

## UNIT 5

### Unit 5 : Digital Communication and Personality Making

**Content Creation for Social Media: Emails, Webinars, podcasts, Blogs. Effective and Ethical use of Social Media by Text and Technique, Speech and Personality, Personality Analysis: Types of Personality; Concept of Personality: Maslow, Freud, Vivekananda, Jung Typology & Personality Assessment.**

#### What is content creation for social media?

Content creation for social media refers to the process of designing, planning and producing engaging and shareable content specifically tailored for social media platforms. It involves creating posts, images, videos and other forms of media to capture the attention of the audience and encourage interaction and sharing. Its like being a digital storyteller!

Content creation is a dynamic field that needs creativity and understanding of the audience. Good content builds brand awareness, engagement, loyalty and helps achieve marketing goals in the digital age.

There are several types of content that can be created for social media, each serving a specific purpose:

- 1) **Text Posts:** As the name implies, these types of posts only contain text and they are the most basic form of social media content. These are simple text-based updates or announcements. They are good for conveying information, sharing thoughts, or asking questions.
- 2) **Images:** Visual content like photos and graphics is highly shareable and quickly captures attention. Such posts can be exclusively made out of images or they can also contain short engaging captions that bring extra value to the visual.
- 3) **Videos:** Video posts are typically short and designed to engage viewers more than any content type. This content format has become increasingly popular and almost all social media networks have released features and feeds dedicated to video posts. Short videos or live-streams are becoming increasingly popular and provide a dynamic way of showcasing your content or interacting with your audience.
- 4) **Infographics:** An infographic (information graphic) is a representation of information in a graphic format designed to make the data easily understandable at a glance. These are basically a combination of text and visuals which are used to present complex information in an easily consumable format/manner.

- 5) **Links:** Links refer to clickable URL's that direct users to external websites, articles, videos, or any other online content. They allow users to navigate to additional information or resources related to a post or a topic. Links make it convenient to explore more content beyond what's directly shared on the platform.
- 6) **Stories:** Stories in content creation are a popular feature on social media platforms like Snapchat, Instagram and Facebook. They allow users to share a series of photos or videos that disappear after 24 hours. Its like creating a visual diary or behind-the-scenes glimpse into your day.

## Why is content creation important?

The content you create can be an asset for your business because it allows your customers, readers and prospects to get the information they require to make educated buying decisions.

Some reasons content creation is essential are:

- **Provides value to the audience:** The information you share through the content can provide value to your audience and help the audience find a solution to their problems. Your content can educate, inspire and entertain readers.
- **Builds a brand:** The content you share helps customers form an opinion of a brand. Consistently sharing valuable and informative information can help build trust and ensure that your customers recommend the brand to their family, colleagues and friends.
- **Attracts and engages prospects:** Informative blog posts or white papers are essential for establishing a reputation with potential users and customers. By educating customers, you build trust and solve the customers' problems.
- **Grows your business:** Growing your business through content is a long-term strategy and helps you reach your target audience. Also, quality content can drive more traffic, conversions and leads.
- **Positions a brand as an industry leader:** With so much content available on the internet, it may become difficult for customers to find the information they require. When you create content that adds value, you can establish yourself as a subject matter expert that customers can trust and follow.

