaching and learning are present all the time, allowing people to acquire new knowledge. The ability to

read complex texts in-depth and express yourself orally and in writing are fundamental skills that are continually complicated and challenged by the rise of ICT and are distractions (Amavizca et al., 2017). For this reason, teachers must emphasize and simulate the development of digital reading and writing by means of the essays that we continually commission, seeking that students can carry out critical, creative and ethical work (Cordón y Jarvio, 2015). Cyberspace is a source for the storage and consultation of information, for contact with other people, for shopping, discussion, leisure, and the development of communities and unfortunately even for crime; they offer everything the user decides to use them for.

## **Conclusion**

Online reading and writing are continuous activities for all people and for this reason there should be the possibility of making users aware of the necessary development of their literacies, so that they can use digital tools for deep reading and critical, creative and ethics; which are of utmost importance to meet educational objectives. In addition, Web users should take advantage of reading and writing at leisure to learn to learn since the time of use is more for leisure than for meaningful learning.

Online reading allows the person to learn about the developments in science and technology, new publications, both books and articles in digital journals; it also offers other reading options such as blogs, apps, fanfiction, popular literature, storytelling and booktubers. Online reading and writing offer opportunities to learn to read in depth to gain meaningful learning, to learn to communicate with other, share your creations, write ethically and creatively. The time that netizens invest in reading and writing online could affect the transformation of new knowledge or leisure. In the current context of the pandemic caused by COVID-19, of social distancing and of an even more extensive use of technologies for various human activities and for the two previous reasons, it is necessary to continue this type of research, to update the findings that tell us about people's informational, reading and writing behavior, which will allow us to understand, in the case of education, how teaching-learning processes can be improved, particularly when we must necessarily develop them online, within which reading and writing are two basic processes or actions, but that every individual constantly develops and improves.

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## A PRAGMATIC ANALYSIS OF FACE OR PUBLIC SELF IMAGE: A CASE OF NIGERIAN USERS OF FACEBOOK

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### Abstract

*This paper denominated “A Pragmatic Analysis of Face or Public Self- Image on Facebook” is an investigation into the concept of face or public self-image on a Nigerian online platform, Rant Headquarters, in what has been subsumed as the construction of social identity on social media platforms. Consequently, ten (10) data (mostly involving long screen shots conversations) are purposively collected and sampled from Rant Headquarters, a Nigerian social online platform on Facebook for this particular enterprise. Using Brown and Levinsons (1987) Politeness Theory, findings reveal that people take actions, by posting private or intimate issues mostly about themselves that threaten their own face or public self-image regardless of whether or not the posts are designated “anonymous”. And this singular action can threaten both their positive and negative face; also, the bulk of the data collected and analyzed show that marriage and intimate relationship issues which are supposed to be private or confidential now find their way into public domain more than any other issue; and one proposition, this paper admits, appears to take the lead in this regard: “that today people are more concerned about having answers or solutions to their problems or perceived problems than they are about protecting their face or public self-image” on the social media. Unlike Western nations where this would be considered normal, in Nigeria, this trend, which has become a conspicuous reality, would never have been anticipated.*

**Keywords:** Social identity, Social media, Face, Public self image, Facebook

### Introduction

The social media is a platform where people “socialize” through diverse electronic devices like desk top computers, mobile phones, “tablets” and the likes. However, this paper

maintains that the word “socialize” is a relative term. To this end, this paper assumes that the term is a reference to a place where different kinds of informal discourse or discourses occur between and among people who are separated from geographical space in time. It is indeed completely different from what happens in a more formal domain of social interaction like in official or business correspondences and the likes.

Correspondingly and for the purposes of this paper, three things come to mind each time the word social media is mentioned. Firstly, it is taken to mean a platform where people meet and chat or certain issues (private or public) mostly as individuals or groups; secondly, it is a place where people relax, get entertained and educated on many trending issues; and thirdly, it is a place where the means of expression or language in use is not constrained by any convention or rules. To put it in another way “anything goes” so long as the expression can be understood, and in many cases responded to appropriately. Internet slangs suffice in this regard as a valid proof of the peculiarity of the language deployed in the internet space. As result, Adabayo (2002) observes that “slang words are invented by a few people for pleasure of novelty and imitated by others who like to be in the fashion and they undergo the file of all fashion”. This is what is called a social media (or social network) in the context of this paper.

It is against this backdrop that social network sites like Facebook is described based on three system capabilities. The systems allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share the connection, and (3) view and traverse their list of connections and those made by others within the system” (Boyd and Ellison, 2007). Most importantly therefore, social “network profiles can be seen as a form of the digital body where individuals must write themselves into being... [To] express and represent salient aspects of their identity for others to see and interpret” (Boyd, 2008). Thus it is not surprising to find that what people do in their real or private lives find their way into their online social relations with a group of people many of whom they may never know or even meet in real life settings or situations.

This paper specifically pays academic attention to the concept of “self and public image” on a Nigerian social media platform on Facebook and how it is an intricate part of social identity construction in a public space. This is not unconnected to the proposition that the pragmatic concept of sociability maintains that one’s social identity is most likely to be formed from group membership rather than individual existence (Bumela, 2012). Here, it is presumed that

the social media is likened to an online group. This is perhaps why Steinfield's submission below (2013) lays more emphasis on collectivistic culture than individual ones:

The view of the self as independent in individualistic cultures leads to the perception of emotions as a unique personal experience. The emotional reality is therefore taken as subjective: different emotional worlds, and to react in different ways to the same experiences...in collectivistic cultures emotions are experienced out of relationships. They reflect the outer, rather than the inner world and therefore taken as subjective: it is assumed that all people experience the same emotion in a given social situation.

It must however be stated here that as far as the social media is concerned, this collectivistic cultures of social interaction is maintained by a group or an audience that is "completely invisible" (Ginger, 2008). It is therefore expected that people would or should be concerned about how they are perceived by this invisible audience. This being the case, each social group member precisely sampled for this paper needless to say seems to be mindful of this online reality and its effect on his/her face and public self-image and has devised a means to quell its effect. This explains why they have captioned their posts "anonymous" or labeled thus to give them a sense of anonymity or privacy. On the whole, the objectives and major assumptions of this paper are given as follow:

### **Objectives**

- i. To readdress the pragmatic concept of face or public self-image in Pragmatics
- ii. To validate how a private chat(s) if brought to public domain can threaten the public self-image or the face of both the sender and the other party involved in the issue
- iii. To proof that the threat to people's public self-image may or may not be minimized if their identity is concealed under a label tagged "anonymous".
- iv. To unveil that this trend is gradually gaining momentum on a public space like Facebook and while it is source of concern, it may have its benefits which would be highlighted in the cause of this paper.

### **Major Assumptions of this Paper**

Some of the major assumptions of this paper are that:

Issues formally considered as private are now finding their way into public space or domain

like the internet specifically Facebook.

These messages, issues or matters are considered private because they address issues like marriage troubles, sex scandals, infidelity and the likes.

Despite these revelations, the sender of the message tries to conceal his/her identity under the label “anonymous” perhaps in a view to protect his/her public self-image or face.

It is probable that the sender, by doing so, also tries whether consciously or unconsciously to protect the identity of the second party or the other parties involved.

To a large extent, it may be suggested that this is a tactful perhaps even a more polite way to respect other people’s privacy.

### **The Concept of Pragmatics**

Since the concept of “*face*” or “*public self-image*” is a brainchild of Pragmatics, it is expedient to comment briefly on what Pragmatics is. The term however has many definitions and far-reaching implications. Thus while it is possible to have many conceptions of Pragmatics, Akmajian, Demers, Farmer and Harnish (2001) suggest that “We will take the term Pragmatics to cover the study of language use, and in particular the study of linguistic communication, in relation to language structure and context of utterances”. Many things stand out of this definition but the use of language in a context is central to this investigation because “We craft what we speak or write to fit the context in which we are communicating” (Gee, 1999). As result, Akmajian, Demers, Farmer and Harnish (2001) further remark:

The “context” of an utterance is an expandable notion. Sometimes the relevant context is linguistic-just the previous and anticipated utterances in the discourse or conversation. But context can extend to the immediate physical and social environment as well; and finally it can encompass the general knowledge. Each of these concentric circles of “context” can play a role in the interpretation of an utterance. Our contributions to conversations both reflect and affect the linguistic and nonlinguistic context of an utterance.

So it can be deduced from the submission above that “one task of Pragmatics is to explain how participants in a dialogue ...move from the decontextualized (that is, linguistically encoded) meaning of words and phrases to grasp of their meaning in context” Schmitt (2010). Another scholar however examines Pragmatics in relation to the society when he suggests

that Pragmatics studies the use of language in human communication as determined by the conditions of society (Mey, 2001). It may be guessed that this submission rests on the proposition that language does not exist in a vacuum. Its application, survival and growth are intricately tied to the society where it is used. The society, in this case being the people, set the rules, conditions or conventions upon which meaning is to be construed, interpreted and exchanged. Again, Schmitt (2002), quoting Morris (1938), is of the view that Pragmatics asks the following questions:

How do people communicate more than the words or phrases that their utterances might mean themselves, and how do people make these interpretations? Why do people choose or say and/or interpret something in one way rather than another? How do people's perception of contextual factors (for example, who the interlocutors are, what their relationship is, and what circumstances they are communicating in) influence the process of producing and interpreting language?

In Schmitt's (2010) submission also, he avers that Pragmatics also involves making a distinction between what he calls perception and general world knowledge and that "Human communicative behaviour relies heavily on people's capacity to engage in reasoning about each other's intentions, exploiting not only the evidence presented by the signals in the language code" but other avenues of meaning generation. Having examined what Pragmatics means, this paper further reviews the concept of face.

### **The Face Theory of Pragmatics**

According to Yule (2010) "Your face, in Pragmatics, is your public self-image. The term "public", it can be guessed, is used here in relation to people and how these people treat you or how you allow them to treat you or talk to you. In advertisement, an image is everything! And this paper agrees that it is pretty much the same as far as language is concerned. In the event that one's public self-image is compromised, there is a great tendency for an unpleasant situation to arise. And this explains why the four terms have gained currency over time as far as this issue is concerned: negative and positive face, and face threatening/saving act.

But why this definition seems to suggest that your face can be threatened; you, on the other hand, can threaten the face of other people too. Therefore, ensuring that both your face and those of others are protected is vital. This is a show or a sign of respect as people commune with each other or one another daily. Correspondingly, Goffman (1955) remarks thus:

Just as the member of any group is expected to have self-respect, so also he [she] is expected to sustain a standard considerateness; he [she] is expected to go to certain lengths to save the feelings and the face of others present, and he [she] is expected to do this willingly and spontaneously because of emotional identification with the others and with their feeling.