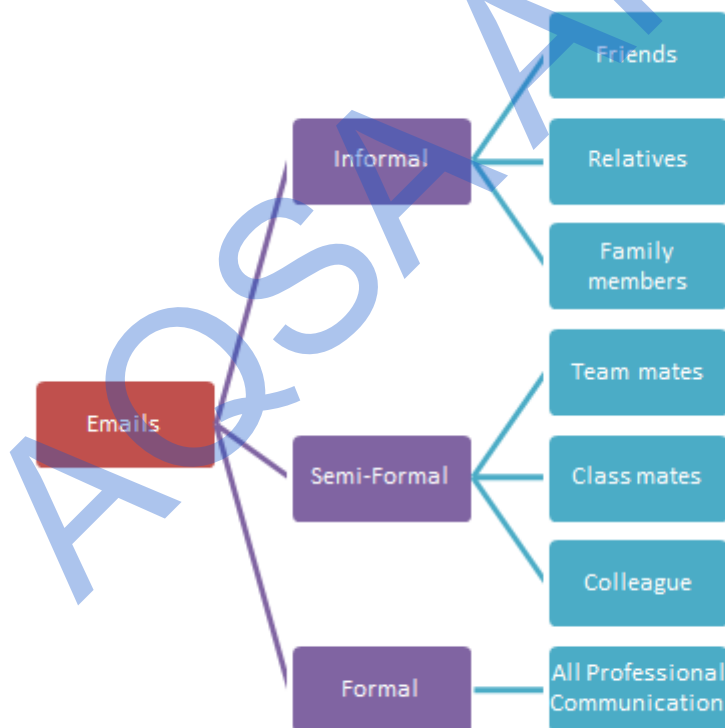
# EMAIL WRITING

In today's world, email is the most common form of communication. Email writing helps us to get the solution instantaneously. Email writing involves composing, sending, storing and receiving messages over an electronic communication system. An email stands for an electronic mail. Email writing is preferred over other forms of communication as it is cheaper and faster.

## Categories of Emails

Emails are of three types:

1. Semi-Formal email
2. Formal email
3. Informal email



### **Semi-Formal Email**

An email written for a colleague or a team-mate within a project comes under this category. The language used is simple, friendly, and casual. Modesty and dignity must be maintained.

### **Formal Email**

Suppose we are writing or composing an email for any type of business communication. It will come under the category of formal email. Formal email writing will be an email written to companies, government departments, school authorities or any other officers.

### **Informal Email**

An informal email is written to any relatives, family or friends. There are no particular rules for informal email writing. A person can use any language of his or her choice.

### **Advantages of Email Writing**

- It is a cheaper form of communication.
- Email helps to contact or send information to a large group of people.
- It provides a written record of the communication.
- Email writing is an instantaneous form of communication.
- It can be used anytime and anywhere.

### **Disadvantages of Email Writing**

- We need to have the internet to receive or send emails
- Viruses are easily spread via email attachments
- One can get many junk emails
- There is no guarantee if the reader reads the email or not
- The details can be used for identity theft

## Features of Email

There are many features of email. Some of them are as follows

- Automatic reply to messages
- The address can be stored in an address book
- The address can be used in the near future
- Automatic filing and retrieval of messages
- Notification of delivering or not of a message
- Facility to send copies of a message to many people
- Signatures can be attached
- Automatic using the date and time
- Attachments in the form of files, graphics or sound can be sent
- Mobile friendly emails facility
- Auto forward of messages

## Effective Emails

Email writing is a form of expressing ideas or queries. It is helpful only if we write an email in clear and unambiguous terms. Effective email writing has the property of clarity of statement, the needed solution with clear, logical, and simple language. Email writing can be successful if we follow some rules. These are the rules of

- Greeting
- Introduction
- Giving Context or information
- Call for action

## Effective Email Writing

There are some ways in which one can improve the way of email writing. To write a good email we must remember some points.

- Write a meaningful subject line
- Keep the message focused and understanding
- Identify yourself clearly
- Use official id for business-related or professional emails
- Use short sentences for clear convey of the message
- Organize the content of the mail in a logical and systematic manner
- Be kind
- Don't lose your focus
- Use separate paragraphs for stating different points
- Use proper, simple, polite, and clear language
- Show respect and restraint
- Make sure the message is complete
- Proofread
- Find the difference between formal and informal situations
- Respond promptly

## Solved Example on email writing

**Problem:** Classify the following into Do's and Don'ts for writing an effective email.

1. Make points about information
2. Use colored fonts and different font style for making eye-catching emails
3. Include graphs, flow charts, and other files as attachments

4. Make the mail as long as possible for a clear understanding of the content
5. Use any language of interest for business communication
6. Be kind
7. Write the entire mail in capital letters
8. Check grammar and spellings
9. Use emoticons in professional email for expressing your emotions
10. Writing emails has no format

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## Solution:

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### Do's

Make points about information.

Include graphs, flow charts, and other files as attachments.

Be kind.

Check grammar and spelling.

### Don'ts

Use colored fonts and different font styles for making eye-catching emails.

Writing emails has no format.

Make the mail as long as possible for a clear understanding of the content.

Use any language of interest for business communication.

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As you progress in your career, writing skills help you to become an effective leader. When you pay attention to your word choice and tone, it affects how your team members create emails as well. When leaders send emails that receive a response from recipients, their team members become motivated to write effective business emails and maintain professionalism as a group.

### **Examples Of Email Skills**

Here are some examples of email skills that help you write effective personal and professional emails:

#### **Communication**

Communicating ideas succinctly helps you write effective emails that generate a response. Often, your audience scans your email and looks for critical information in the email. Employers prefer candidates who can communicate their points effectively. This makes it easier to maximise the efficiency of the message. Writing skills help you communicate your ideas and influence others to take the desired action.

#### **Editing**

Once you write an email, it is good practice to read and revise the message carefully. Identifying and fixing mistakes in your writing is essential for creating emails that the reader can understand and respond to. An error-free document looks professional and conveys the message clearly. When revising your emails, focus on eliminating spelling, grammar and punctuation mistakes and eliminate paragraphs with incorrect and confusing information. Emails that are error-free allow readers to focus more on the contents of the email and the purpose of the message.

#### **Brevity**

The ability to explain your point in a few words or sentences is essential for writing effective emails. Most recipients prefer receiving short emails, and being able to write simple sentences

makes your email look professional. Brevity helps you include all your content within a few sentences and makes your writing concise.

### **Time management**

Time management is an essential skill related to email writing. Often, in a business environment, professionals might respond to multiple emails. This requires excellent time management skills. Creating effective emails can increase productivity and show recipients you value their time. When you respond quickly to business emails, it leaves a positive impression. While editing is important, a strong writer can review their work quickly and determine when the message is acceptable and ready to send. Learning to balance quality with efficiency is an important ability when developing your writing skills.

### **Attention to detail**

Attention to detail is another essential writing skill. The ability to notice minor errors in your email writing can help you locate grammatical errors and typos. When responding to an email, focus on reading your email to ensure you address every relevant point mentioned.

## **How To Improve Your Email Skills?**

Use these steps to improve your email skills:

### **1. Keep the email short**

The first step to improving your email skills is writing concisely. Business emails are short and convey the message in as few sentences as possible. Short emails might receive a higher and faster response rate from recipients.

### **2. Use various proofreading methods**

After writing your email, scan it using a grammar checker to remove spelling mistakes, typos, grammatical mistakes and faulty parallelism. Software can identify errors you might overlook

during manual proofreading. While grammar extensions are helpful tools, they might provide suggestions that do not suit your message.

After scanning the email content using software, read your emails to see if there are any areas of improvement. Reread your email to eliminate typos and potential errors. When sending important business emails, you can also consider asking someone else to read your email content to ensure the message is clear and professional. A combination of manual and digital proofreading is an effective way to review your writing.

### **3. Use neutral language**

When sending business or personal emails, ensure your message remains positive and professional by using neutral language. When writing a business email, it is more effective to use a neutral tone and active voice and be mindful of your language. This helps in sending the right message to your target audience and can make your message more accessible.

### **4. Use simple vocabulary**

Writing direct and concise emails is the key to improving your email skills. When writing an email, use simple vocabulary to enhance your writing. Powerful communicators and writers use words that are appropriate for their target audience, which is especially important when writing marketing content or messages for a broad audience.

Learning how to reduce filler and simplify wording can also improve its readability. Review the message to delete any words, sentences and phrases that are repetitive or that do not add value to the message. Your recipients are more likely to read your email when it flows well and contains direct, simple vocabulary they can understand.

**Related: [How To Write a Formal Email \(With Steps and Example\)](#)**

## **Ways To Highlight Your Email Skills**

Here are a few ways using which you can highlight your email skills at various stages in the hiring process:

### **On a resume**

For highlighting your email skills, focus on including information in your resume summary or the skills section. You might choose a broader category of skills to give details about your email writing proficiency. For instance, you can say that you possess advanced writing skills to show that you are adept at writing emails that deliver value to the reader.