The expression “to go to certain lengths to save the feelings and the face of others present” shows that it takes a lot of effort to sustain or maintain people’s public self-image which is their face. Therefore the concept of *face* is different from the literary meaning of face or everyday meaning. Consequently, Domenci and Littlejohn (2006) explain that physical face is a metaphor for conceptual face which is a sense of self or identity presented to others. Redmond (2015) summarizes some principles associated with the concepts of face:

**Principle 1:**

The faces people take are continually bound (the situation, the culture or society, other participants) produce a ritual process of orderly but constrained interaction

**Principle 2:**

We depend upon other people to accept and validate our face, which is called face work

**Principle 3:**

Numerous strategies are utilized in face work, when managing face-threatening acts, in repairing or restoring face, and by offenders responding to challenges.

**Principle 4**

People adopt certain strategies to manage threats to other people’s faces and they include: Discretion, Circumlocutions and Deceptions, Joking, Explanation, Approbation, Solidarity and Tact.

**Principle 5:**

People adopt strategies to manage threats to their own faces (Offenders offerings/accounts to challenges/reproaches) and they include: Accepting and Correcting, Ignoring and Denying, Diminishing, Apology and/or Compensation.

One of the principles applicable to this paper is *Principle 4* which states that “People adopt

certain strategies to manage threats to other people’s faces and they include: Discretion, Circumlocutions and Deceptions, Joking, Explanation, Approbation, Solidarity and Tact” Specifically, what is found in the context of this paper is the use of “Discretion” but they are only discrete to the extent that they conceal only identities not information.

Furthermore and as mentioned earlier, four terms have gained currency over time as far as the issue of face is concerned notably negative and positive face, and face threatening/saving act respectively. As a result, Brown and Levinsons (1987) **Politeness Theory** deals extensively with face-threatening acts, which are “those acts that by their nature run contrary to the wants of the addressee and/or speaker”. Their submission is further summarized in the table below:

**Table 1: Examples of Face Threatening Acts**

	<b>Actions by others that threaten our face</b>	<b>Actions we take that threaten our own face</b>
<b>Threatens Positive Face</b>	<ul style="list-style-type: none"> <li>i. Complaints and Insults</li> <li>ii. Criticisms or Disapproval</li> <li>iii. Disagreeing</li> <li>iv. Asking for clarifications</li> <li>v. Evaluations</li> </ul>	<ul style="list-style-type: none"> <li>i. Apologies and confessions</li> <li>ii. Accepting a compliment</li> <li>iii. Misunderstanding/Requesting clarification</li> <li>iv. Unintended emotional action (laugh)</li> <li>v. Unintended physical action (burp)</li> </ul>
<b>Threatens Negative Face</b>	<ul style="list-style-type: none"> <li>a. Orders and requests</li> <li>b. Advice and Suggestions</li> <li>c. Threats and Warnings</li> <li>d. Reminders</li> <li>e. Calling in a debt</li> </ul>	<ul style="list-style-type: none"> <li>a. Accepting an offer</li> <li>b. Accepting thanks</li> <li>c. Making a promise or offer</li> <li>d. Behaviour that threatens a relationship</li> <li>e. Do an unrequested favour</li> </ul>

In this paper, an attempt is made to find out the type of face that is most likely to be threatened based only on the “*Actions we take that threaten our own face*” as proposed by Brown and Levinson above.

### **Statement of the Problem**

It is appalling that private or intimate chats currently find their way into public domain like on a Nigerian social media platform called the Rant Headquarters (Rant HQ). It is even worrisome, regardless of whether or not the names and identities of the discussants are often concealed under the label “anonymous”. The fact remains that the second party is never consulted before such issues are made public. And since such matters involve a second party,

bringing such issues into public space without his/her consent is considered, in the context of this paper, as an infringement on their public self-image. Besides, this trend shows that there is a gradual shift from interpersonal communication to what is better described in the context of internet communication as “communal”, involving many people as it were. Therefore, this paper examines how the public “exhibition” of private issues or content can tell negatively (this is the main focus) or positively on the pragmatic concept of *face* or *public self-image* of the sender.

### **Significance of the Paper**

This paper is significant to four groups of people: students and teachers, future researchers and internet users in general. To begin with, the students of English language and teachers studying and teaching Pragmatics respectively will, through this paper, teach and understand the contextual application of the concept of face respectively. Future researchers will also find this as a useful reference point to carry out similar endeavours or maybe to even expand the current study to cover other more salient issues. Finally, internet users will become more enlightened about the consequences or ramifications of their linguistic habits on the internet.

### **Methodology**

This paper collects about ten (10) screen shots messages sent by unknown individuals tagged “anonymous” on a Nigerian online platform called Rant Headquarters in order to examine the concept of face or public self-image. Therefore, these anonymous messages are considered relevant to this paper only if they meet the following conditions:

- a. Are labeled “anonymous” or sent by an unknown fellow
- b. Contain very intimate issues or private matters
- c. Have the possibility to threaten the public self-image of the unknown sender or the parties involved

To this end, if any datum satisfies this condition, its content is sampled and analyzed in order to find out if it’s capable of telling on the public self-image of the parties involved negatively. The second stage of the analysis is to group the screen shots discourses, that have been collected, into those that convey positive or negative face on one hand, and whether the



actions are caused by “Actions by others that threaten our face” or “actions we ourselves take that threaten our own face” respectively. Nevertheless, this paper is only concerned with “*Actions we take that threaten our own face*” and this could affect their positive or negative face. Thus a tabular representation is used in this regard to highlight some of these threats to face. Also, there is a brief description of the issue in each datum in the tables presented in data analysis. Finally, the screenshots or sampled stories are found in the *Appendix* of this paper.

### About Rant Headquarters

The name of the group is Rant HQ (Rant Head Quarters). It is a Nigerian online social platform with over one million membership (1.1 Million Members) founded by one Susan Ade Coker. To a large extent it can be described as a close group comprising only of the members of the group. Members of this group are called Ranters and as such when one communicates on this platform, one can be said to be ranting, or has ranted. The group is a non-political, non-religious and non-ethnic organization mostly made up of Nigerians within the country and abroad. The issues discussed and raised on the platform are mostly on life issues like marriage, sex, love, romance and other personal or intimate issues.

### Data Presentation and Analysis

Table 2

Data	Topic	Positive Face	Negative Face
<i>Datum 1:</i> A married woman disrespected, beaten by her husband and disrespected by her in-laws. Her husband’s brother even threatened to kill her.	<b>Marriage and Family</b>	<i>Confessions; Misunderstanding and Requesting Clarification.</i>	<i>By accepting an offer of advice, she is inevitably subjects herself to all manners of advice from people who have little or no family experience(s); Again, she does “an unrequested favour” of sharing personal life experiences to an invisible audience.</i>
<i>Datum 2:</i> A woman recounts her ordeal about a stingy man she is in a relationship with who has never spent a dime on her.	<b>Relationship Issues</b>	<i>Confession; Misunderstanding and Requesting clarification.</i>	<i>She reveals that the man in question no doubt initiates a behaviour that threatens a relationship; She on the other hand engage in “an unrequested favour” of unveiling personal experiences without being asked to in a public space.</i>
<i>Datum 3:</i> A student having financial	<b>Academic Challenges</b>	<i>None</i>	<i>Accepting an offer of financial help to ease the</i>

difficult in his/her final year and needing financial help.			<i>academic stress or challenge no doubt puts the sender in a position to be ridiculed, questioned or assisted; The sender also opens up on a sensitive issue without being asked: “Do an unrequested favour of revealing a difficult financial school life situation”.</i>
<b>Datum 4:</b> A young female of seventeen years (17) reporting a close on-line Facebook friend who suddenly stopped chatting with her, and she is worried about his whereabouts even though she sees him online sometimes.	<b>Online Relationship</b>	<i>Requesting clarification.</i>	<i>Accepting an offer of advice; Revealing a behaviour that threatens a relationship; Do an unrequested favour of telling on a relationship. All of these tells on the negative self-image of the sender is not yet an adult.</i>
<b>Datum 5:</b> A married with kids who became crippled after two years due to an accident is abandoned by her husband, and is left under the care of her sick father. She seeks for financial assistance.	<b>Marital Challenges</b>	<i>Confessions; Requesting clarifications.</i>	<i>Accepting an offer of financial help; Revealing a behaviour that threatens a relationship willingly. Thus the physical challenged woman, by divulging family secret puts herself in a precarious situation.</i>

Table 3

<b>Data</b>	<b>Topic</b>	<b>Positive Face</b>	<b>Negative Face</b>
<b>Datum 6:</b> A girl complains of her parents' highhandedness because her father is a pastor. She is forbidden from having male friends. She masturbates though a virgin and does not like female friends. She wants clarification on a secret relationship she is currently having with a boy.	<b>Family and Personal Issues</b>	<i>Confession; Requesting clarification.</i>	<i>Accepting an offer of advice on a pressing family issue from unknown people or non-family members and the likes. This is a threat to her negative face. Again, she is found wanting by doing “an unrequested favour of revealing family secrets, toxic parenting, bad sexual habit of masturbation and unapproved relationship without a male.</i>
<b>Datum 7:</b> A young lady who	<b>Family and</b>	<i>Confession.</i>	<i>Indirectly accepting an offer</i>

<p>is lives in Lagos and is fending for herself. Unfortunately she lost her job during the lockdown. She is stranded, has no food and has ulcer.</p>	<p><b>Personal Issues</b></p>		<p><i>of financial help from the public for food and provision; this is threat to her face as a refusal could be very detrimental to her well-being. Also she activates the clause: “Do an unrequested favour” of exposing personal life issues.</i></p>
<p><b>Datum 8:</b> A man who has lost his job recounts his ordeal with his working wife. She doesn't want him to go out of the house or keep friends and she doesn't have any friends nor go out either.</p>	<p><b>Family and Marital Issues</b></p>	<p><i>Confession; Misunderstanding and Requesting clarification.</i></p>	<p><i>Accepting an offer of help from unknown people about a somewhat domineering wife is a threat to his face; And this also affirms that he has threatened his negative face by doing an unrequested favour of revealing family secret.</i></p>
<p>Datum 9: A married woman with kids whose husband is the breadwinner of his immediate family and his nuclear family. The in-laws see her as a gold digger. His brother who lives with them harasses her and even threatened her with death during delivery. She is currently pregnant.</p>	<p><b>Family Issues</b></p>	<p><i>Confessions; Misunderstanding and Requesting for clarification.</i></p>	<p><i>Accepting an offer of advice from strangers about her marriage and her antagonistic in-laws is not a welcomed development as all; By doing this, she has given out a favour that was not asked or requested. This is a threat to her negative face because she puts herself out there to be ridiculed, praised, advised or insulted. Anything can happen having let intimate matters slip.</i></p>
<p>Datum 10: A woman complains that her fiancé doesn't trust her ever since he proposed. She wants to be advised on how to handle this kind of situation.</p>	<p><b>Relationship Matters</b></p>	<p><i>Confession; Misunderstanding in a relationship and needing clarification on the issue.</i></p>	<p><i>Accepting an offer of advice on how to better handle a suspecting spouse in a relationship is no doubt a threat to the negative face of the sender; this is because it is a very private or intimate issue that has found its way into public space. This favour of reporting a man who doesn't trust her and yet wants to marry her to the public is something that will definitely affect her face or public self-image.</i></p>

## Summary of Findings

From the paper presented above, it is quite obvious that there are certain posts that tell on one's positive face while others on the negative face. This paper is however concerned with the latter many of which are self-inflicted actions that threatens one's face. Notably, therefore, the following occurred:

- a. Accepting an offer
- b. Accepting thanks
- c. Making a promise or offer
- d. Behaviour that threatens a relationship
- e. Do an unrequested favour

All of the data from datum 1 to 10 seem to rest on the premise established by item *an* above “*accepting an offer*”. It is the view of this paper that this is a serious threat to one's face or public self-image. This is because it puts the person who made the post in a position of vulnerability, and therefore other users on the same platform appear to have been given the liberty to respond anyway or anyhow they deem fit, and this is totally unacceptable especially as it relates to the concept of face in Pragmatics. The others include “*behaviour that threatens a relationship*” which occurred in 8 of the data presented above with the exception of datum 3 and 7.

Another equally predominant item from the items above is to “*Do an unrequested favour*”, and this paper concludes that most of the posts fall under this item just like item *a*. It can therefore be suggested that almost all the posts fall under “*unrequested favour*”. What this means, in the context of this paper, is that by letting people into one's private business by oneself is to engage in an “unrequested favour” from members of the public. This makes the responses of the public even more unpredictable, leaving one's public self-image at their mercy to say the list. Even though this paper does not attempt to delve into the numerous responses generated from each of the posts sampled, it is easy to guess that most of the responses will no doubt constitute a threat to face.

## Conclusion

One's public image or face is something that should be considered very precious and central to one's social identity in Pragmatics. Thus *face* is central to one's social existence but sadly or inevitably, it can be threatened by others and sometimes even negatively. While this is understandable because of different upbringing, education, status and the likes, there are however certain situation or instances where an individual puts his/her own public image in a position where it can be threatened. This trend is gaining momentum on Facebook among members of social groups like Rant Head Quarters, currently being sampled in this paper. This paper therefore concludes that people give out private or intimate issues or information about themselves because it appears that they are now more concerned about having answers or solutions to their problems than they are about protecting their face or public self-image.

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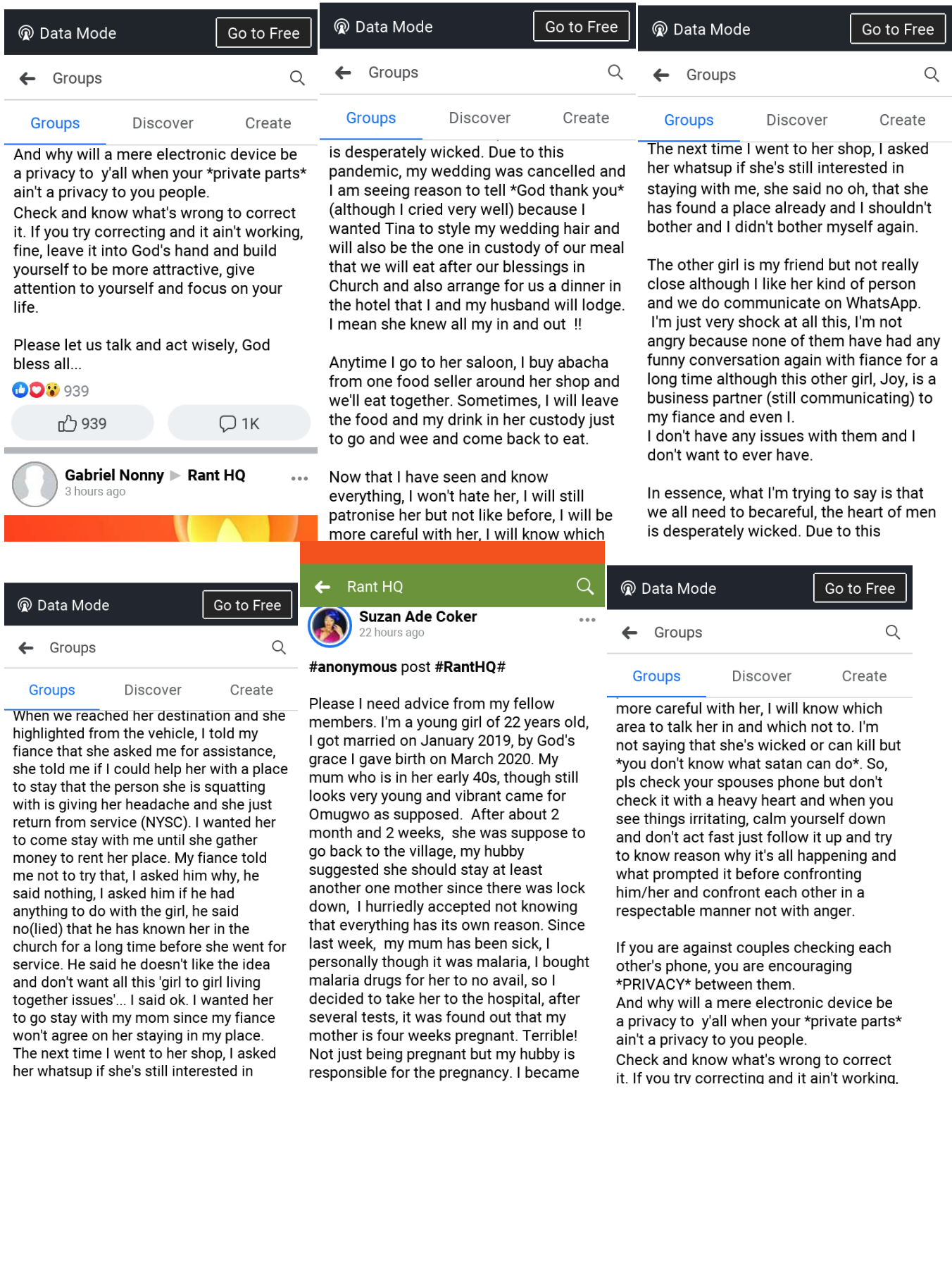
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Appendix

The collage consists of five screenshots from a mobile social media application. Each screenshot shows a 'Data Mode' header with a 'Go to Free' button, a search bar, and a 'Groups' tab. The posts contain text about relationships, family secrets, and social interactions.

- Top Left Screenshot:** Shows a post with the text: "I got engaged some months ago but couldn't open up to my sis cause I was scared of her reaction and when I finally did, she came up with another talk as usual. That I should inquire if he is a graduate for real because he didn't serve and was not more than the age as at when he finished, I said yes but she said she wants proof. That she doubts if he is and she'll go extra to find out. The truth is that, he doesn't keep things from me. If he doesn't open up about something initially, eventually he'll tell me. Even to the deepest of his family secret he has told me so I wonder why he will keep such. But I know he is. Sometimes I feel like not minding what she says about my relationship at all cos atimes, she sees things in a whole different way." Below the text is a blue heart icon and the number '24'.
- Top Middle Screenshot:** Shows a post with the text: "Going through his message inbox, I had to open some messages to know which is relevant to keep and which is not relevant to delete. So, I stumbled on something which I'm not angry at but I want those men/women that forbids spouses to check each other's phone, look into this... I have been checking my fiance's phone, messenger, WhatsApp and message inbox and I never saw anything irritating. He is very faithful, no matter how girls bumps into his inbox for friendship, he's always turning them down that he is engaged and can never cheat and whenever I see this types of girls in his inbox, I block them everywhere invisible and delete them off. I know that he is a man of integrity and of good reputation but he is human and can also be tempted." Below the text is the text "I'm sharing this due to recent death of a".
- Top Right Screenshot:** Shows a post by "Suzan Ade Coker" from "Rant HQ" posted "2 hours ago". The text reads: "#anonymous post #RantHQ# Good evening ma. Pls help me post and hide my identity. I've been in a relationship for 2 years now and by God's grace will be leading to marriage before the year runs out. Now the thing there is that, I've been having slight issue with my sister and my relationship with my fiance. The problem started right from when we started out and at some point it almost led to a break up but we got back together. My sister feels he has pride while he on the other hand feels my sister hates him but to me it's mere misunderstanding from their first meeting." Below the text is the text "I got engaged some months ago but".
- Bottom Left Screenshot:** Shows a post with the text: "my phone and check her number in my fiance message inbox and it's exactly her number, I was shocked. I never knew they dated. I then remembered once I and my fiance came back from church and we saw her on the road, I told my fiance to stop and give her a lift and he asked me how I knew her. I told him I met her in the church and she's the one that has been making my hair. When she came into the car, they greeted themselves as people that has not really known each other and I introduced my fiance to her since my fiance said he knows her already in the church and even mentioned the service group she serve in." Below the text is the text "When we reached her destination and she highlighted from the vehicle, I told my fiance that she asked me for assistance, she told me if I could help her with a place".
- Bottom Middle Screenshot:** Shows a post with the text: "And we do gist, which is a normal thing that friends do even guys talk to their fellow guys about their girlfriends/wives especially when they make them very happy. For example, my fiance bought my gold wedding ring worth 300k and she was the first person I showed to and my sister. Outwardly, she was happy but when I invited her to my marriage committee she didn't come and I put calls across she didn't pick up. She called me 3 days after that she travelled and apologized for not making it up to the meeting. I thought it was just normal until this morning I saw her name in my fiance message inbox and something just told me to check if actually that's the Tina I know and I took mv phone and check her number in mv".
- Bottom Right Screenshot:** Shows a post with the text: "I'm sharing this due to recent death of a couple in my sister's area. This couple were loving and so beautiful but they suddenly fell sick and died mysteriously without anyone knowing the source of their death. To my story, I just found out that two of my friends are my fiance's Ex and none of them told me this. One of this my friend is my church member, she's my hairstylist and loves gist. She's always inquisitive about my fiance, what's going on between us and when the wedding was coming up. I keep this lady as a friend and I like her to the extent that I'll live the whole 7saloons in my street to transport myself to herself saloon just to get my hair done not that she's really good and always give me what I want but I just like patronizing her because she's my friend." Below the text is the text "I got engaged some months ago but".