**Related: 14 Effective Tips To Improve Your Resume Writing Skills**

### **In a cover letter**

Telling employers about your writing skills is a great way to attract their attention. If the position you are applying for directly relates to writing emails, include a sentence or two about your proficiency in writing personal and business emails. You can even choose to write a generic sentence to showcase your writing skills to the hiring manager.

The way you write your cover letter is an excellent first impression to act as an example of your writing skills. A well-written cover letter helps employers gauge your written communication skills. When sending a cover letter, it can be helpful to proofread it carefully to ensure its free of errors and suits a professional tone.

**Related: How To Write a Cover Letter**

### **In an interview**

You can talk about your writing and email skills in an interview when discussing your strengths. This is useful when applying for digital marketing or a different role that requires you to send emails frequently. You can also use this opportunity to explain how your written communication skills helped you in the previous job roles.

## **BARGAINING LETTERS/ NEGOTIATION**

**Meaning and Definition:** **Bargaining** means to negotiate over the terms of a purchase, agreement or contract: a haggle. The settler might be willing to bargain over the price. It is an agreement between parties on settling what each gives or receives in a transaction between them or what course of action or policy each pursues in respect to the other.

**“Negotiation and discussion are the greatest weapons we have for promoting peace and development,” said Nelson Mandela.**

**Mahatma Gandhi and Mandela** are regarded as two of history’s greatest negotiators. They applied their intelligence and displayed their fortitude as they negotiated the futures of their respective nations

Negotiation comes handy in achieving individual as well as collective goals. No business is successful without team members having good negotiation skills.

Every professional should acquaint themselves with the proper negotiation process. Negotiation skills can be developed with proper insights, mentoring and training.

### **What is Negotiation?**

**Negotiation** is a strategic process of arriving at an agreement by two or more individuals, teams or groups. It is defined as 'an interpersonal decision-making process necessary whenever we cannot achieve our objectives single-handedly.'

During a negotiation process, an issue is addressed, a problem is resolved and a conclusion is derived. Actions are based on what is agreed upon in the negotiation. Having great negotiation skills is an asset.

### **What are the five stages of the negotiation process?**

The negotiation process contains five stages, each involving certain characteristics that progressively enhance the potential for agreement between all involved parties. They are:

1. Preparation and planning
2. Definition of ground rules
3. Clarification and justification
4. Bargaining and problem-solving
5. Closure and implementation

When writing your own price negotiation with a supplier letter, it's helpful to consider different scenarios and phrases professionals use. Here is an example of what a price negotiation letter may look like:

*Dear Logan,*

*Thank you so much for your hard work on the proposal you sent. I appreciate the time and expertise it takes to create such a proposal.*

*My team and I reviewed the documents you sent and were very happy with what we read. We're excited at the prospect of using your product. However, unfortunately, we noticed that the price you quoted for us exceeds our budget.*

*In order for us to be able to accept your proposal, we request a rate that is 3% lower than your original quote to reach a final price of \$16,000 USD. If you cannot offer this price we, unfortunately, will need to go to another supplier.*

*We hope that you can accept this offer so we can continue our business relationship. Please understand that your flexibility in this matter may encourage more work for you and your company. I hope we can come to an agreement. Please inform us of your decision by June 13th.*

*Best,*

*James Kendall*



## What Is a Letter of Credit?

A letter of credit, or a credit letter, is a letter from a bank guaranteeing that a buyer's payment to a seller will be received on time and for the correct amount. If the buyer is unable to make a payment on the purchase, the bank will be required to cover the full or remaining amount of the purchase. It may be offered as a facility (financial assistance that is essentially a loan).

Due to the nature of international dealings, including factors such as distance, differing laws in each country, and difficulty in knowing each party personally, the use of letters of credit has become a very important aspect of international trade.

### KEY TAKEAWAYS

- A letter of credit is a document sent from a bank or financial institute that guarantees that a seller will receive a buyer's payment on time and for the full amount.
- Letters of credit are often used within the international trade industry.
- There are many different letters of credit including one called a revolving letter of credit.
- Banks collect a fee for issuing a letter of credit.

### How a Letter of Credit Works

Buyers of major purchases may need a letter of credit to assure the seller that the payment will be made. A bank issues a letter of credit to guarantee the payment to the seller, essentially taking responsibility that the seller will be paid. A buyer must prove to the bank that they have enough assets or a sufficient line of subject to pay before the bank will guarantee the payment to the seller.