← Rant HQ

All of things are burning my mind  
There are so many things i wanna tell my mom  
But no way  
Over strictness wan kill her  
My granny sef worse

How can I just be alone in this world all by myself  
I cry alone, talk to myself alone, wipe my tears alone, encourage myself alone, Wetin!!

Thats why i decided to have a bf, and he had never failed me,  
He plays the role of a father n mother to me, but its not enough, my mama never die, let her do her work  
But for where no way

Na una be the first people to be mom  
Weda single mom or married mom  
Dont ever be strict to your girl child  
Dont ever!!

👍👎🥰 114

← Rant HQ

The best thing is to build a strong bond between the both of you  
You like work in chevron  
Have time for your children!  
All of things are burning my mind  
There are so many things i wanna tell my mom  
But no way  
Over strictness wan kill her  
My granny sef worse

How can I just be alone in this world all by myself  
I cry alone, talk to myself alone, wipe my tears alone, encourage myself alone, Wetin!!

Thats why i decided to have a bf, and he had never failed me,  
He plays the role of a father n mother to me, but its not enough, my mama never die, let her do her work  
But for where no way

Na una be the first people to be mom  
Weda single mom or married mom

← Rant HQ

Oh yes he's not a yahoo boy as many of you think(I dont blame your thinking i blame the economic that makes you think 400k is a very big money)

My main point is why are Nigeria parents like this?

Infact on behalf of all the girl child below age23  
This is an open letter to you all mothers

No matter how strict you wanna be to your child  
Always remember you are putting a barrier between the both of you  
No matter how right you think you are, you are never right till you hear her side of the story

No matter how protective you think you are, you can never protect her thoughts, her mindset

The best thing is to build a strong bond between the both of you


← Rant HQ

Not a mom with anger issues  
And when i mean she is a single mother, she didnt left her husband , neither did she divorce him  
HE DIED when I was some months old  
I have been emotionally abused by them  
Do you know whaat it means to leave in a family house , where your Dad people do not find you,  
Every little thing you do they insult your dad thats dead, they call you a prostitute, a bastard all sort of name  
Like am begining to think i am not from the family.

Speaking of the iphone 11, thats not my issue, i can buy double of that phone

In fact my boyfriend has been the one on my neck to talk to my mom about us, since he doesnt want us to hide anything from them  
Someone that wants to open a shop for me too, thats even the least he has done for me

← Rant HQ

 **Suzan Ade Coker**  
2 hours ago

**#anonymous post #RantHQ#**  
Please ma post this for the last time  
I see alot of people saying maybe my mom or grandma are trying to secure me

First of all am a year 2 student of medical biochemistry , i do have a job that gives me atleast a 100k a month  
No , am not employed i found out i was skillful during this lockdown  
Without my mom or granny knowing  
While others were going broke , i was becoming rich  
Infact i made my first 100k when i was 19years old

So i am not stupid neither am I unserious with my life

All i want is a family i can speak to  
Tell my fears  
Tell my best or worse moments  
Not a mom with anger issues

← Rant HQ

responsible for the pregnancy. I became absolutely mad. They are pleading for me to keep it secret, so that she will abort the baby before going to meet my daddy at village. What should I do?

Should I tell my Dad?

Should I quit the marriage?

Can I ever forgive both of them?

My heart is bursting into pieces.

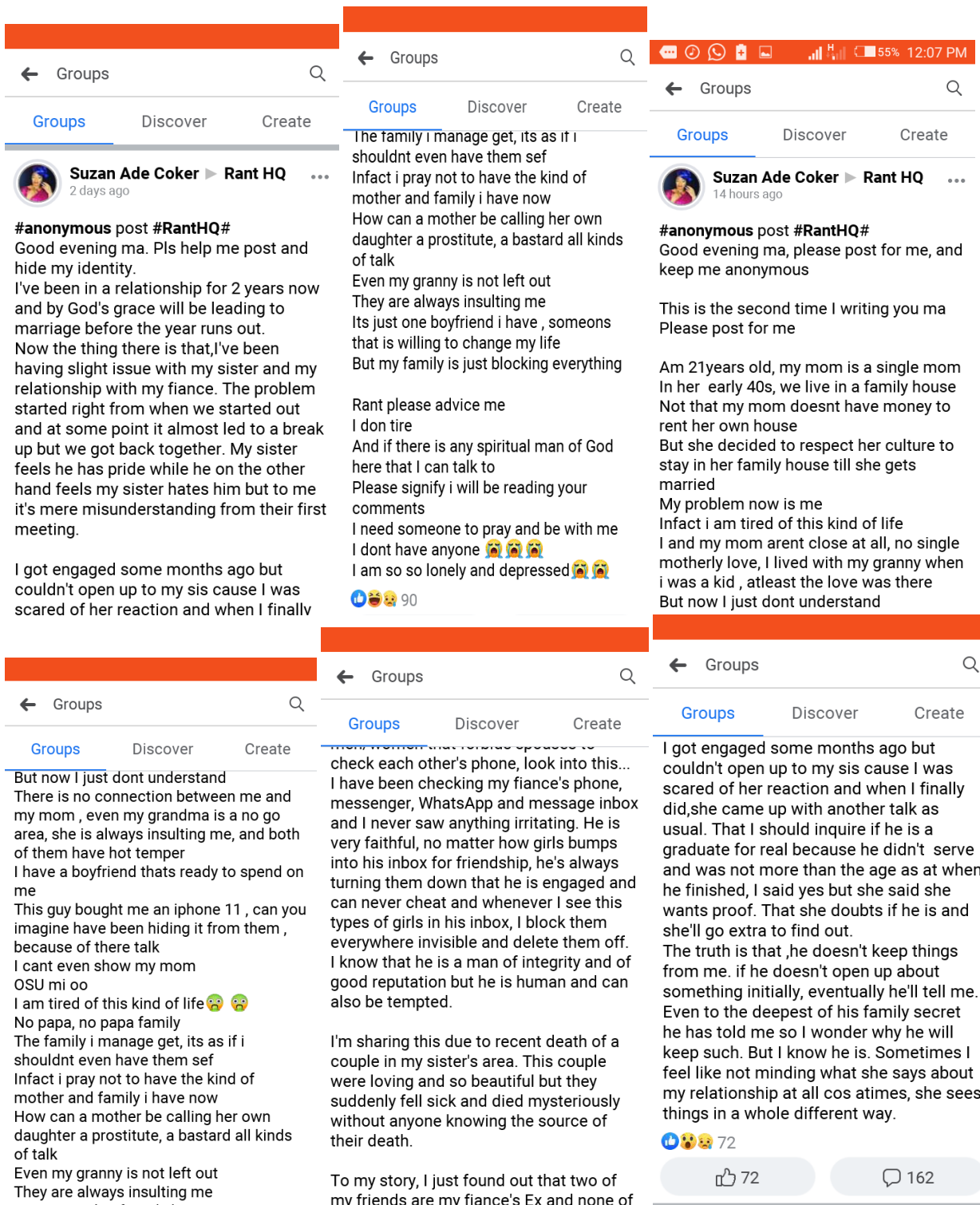
Please help me guys?

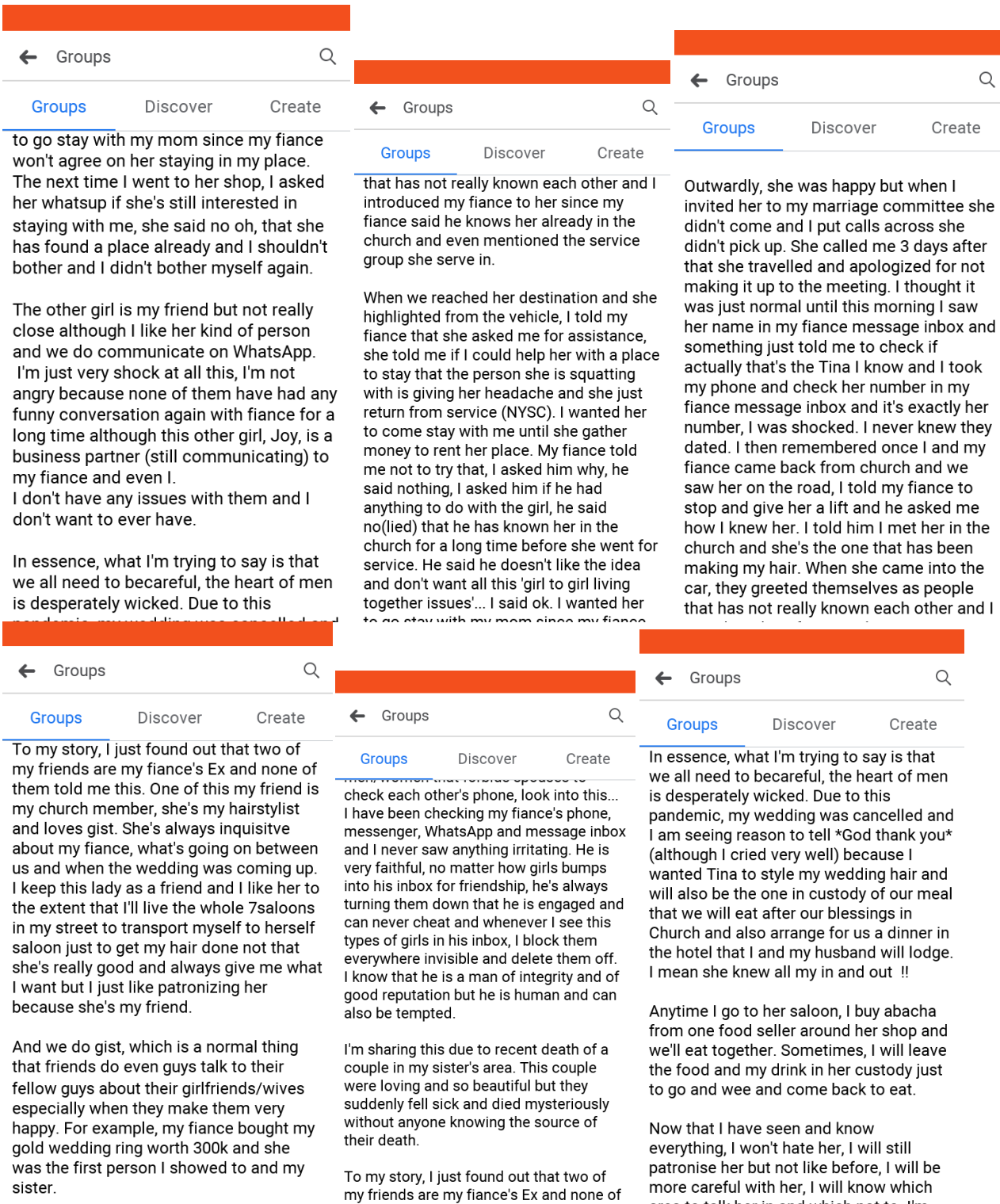
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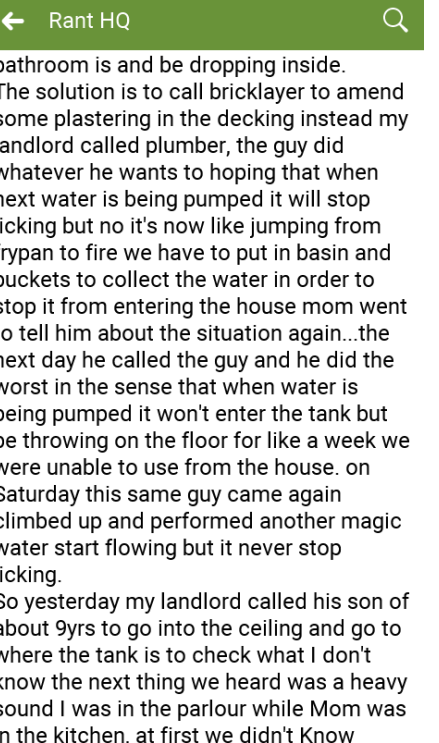
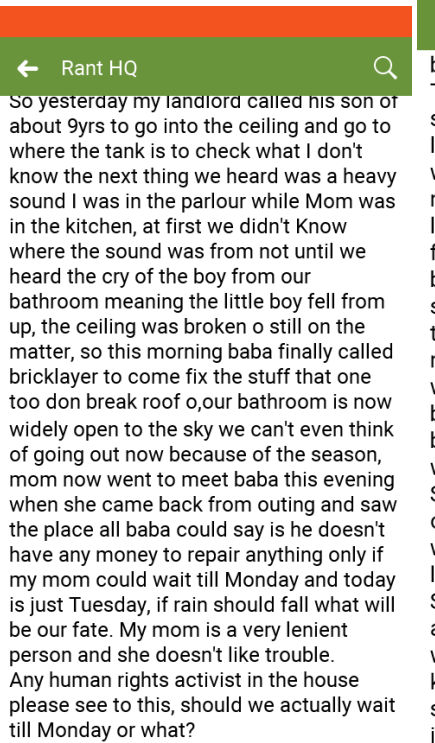
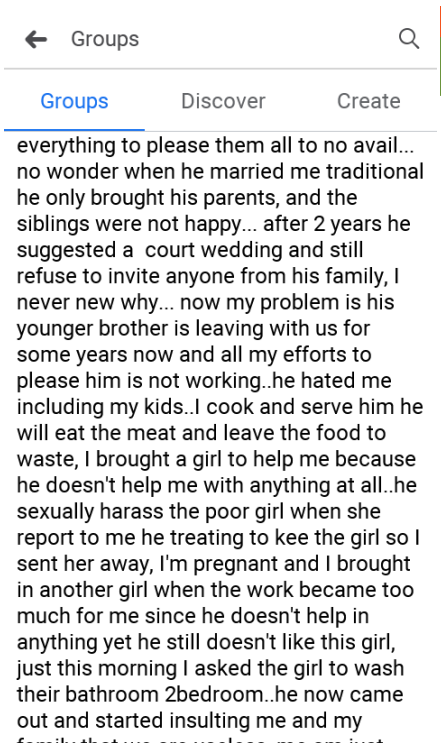
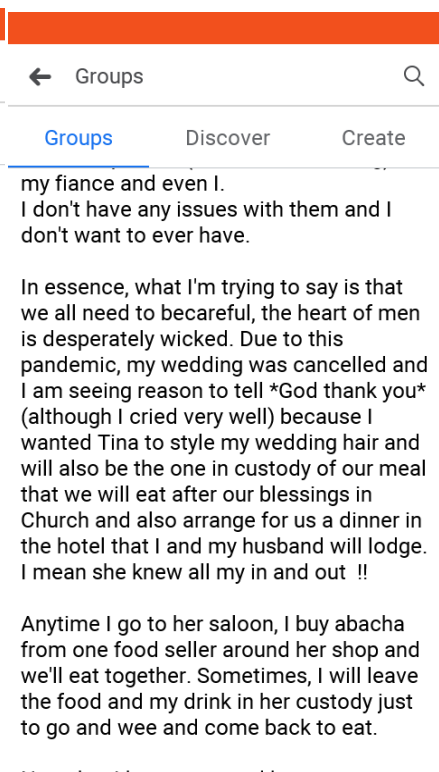
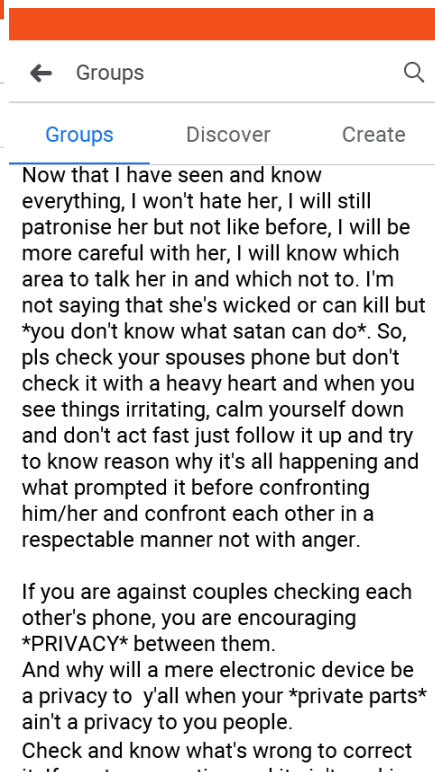
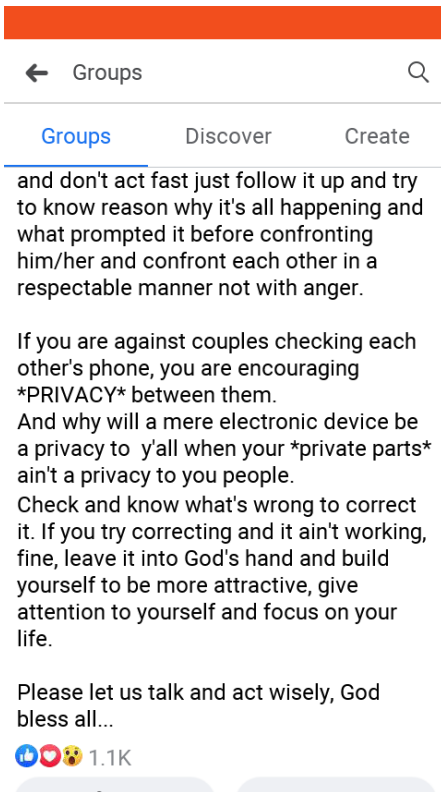
👍 1K    💬 3K

 **Pauline Eiwone Asumah**  
Jun 13, 2020 at 01:24

If you're able to solve this, you're a critical thinker. ' Mr. Smith had 4 daughters and each daughter had a brother. How many







12:34 PM 46%

Rant HQ

**Suzan Ade Coker**  
1 day ago

**#anonymous post #RantHQ#**  
Good evening ma.  
kudos to all you do, more grace to function.  
Anonymous post please.  
My landlord has been acting funny since a month ago since my mom complained about an issue in the house, initially since we parked into the house we've been the one repairing so many things we met faulty there but this particular one mom complained about turned to another thing.

What really happened is that the water tank the whole house use is placed on a decking close to the roof of the house so whenever water is being pumped and it takes time before they off it because the control is in the landlords apartment, water will gather in there and start licking into the ceiling which is where our bathroom is and be dropping inside.

7:58 AM 85%

Search Facebook

**#anonymous post #RantHQ#**  
My wife washes clothes every morning before going to her shop despite all my pleas that she should be washing the clothes twice or thrice in a week .  
She is stressing herself too much especially when we have kids she take care of everyday  
Sometimes ,when i come back from office ,i will not drop my clothes in the laundry basket but she will still get clothes to wash either the kids clothes or hers !!  
What can I do to stop this because it irritates me seeing her doing this 365 days of a whole year ?  
NOTE: Don't ask me to buy washing machine o because I don't even have money to pay my rent now let alone washing machine.

12:40 PM 44%

Rant HQ

78

78 17

**Suzan Ade Coker** shared a post.  
2 days ago

**#anonymous post #RantHQ#**  
Good Afternoon Ma'am Suzan, please post and hide my identity,  
please how can I deal with cheating accusations, when I have never for once cheated on my man , ever since we knew for over a year now, He came for my introduction and he is always inquisitive to finds fault. Please what should I do?

47 107

**Olabamiji Adekunle**  
1 day ago

everything because she is working. since I can't go to work we hang out with friends around the house to gist but my wife is not always happy seeing me with people even if I went far away to see my family she will say I always like going to see my people because they are all her in Abuja .I don't have any friend the only friend I have stopped talking to me because she shouted at him on our wedding day, she always want only me around her and she has no friend and as for me am not use to staying one place, I like moving and playing with people which is always a problem to my wife she doesn't want to see me with anyone only me and her. I don't know how to handle this situation, your advice is needed house.

114 289

10:38 AM 84%

Groups

Groups Discover Create

**Suzan Ade Coker** ▶ Rant HQ  
19 hours ago


**#anonymous post #RantHQ#**  
Mommy Suzan good day ma'am, please help me post this and hide my ID...I never believe I will bring my problems on Facebook but I need prayers and encouragement...I have been married for more than 6 year's with 2kids boy and girl, and I have also lost 2 kids that almost took my life, I thank God I'm alive today... my husband happen to be the bread winner of his family..he have younger siblings that he has single handedly train to university and his still responsible for their bills including his parents and elder sister, every thing is on him, now they obviously didn't want him to marry, someone that is going to be 50years soon. .. because they want him to continue working for them.now he practically those everything to please them all to no avail...