Because a letter of credit is typically a negotiable instrument, the issuing bank pays the beneficiary or any bank nominated by the beneficiary. If a letter of credit is transferable, the beneficiary may assign another entity, such as a corporate parent or a third party, the right to draw.

#### **Types of credit letters:**

- 1. Requesting for Credit**
- 2. Enquires about Status**
- 3. Response to Status Enquiries**
- 4. Letters Granting Credit**
- 5. Letters Refusing Credit**

#### **WEBINARS**

A **webinar** is an online seminar that allows participants from anywhere in the world to come together in a virtual classroom to share information via the internet. Webinars use virtual classroom software to host participants.

A webinar, short for “web seminar”, is an online event that brings together a virtual audience to facilitate presentations, discussions and interactive communication on various topics. Since it is conducted over the internet, it is accessible to participants from around the world.

#### **Benefits of webinars:**

### **1. Convenient to attend**

Attendees can login to a webinar in any location convenient to them (e.g. home, office or café, etc.), saving them the time and effort to travel to a specific conference venue or office. Also, webinars allow people to easily attend only the parts of a workshop or conference they are interested in, which is less disruptive than travelling to and attending a whole conference.

### **2. Reach a wider audience**

Since webinars are not restricted to a specific location, stakeholders who are based in other cities or even countries can attend, saving the need to bring in attendees to a central location or have a trainer travel to multiple sites. Xref Engage's most recent webinar simultaneously reached as far as the UK, Germany, Japan and the United States! Also, conference venues are physically limited by their seating capacity, while webinar capacity can be almost limitless.

### **3. Cost effective**

The total cost of running a webinar is much lower than hosting a traditional conference. This includes financial (e.g. venue hire, catering, conference materials, travel) as well as labour (e.g. venue set up, employees out of the office).

### **4. Seamlessly recorded**

A webinar can be recorded as part of the broadcast, enabling people to fit the training session into their own schedule at a later time. Since it is intended to be viewed on screen, viewers of a webinar recording receive virtually the same experience as a live viewer, which is not the case for a recording of a live presentation. Viewers revisiting a recording will also be getting the same experience as their initial one, which is likely to assist their memory recall of information presented (according to the encoding specificity principle)[2, 3]

## **Limitations of webinars:**

### **1. Higher attrition rate**

The lower amount of effort required to plan for attending a webinar makes it easier for potential attendees to drop out (only around 35-45% of registered attendees actually attend a webinar[4]). The usual promise or assumption of a video recording being available after a webinar also reduces the viewer's feeling that they need to make time to attend live. This can be addressed by the inclusion of a live Q&A session during the webinar. Research shows that 92% of webinar attendees want a Q&A session at the end of the webinar, and it's a feature which is only possible by attending live[5].

### **2. Limited audience interaction**

Not being able to see the audience, the presenter cannot gauge interest, reactions or mood and adjust the presentation accordingly. As webinars are usually limited to a one-hour time slot, if there are too many audience questions for all of them to be addressed during the webinar, there is no opportunity for the presenter to address them offline right after the presentation by staying back. It is also harder to receive audience feedback from a webinar as most viewers would log off immediately after the presentation rather than stay on to answer a survey. To negate these limitations, the presenter needs to diligently promote the various avenues where people can put forward questions and feedback, as well as respond after the session to questions that are not able to be addressed at the time.

### **3. Technical issues**

To view the webinar requires attendees to have compatible equipment and software as well as the necessary technological skills to use them. A stable, high-speed internet connection is also necessary. These issues are all out of the presenter's control. In order to minimise such technical disruptions, the webinar organisers need to do thorough research before choosing a reliable

webinar platform, as well as encourage attendees to perform IT capability checks prior to the webinar.

#### **4. Less accountability for engagement**

Without the presence of other students, or the watchful eye of the presenter, attendees are more likely to try to multitask and complete work or personal tasks at the same time, which means they are more distracted from the presentation. For serious training sessions, requiring live participation (in the form of Q&A or comments) or completion of a spot test can improve engagement in the session and accountability for learning.