10:36 PM 12%

Search Facebook


**Suzan Ade Coker** ▶ Rant HQ  
2 hours ago

**#anonymous post#**  
please hide my identity ma, have been married for some months now not up to one year , things has not been the same since this lockdown began have not been working business has been down and my wife has been the only one doing almost everything because she is working. since I can't go to work we hang out with friends around the house to gist but my wife is not always happy seeing me with people even if I went far away to see my family she will say I always like going to see my people because they are all her in Abuja .I don't have any friend the only friend I have stopped talking to me because she shouted at him on our wedding day, she always want only me around her and she has no friend and as for me am not use to staying one place. I like moving and

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just this morning I asked the girl to wash their bathroom 2bedroom..he now came out and started insulting me and my family that we are useless, me am just here eating his brother money that I will die with my pregnancy because am due for delivery, if anything should happen to me my children will surfer, because my husband those almost everything his family wants.my family those not come to my house all because of them.. it's only them that can come and stay as long as they want.. this morning insult on me and my family is too much should I call for divorce for peace to rain or what do I do? I don't have a mother to talk to my pains and troubles in this marriage is just too much all because of in-laws, please let anyone that knows a strong man of God in Lagos State give me a contact he said I will die with my pregnancy. And seriously I have been having a bad dreams and seeing graves with death body, last week I saw were in my village they were burring

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here eating his brother money that I will die with my pregnancy because am due for delivery, if anything should happen to me my children will surfer, because my husband those almost everything his family wants.my family those not come to my house all because of them.. it's only them that can come and stay as long as they want.. this morning insult on me and my family is too much should I call for divorce for peace to rain or what do I do? I don't have a mother to talk to my pains and troubles in this marriage is just too much all because of in-laws, please let anyone that knows a strong man of God in Lagos State give me a contact he said I will die with my pregnancy. And seriously I have been having a bad dreams and seeing graves with death body, last week I saw were in my village they were burring some one I don't no and today he's telling me that I will die 🙏🙏🙏🙏🙏🙏🙏🙏

   150

## Case Study

# Discoid Lupus Erythematosus of the Lip

Gyan Prasad Bajgai

Jigme Dorji Wangchuck National Referral Hospital, Thimphu, Bhutan

Email: drbajgai@gmail.com

### Abstract

*Discoid lupus erythematosus (DLE) is the most common type of chronic cutaneous lupus erythematosus, which often presents with muco-cutaneous manifestations. Mucosal lesions of DLE are usually found in association with skin lesions. Discoid lupus erythematosus is an auto-immune disease commonly affecting the areas of skin exposed to the sun. Patients with DLE have high levels of plasma-cytoplast dendritic cells derived interferon  $\alpha$ , which mediates both loss of immune tolerance to self antigens and exaggerate inflammatory state. Early diagnosis of mucosal DEL may prevent complications like squamous cell carcinoma (SCC) but, requires, a high index of suspicion in patients with lesions on the mucosa. Discoid lesions of the lip usually present as erythematous and/or whitish plaques, with white striations and/or telangiectasia. Photosensitivity and the long standing immune mediated chronic inflammation is a trigger for malignant transformation in DLE. Early and timely diagnosis is important in management of DLE.*

**Keywords:** Discoid lupus erythematosus, Lip, Woman, Chronic, Auto-immune

### Introduction

Discoid lupus erythematosus (DLE) is the most common type of chronic cutaneous lupus Erythematosus (Odell, 2017). Mucosal lesions of DLE are usually found in association with skin lesions. Lower lip is a common site for lupus erythematosus (DLE) (Kuhn et al., 2015). Discoid lupus erythematosus is an auto-immune disease commonly affecting the areas of skin exposed to the sun (Molomo et al., 2015; Peterson, Ugonabo, Franks, & Lo Sicco, 2019). It is an auto-immune disease, and it is often associated with photosensitivity (Roy & Shankarmurthy, 2015). The exact etiologic mechanism is not known, however, genetic, hormonal, environmental factors, and immune abnormalities have been suspected to cause the disease (Maidhof & Hilar, 2012). Of late, DLE has also been reported associated with vaping

or use of electronic cigarette (Peterson et al., 2019). DLE may be localized or widespread with more predilection to females than males (Roy & Shankarmurthy, 2015). The course of the disease follows periods of exacerbation and remission depending on the body's immune response and treatment given. A proper skin biopsy technique and interpretation of histopathological results are critical in differentiating causes of lower lip symptoms (Kuhn et al., 2015). Untreated and long standing cases DLE may progress to squamous cell carcinoma (SCC) (Roy & Shankarmurthy, 2015; Molomo et al., 2015). Skin of the scalp, lips, ears or nose become atrophic and hypo-pigmented (Roy & Shankarmurthy, 2015). These areas when exposed to the sun for a prolonged duration are at the highest risk of malignant transformation (Roy & Shankarmurthy, 2015; Molomo et al., 2015).

### Case Report

We are reporting this case of 53 years old woman who visited our clinic with complain of pain and burning sensation of the lower lip. This case surfaced the diagnostic challenges faced in a resource constrain facility. The woman suffered this for more than 10 years and the symptoms increased while eating hot and spicy food. She informed that a biopsy was done from the lip 5 years ago but the result was inconclusive. Ever since, she used Triamcinolone Acetonide 0.1 % ointment 7-8 times/day but without any improvement. She revealed no history of any medical illness and her vitals were within the normal range. On extra-oral examination, there were no lumps, facially symmetry was maintained, there were no malar rashes as well but the lower lip was moderately erythematous with white lacy lines/striations and some areas of erosion. (Figure 1 (a) and (b) below):



1(a)

1(b)

**Intra-oral examinations revealed normal findings only. (Figure 2 (a) and (b) below):**





2 (a)

2 (b)

The diagnosis of the lesion, suspected DLE is obtained through biopsy and histopathological examination. However, the patient denied biopsy. After patient’s denial of biopsy, we needed to look for alternate options and the case posed a big treatment challenge without proper diagnosis. A full blood count with LFT, RFT, ESR, ANA titre, Anti ds DNA, Anti Smith Ab and Urine analysis were advised. Blood parameters were within normal range except for ANA titer. Anti-ds DNA, anti-Smith antibody could not be done due to unavailability of the facility. ANA titer is significantly raised i.e. 1: 160 for both the speckled and fine titers (considered significant if more than 1:80) Reports shown as in (Figure 3 (a) and (b)):

Method/Specimen		TEST	Result	Flag	Unit	Reference Range
IFA / serum	- / -	ANA patterns				
		- Peripheral				
		- Homogeneous	1:160			
		- Speckled	1:160	Fine		
		- Nucleolar				
		- Nuclear dot				
		- Cytoplasmic staining				
Remark: ANA: Clinical significant titer greater than 1:80						

CBC (WITH PLATELET COUNT)(B101E1.L1)			
WBC	8.4 (5 - 10)x10 <sup>3</sup> /dL	RBC	5 (4.5 - 5.1)x10 <sup>6</sup> /dL
HGB	12.9 (12 - 16)g/dL	HCT	41 (37 - 47)%
MCV	82 (82 - 96)dL	MCH	25.8 (26 - 32)pg
MCHC	31.4 (32 - 36)g/dL	RDW-CV	13.1 (11.5 - 14.5)%
PLT	340 (150 - 450)x10 <sup>3</sup> /dL	MPV	7.6 (7.2 - 11.1)dL
Neutrophil	56.2 (45 - 74)%	Lymphocyte	36.1 (16 - 45)%
Monocyte	2.1 (0 - 10)%	Eosinophil	2.7 (0 - 7)%
Basophil	1.1 (0 - 2)%	Large Unstain Cell	1.8 (0 - 4)%
RBC Morphology	Normochromic and Normocytic		

(a)

(b)

With limited investigations and facilities. We treated the patient with Topical Betamethasone cream 0.05% twice daily on the lip for 1 month and followed up. At 1 month, the patient had improved symptomatically. The treatment was continued for another month and patient followed regularly.

### Discussion

Early diagnosis of mucosal DLE prevents from scarring and progression to malignancy (João, Brasileiro, Neves, Lencastre, & Pinheiro, 2020). Untreated DLE causes scarring, hair loss, and hyperpigmentation changes on the skin (Roy & Shankarmurthy, 2015). Discoid lesions of the lip usually present as erythematous and/or whitish plaques which makes it difficult to

diagnose because auto-immune diseases like oral lichen planus and oral lichenoid lesions share similar features (Joao et al., 2020). The pathogenesis of DLE is multifactorial comprising complex interactions between extraneous factors such as ultraviolet radiation (UVR), drugs, infective agents and mediators of psychological stress (Molomo et al., 2015; Peterson et al., 2019). The diagnosis of DLE is symptom-based and often requires an interdisciplinary approach. The goal of treatment is remission or control of disease activity (Kuhn et al., 2015). Treatment with the drugs available can clearly improve the short- and long-term prognosis of SLE. Antimalarial drugs are the main stay of treatment, however topical corticosteroids are used for just local involvement of skin or mucosa. A modern treatment strategy should comprise of both preventive and treatment of co-morbid conditions (Kuhn et al., 2015).

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## Case Study

### PEMPHIGUS VULGARIS CONFINED TO THE GINGIVA

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#### Abstract

*Pemphigus Vulgaris (PV) is an autoimmune intraepithelial blistering disease that often involves skin and mucous membranes. Oral mucosa is frequently affected in patients with pemphigus. It does not have any gender predilections and can occur in both male and female of 40-60 years of age. The oral lesions may be the only first sign of the disease in many patients. In some patients, oral lesions may also be followed by skin lesions. PV manifests as blisters and erosions of the skin and the mucous membrane. Timely diagnosis and treatment of oral lesions is important. It is a challenge to diagnose PV with oral lesions because of their nonspecific presentations. The lesions are superficial erosions or ulcerations. Intact bullae are difficult to find but when found may be filled with clear liquid. Lesions may occur anywhere on the oral mucosa including gingiva. Gum inflammation or desquamative gingivitis is less common compared to other muco-cutaneous conditions such as mucous membrane pemphigoid (MMP) or oral lichen planus. This paper describes a case of a patient presenting with a three years history of painful and burning sensation of gingiva, which was earlier misdiagnosed and treated as gingivitis. Finally, it was diagnosed as a case of pemphigus vulgaris.*

**Keywords:** Pemphigus Vulgaris, Woman, Gingiva, Bhutan

#### Introduction

Pemphigus Vulgaris (PV) is an autoimmune intraepithelial blistering disease involving the skin and mucous membranes (Pettini et al., 2015; Scully, 2008). PV is characterized by acantholysis in the epithelium (Rai et al., 2015). It affects both sexes almost equally and is

more common in middle-aged and elderly patients (Cawson & Odell, 2008). Systemic corticosteroid therapy is associated with a dramatic improvement (Pettini et al., 2015). However, complications of medical therapy remain a concern (Pettini et al., 2015). The oral mucous membrane is frequently affected in PV patients; most of the patients present with oral lesions as the first sign of PV (Pettini et al., 2015). Lesions may occur anywhere on the oral mucosa, but the buccal mucosa is the most commonly affected site, followed by involvement of the palatal, lingual, and labial mucosae; the gingiva is the least commonly affected site, and desquamative gingivitis (DG) is a common manifestation of the disease (Ohta et al., 2011). In many PV patients, the oral lesions are followed by the development of skin lesions (Rai et al., 2015). Consequently, if oral PV can be recognized in its early stages, treatment may be initiated to prevent progression of the disease to skin involvement (Rai et al., 2015). Early oral lesions of PV are, however, often regarded as difficult to diagnose, since the initial oral lesions may be relatively nonspecific, manifesting as superficial erosions or ulcerations and rarely presenting with the formation of intact bullae (Ohta et al., 2011).

## Case Report

We present a case of 30 year old woman who presented to our clinic with symptoms of mild pain and burning sensation of the mouth while brushing. She had these symptoms for three years. The pain increased with hot and spicy foods and did not improve despite several visits to the local hospital. She was treated as gingivitis. She revealed no systemic problems. She was an occasional drinker. Her vitals were all within normal range.

On extra oral examinations, there was facial symmetry, no swellings or lumps, no skin lesions. Both the Temporo-mandibular joints were normal.

On Intra-oral examinations, there was mild erythema of the gingiva in the anterior mouth only involving both the attached and marginal gingiva. There was mild desquamation of the gingiva with occasional white areas/patches at few points on the gingiva. There was no involvement of any other area of the mouth. The lips, tongue, buccal mucosa, palate and other structures were normal. The gingiva as seen in the Figure below 1 (a), (b) and (c):



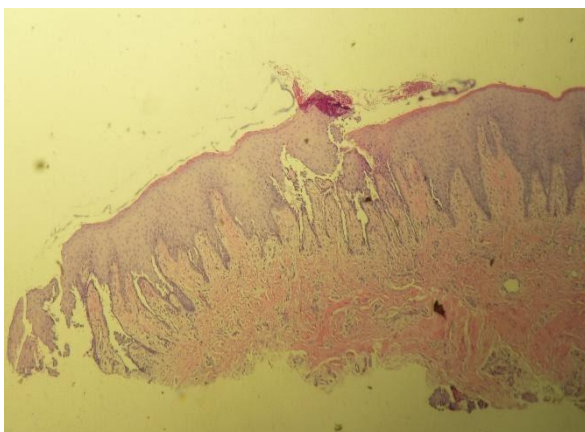
1(a)



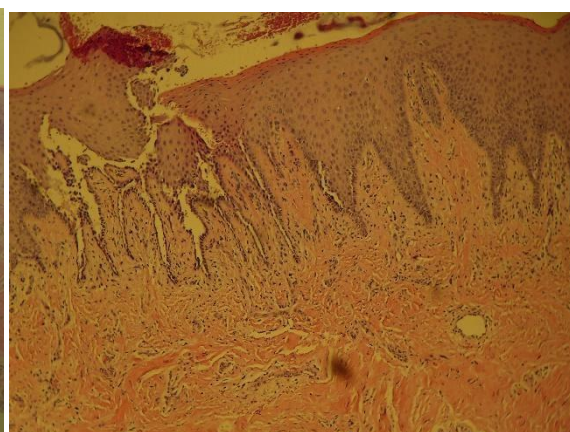
1(b)

1(c)

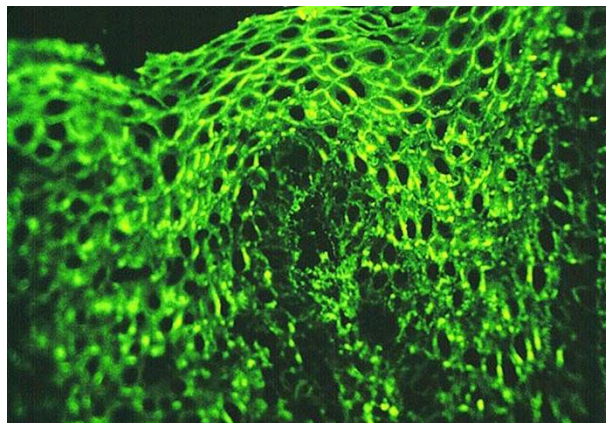
An incisional biopsy was performed and specimens sent for histopathological examinations (HPE) and direct immune-fluorescent study (DIF). Both the reports were consistent with pemphigus vulgaris. HPE and DIF pictures as seen in the Figure 2 (a), (b) and (c) below:



2 (a) Low power field (HPE)



2(b) High power field (HPE)



2 (c) DIF finding-Intra-epithelial deposition of immunoglobulin

The patient was treated with topical corticosteroids i.e. dexamethasone mouth wash and topical application of Triamcinolone Acetonide 0.1% in oral base. Chlorhexidine mouthwash was given to clean the teeth. Systemic steroids were not used because there were no skin lesions neither involvement of other mucosa. The patient was followed up at 2 weeks, 4 weeks and monthly there-after until the oral lesions healed completely. The pictures as in Figure 3 (a) and (b) shows Before and After treatment images:



3(a)-Before Treatment

3(b) - After treatment

## Discussion

Early diagnosis and treatment of PV is important since it is a fatal disease (Rai et al., 2015). The mainstay of treatment is corticosteroid in high dose (Scully, 2008). Usually systemic corticosteroid 1-1.5mg/kg/day is given in a single or divided doses (Pettini et al., 2015; Scully, 2008). Once the remission occurs the drug can be tapered down and given as maintenance dose (Rai et al., 2015). Adjuvant drugs are often given to reduce the side effects of steroid (Atzmony et al., 2015). Adjuvant drugs used are Azathioprine, Cyclosporine, Cyclophosphamide, Myco-phenolate mofetil, Methotrexate (Baum et al., 2012), Tetracycline and Dapsone (Atzmony et al., 2015; Bystryin, 1984). The choice of drugs to be given depends

on the severity of the disease and the clinicians' judgement (Atzmony et al., 2015; Ohta et al., 2011). Histopathology with Immune-fluorescent study is the gold standard for diagnosis of pemphigus (Scully, 2008; Suresh & Neiders, 2012). Therefore, for the definitive diagnosis of PV, the following criteria must be fulfilled: (1) the presence of appropriate clinical lesion(s), (2) confirmation of acantholysis in biopsy specimens, and (3) confirmation of autoantibodies in tissue or serum, or both. In the present case, a definitive diagnosis of PV was made based on a general assessment of the following findings: (1) positive Nikolsky's phenomenon, (2) presence of acantholysis in biopsy specimens, and (3) finding of antibody deposition between epithelial cells by DIF test (Pettini et al., 2015; Cawson & Odell, 2008; Scully, 2008).

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- BSc. in Dialysis Therapy Technology
- Bachelor in Health Information Management
- Bachelor in Science in Medical Laboratory Technology (BMLT)
- Master of Science in Medical Laboratory Technology (MMLT)



Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
B. Tech ( CE, CSE, ECE, ME, EEE )	4 Years	Pass in 10 + 2 (Phy/Chem/Math) with minimum 45%, (40 % in case of SC/ST/ OBC) aggregate marks	50,000	57,500	IT,ITEs, Manufacturing,Companies, Corporates, Telecom, Banks, Govt. Services
B. Tech - Lateral Entry ( CE, CSE, ECE, ME, EEE )	3 Years	Pass in 3 - year diploma course with minimum 45 % (40 % in case of SC/ ST/ OBC) aggregate marks	50,000	57,500	IT,ITEs, Manufacturing,Companies, Corporates, Telecom, Banks, Govt. Services
BCA	3 Years	Pass in 10 + 2 ( any Discipline) examination	27,000	30,000	IT,ITEs, Corporates, Banks,Govt. Services, NGO's.
Integrated MCA	5 Years	Pass in 10 + 2 ( any Discipline) examination	27,000	30,000	IT,ITEs, Corporates, Banks,Govt. Services, NGO's.
MCA	2 Years	Graduation in any discipline, with 40% and above aggregate marks.	30,000	33,000	IT,ITEs, Corporates, Banks, Govt. Services, NGO's, Research
M.Tech	2 Years	Valid GATE Scorer with B.Tech /B.E in Civil Engineering or B.Tech /B.E in Civil Engineering with 60% marks	60,000	65,000	Research, consultant to Pvt. Organization in the field of flood forecasting, flood inundation, flood disaster management, Entrepreneur.

Basic Science

Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
B.Sc. Physics (Hons.)	3 Years	Pass in 10 + 2 with 40 % marks in Physics & pass in maths	27,000	29,000	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
B.Sc. Chemistry (Hons.)	3 Years	Pass in 10 + 2 with 40 % marks in Chemistry	27,000	29,000	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
B.Sc. Mathematics (Hons.)	3 Years	Pass in 10 + 2 with 40 % marks in Mathematics	25,000	27,000	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Physics	2 Years	Graduate with 45 %(40 % in case of SC/ST/ OBC) marks in Physics	35,000	37,000	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Chemistry	2 Years	Graduate with 40 % marks in Chemistry from a recognized University	35,000	37,000	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Mathematics	2 Years	Graduate with 40 % marks in Mathematics	27,500	29,500	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate

Liberal Arts

Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
BA - English (Hons.)	3 Years	Pass in 10 + 2 (any Discipline) with 40 % marks in English	23,000	25,000	Jobs in Govt., Teaching in Schools/Educational Administrators/ Corporate, Banks, Telecom, Media, Journalism
MA - English	2 Years	Graduate in any Discipline with minimum 45 % (40% in case of SC/ST/ OBC) aggregate marks	24,000	26,000	Jobs in Govt., Teaching in Schools/Educational Administrators/ Corporate, Banks, Telecom, Media, Journalism/ Research
B.A - Psychology (Hons)	3 Years	Pass in 10 + 2 (any Discipline) with 50 % (45% in case of SC/ST/ OBC) marks	22,000	24,000	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
MA - Psychology	2 Years	Graduate with 45 %(40 % in case of SC/ST/ OBC) marks in Psychology	24,000	26,000	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate

Library And Information Sciences

Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
B.Lib.I.Sc	1 Year	Graduate in any discipline	21,000	23,000	School/ College/ University/ district/ State / National Libraries, Bank, Govt. Services, NGO's, Research
M.Lib.I.Sc- Integrated	2 Years	Graduate in any Discipline	21,000	23,000	School/ College/ University/ district/ State / National Libraries, Bank, Govt. Services, NGO's, Research
M.Lib.I.Sc	1 Year	Graduate with B.Lib.I.Sc	21,000	23,000	School/ College/ University/ district/ State / National Libraries, Bank, Govt. Services, NGO's, Research

Law

Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
BBA-LLB Integrated	5 Years	Pass in 10 + 2 with minimum 45 % (40 % in case of SC/ST, 42% in case of OBC) aggregate marks	29,000	31,000	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR
BA-LLB Integrated	5 Years	Pass in 10 + 2 with minimum 45 % (40 % in case of SC/ST, 42% in case of OBC) aggregate marks	29,000	31,000	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR
LLB	3 Years	Graduate in any Discipline with minimum 45 % (40 % in case of SC/ST, 42% in case of OBC) aggregate marks	26,000	28,000	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR
LLM	2 Years	Graduate with LLB degree (Recognised by BCI)	30,000	35,000	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR, Research

D\* = Domicile: Students from North East States (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim)  
 ND\*\*= Non-Domicile: Students from states other than North East states.

## Management & Commerce

Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
B.Com (Hons.)	3 Years	Pass in 10 + 2 examination in commerce or Science with 45% (40% in case of ST/ SC/OBC) marks	25,000	27,000	Banks, Financial Services, Corporates
BBA	3 Years	Pass in 10 + 2 ( any Discipline) examination	27,000	29,000	Banks, Financial Services, IT, Insurance, Telecom, Corporates, Consulting Companies.
MBA	2 Years	Graduate in any discipline with minimum 45 % (40 % in case of SC/ST/OBC) aggregate marks	60,000	70,000	Banks, Financial Services, IT, Insurance, Telecom, Corporates, Consulting Companies, Research
MBA (Rural Management)	2 Years	Graduate in any discipline With minimum 45% (45% in case of SC/ST/OBC) aggregate Marks. Preference will given to the students having aca demic qualifications in agriculture and allied subjects.	60,000	70,000	Agribusiness Management ad Marketing, Rural Co-operatives, Micro Finance, Rural Banking, FMCG, Fertilizer / Pesticide companies, Food sector, NGO's, Consulting companies, Market Research
M.Com	2 Years	B.com (Pass or Hons) from any recognized University/ Institution with 45% marks in aggregate Or equivalent grades. 5% relaxation will be given to SC, ST, and OBC candidates.	26,000	28,000	Banks, Financial service, Corporate, Tax consultants, Finance Advisor/Planner, etc
Master of Hospital Administration(MHA)	2 Years	Graduate with 50% aggregate marks (Preference will be given to MBBS, BDS, BHMS, B.Sc Nursing, BPT, BAMS, B.Sc Allied Health Science, Veterinary Sciences & B.Sc Pharma)	60,000	65,000	Hospitals(Government /Private), NUHM, NRHM, NRLM, Healthcare consultancy firm, Hospitality industry, Medico-legal consultancy firm, Insurance sector (Government/ Private)

## Allied Health Sciences

Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
Bsc. in Emergency Medical Technology	4 Years	Pass in 10 + 2 (Science Discipline) with 45% marks in PCB (5% relaxation for SC/ST/OBC Candidates)	35,000		Opportunity in Government /Private hospital having ICU/ITU/Critical care unit, Demand in disaster management team for both state/central government, army/navy/airforce. Eligible for Post graduation courses.
Bsc. in Cardiac Care Technology	4 Years	Pass in 10 + 2 (Science Discipline) with 45 % marks in PCB (5% relaxation for SC/ST/OBC Candidates)	35,000		Opportunity in Government /Private Hospitals in cardiology department, different cath- labs or diagnostic centers. Eligible for postgraduate courses
Bsc. in Dialysis Therapy Technology	4 Years	Pass in 10 + 2 (Science Discipline) with 45 % marks in PCB (5% relaxation for SC/ST/OBC Candidates)	35,000		Opportunity in Government /Private hospitals, NRHM, NUHM, NGO, clinics/healthcare setup offering dialysis treatment. Eligible for Post Graduation courses in dialysis.
Bachelor in Health Information Management	4 Years	Pass in 10 + 2 (any Discipline) with 45 % marks (5% relaxation for SC/ST/OBC Candidates)	35,000		Opportunity in Government / Private hospitals, diagnostic centers, NRHM/NUHM, legal firms,Healthcare consultancy .Eligible for Post Graduate courses.
B.Sc. Medical Lab Technology	4 Years	Pass in 10 + 2 (Science Discipline) with 45% marks in PCB (5% relaxation for SC/ST/OBC Candidates)	26,000		Opportunity in Government /Private hospital having ICU/ITU/Critical care unit, Demand in disaster management team for both state/central government, army/navy/airforce. Eligible for Post graduation courses.
M.Sc. Medical Lab Technology	2 Years	Candidate must have passed degree, e.g. B.Sc. MLT/ B.Sc. Physiology/ Microbiology/ Biotechnology/ Biochemistry or equivalent B.Sc. Biosciences from a recognized University	60,000 (D*) 65,000 (ND)		Opportunity in Government / Private sector, Lab Technician, Medical Lab Incharge, Research and Development Manager (Laboratory), Technical Officer etc. Can pursue research or can flourish in academics as well

## Education

Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
B.Ed.	2 Years	Graduate or post graduate in any discipline with minimum 50 % (45 % in case SC/ST/ OBC) aggregate marks	40,000	42,000	Teaching in Secondary level
MA - Education	2 Years	Graduate in any discipline	17,000	19,500	Teaching in Schools/Educational Administrators/ Research
M.Ed.	2 Years	B.Ed. (1/2 years)/ B.EL.ED/B.Sc.B.Ed./ B.A B.Ed./ D.EL.Ed./D.Ed. with a Bachelors degree. 50% marks at all the levels	48,000		Teaching in Teacher Education

## Physical Education and Yoga

Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
B.P.Ed	2 Years	Graduate or post graduate in any discipline with minimum 50 % (45 % in case SC/ST/ OBC) aggregate marks	22,000	24,000	Jobs in Schools/ Colleges/ University , Physical Trainer
D.P.Ed	2 Years	Pass in 10+2 or equivalent with 50% of marks in any stream	20,000		Jobs in Schools/ Colleges/ Physical Trainer
PGD in Yoga	1 Year	Any graduate	16,000	21,000	Yoga Teacher in Schools, Yoga Therapist/ Yoga Psychologist/ Yoga Inspector in MNC's, Health Club, Yoga Club
B.P.ES	3 Years	Pass in 10 + 2 examination or equivalent from any recognised education Board/ University	20,000		Jobs in Schools/ Colleges/ University , Physical Trainer
B.P.ES(LE)	1 Year	Pass in two years diploma in Physical education	20,000		Jobs in Schools/ Colleges/ University , Physical Trainer
MPES	2 Years	Candidates must have passed with at least 50% marks for Gen/OBC and 45% for ST/SC category. B.PEd (4yrs Integrated)/ B.PEd. (1yr or 2 yr) BPE (3yrs)/ B.Sc (Physical Education)/ BPES (3yr)	30,000		Assistant professor/Physical director, Sport officer, Sports administrator in various colleges, NIT, IIT, state and central Universities.

## Special Education

Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
B.Ed. Spl.Ed. (ID)	2 Years	Graduate or post graduate in any discipline with minimum 50 % (45 % in case SC/ST/ OBC) aggregate marks	40,000	42,000	Teaching in Secondary level and at special schools
D.Ed.Spl.Edu (ID)	2 Years	Pass in 10 + 2 (any Discipline) with minimum 50% marks	25,000		Special schools, Sarva Siksha Abhiyan/ Resource teacher in General School/ Integrated/ Inclusive setup
M.Ed.Spl.Ed(ID)	2 Years	B.Ed. Spl. Ed (MR) / B.Ed. General with D.Ed. Spl. Ed (MR) with 50% marks (RCI).	37,500		Professional preparation of teacher educators-engaged in continuous professional development of teachers
M. Phil in Clinical Psychology	2 Years	M.A. / M.Sc_ degree in the Psychology with 55% marks in aggregate, Preferably with special paper in Clinical Psychology .	70,000		Qualified professional & extensive inputs & widespread Clinical experience to acquire the necessary skills in the area of Clinical Psychology

## Nursing Science

Program	Duration	Eligibility	Program Fee Per Semester(Rs)		Career Prospects Employment Opportunities
			(D)*	(ND)*	
ANM	2 Years	Pass in 10 + 2 (any Discipline)examination	40,700		Hospitals(Government /Private), NUHM, NRHM, NRLM, Healthcare consultancy firm, Hospitality industry, Medico-legal consultancy firm, Insurance sector (Government/ Private)

## Certificate Program

Program	Duration	Eligibility	Program Fee (Rs)
Data Science	6 Months	Minimum graduation in Science or Engineering.	25,000
HR Analytics & HR Audit	4 Months	Graduation with Computer Literacy	35,000
French	6 Months	Minimum pass in 10+2 (in any discipline)	15,000



# Campus Life



# Story of Success

**Tech Mahindra**  
Mainak Saha

SLK

WIPRO

future group

Lehar Ara Khanam  
**GENPACT**

future group

Griffith Education  
Amrita Bhattacharya

BAJAJ CAPITAL  
Bishal Paul

HDFC BANK  
Katarina Danelli

**ZZESTECH**  
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**TATA**  
CONSULTANCY SERVICES

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Ajay Kishna Adappa

MAK GROUP

Griffith Education

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CISCO  
Kundan Debnath

MAK GROUP

CISCO  
Anvish Pathak

IndiGo

IndiGo  
Nipa Sinha

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HOSPITALS

L&T Infotech  
Sanakshi Buzar Baruah

PRAN

Griffith Education  
Janmajoy Das

amazon  
Rohit Chakraborty

SLK

**GENPACT**

SLK

ILS

**TATA TRUSTS**  
Subhojeet Das

Nalini Pareek

BAJAJ CAPITAL

Griffith Education

Griffith Education  
Sippan Nath

BAJAJ CAPITAL

Prominent Recruiters

## Our Resources

Team of Experienced Faculty Members who are alumni of reputed institutions like IITs, IIMs, NITs, National Law Universities & other renowned Institutions.

- ✓ Wi-Fi enable Campus
- ✓ Smart Class Rooms
- ✓ Labs / Workshop
- ✓ Enriched Library
- ✓ Hostels
- ✓ Full Campus is Under cctv Surveillance
- ✓ Yoga
- ✓ Medical Centre
- ✓ Gymnasium
- ✓ Soccer Field
- ✓ Basket ball court
- ✓ 24 x7 Ambulance Service
- ✓ 24 hours Power Generator back-up etc.
- ✓ Full Campus is Covered by Jio wifi, BSNL wifi, ICFAI wifi
- ✓ Badminton court

## Unique Features

- Fee concession for students from North Eastern States
- N J Y Memorial Scholarships
- Merit Scholarships during Admission and also during study at University
- Signed MOA with IIT Bombay for setting up North Eastern Region Spoken Tutorial FOSS HUB at ICFAI University Tripura
- French & Chinese Language as Elective Course for all Programs
- Setup Virtual Lab in Collaboration with IIT, Delhi.

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