## **PODCASTS**

A podcast is a digital audio or video file series that is available on the internet for streaming or downloading. Podcasts are typically episodic and cover a wide range of topics from news and entertainment to education and personal development. Users can subscribe to podcasts through podcast apps or websites which enables them to automatically receive new episodes when they are released.

### **Advantages Of Podcast**

In an era where information travels at the speed of light, podcasts emerge as the beacon of versatile enlightenment. From the morning commute to the tranquil night's repose, podcasts seamlessly accompany us, delivering a symphony of insights, entertainment, and knowledge. The canvas they provide for exploration knows no boundaries, and the advantages they offer transcend time and space, reshaping the very way we engage with the world of ideas:

- **Convenience:** Podcasts are incredibly convenient to consume. Listeners can listen to them while commuting, exercising, doing household chores, or engaging in various activities. They provide a way to consume content while multitasking.
- **Portability:** Podcasts can be downloaded or streamed, allowing listeners to take their favourite shows with them wherever they go, even in areas with limited or no internet connectivity.
- **Wide Range of Topics:** Podcasts cover an extensive array of topics, from news, education, entertainment, and storytelling to niche subjects that might not be as readily available in other media forms.
- **Personal Connection:** Podcasts often feature hosts and guests who engage in authentic conversations. This personal and conversational tone can create a strong sense of connection between the host and the listener.
- **Deep Dives and Long-Form Content:** Podcasts are well-suited for in-depth exploration of topics. Creators can provide thorough analysis and discussions that might not be possible within the confines of shorter media formats.
- **Niche Content:** Podcasts allow creators to cater to niche audiences and specific interests. This enables listeners to find content that aligns closely with their passions.
- **Flexibility and On-Demand Content:** Podcasts give listeners the freedom to choose what they want to listen to and when. They can pause, rewind, or fast-forward through episodes based on their preferences.
- **Accessibility:** Podcasts are accessible to a global audience. Language and geographic barriers are reduced, making it possible for creators to reach listeners around the world.

- **Low Entry Barrier for Creators:** Starting a podcast requires relatively minimal equipment and resources. This has led to a diverse range of creators entering the podcasting space and sharing their perspectives.
- **Engagement :** Podcast listeners tend to be highly engaged and loyal. Regular listeners often feel a sense of loyalty to their favourite shows and hosts.
- **Storytelling Medium:** Podcasts excel at storytelling. They allow for immersive storytelling experiences, whether through fictional narratives, documentaries, or personal anecdotes.
- **Expert Interviews:** Podcasts often feature interviews with experts, thought leaders, and industry professionals, providing listeners with valuable insights and knowledge.
- **Diverse Voices:** Podcasts offer a platform for underrepresented voices and perspectives that might not always be heard in mainstream media.
- **No Visual Requirement:** Unlike video content, podcasts don't require visual attention. This makes them accessible to people with visual impairments and allows listeners to engage while doing other tasks.

Overall, podcasts provide a versatile and engaging medium for both creators and audiences, enabling the exchange of information, ideas, stories, and entertainment in a convenient and impactful way.

### **Disadvantages of using podcasts in education**

- Can be quite time consuming to produce and edit.
- Not easily searchable online.
- Accessibility for some learners can be an issue. ...

- Finding and reaching your audience can be challenge due to the wide number of podcasts available.
- IP and content protection can be difficult.

Podcasting has become the latest technological way for schools and companies to create audio-related programs that will allow students and employees to download, subscribe and listen to files with convenience. You can easily subscribe to Podcasts to receive new files by downloading them to an iPod or a computer. Sounds simple and easy but just like any other gadget or technological feature, it comes with its disadvantages.

### ● Time Consuming

Podcasting can be used by professors as a means to provide or receive information from students. However, a disadvantage to this form of data is that the Web is such a vast and very public space where anyone from anywhere can publish files. Therefore, instructors and teachers have to spend time checking if the files and data published are verified. It can be very time consuming especially for larger files. It is also estimated that it takes 45 minutes to produce an 8 minute show.

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- However, a disadvantage to this form of data is that the Web is such a vast and very public space where anyone from anywhere can publish files.

### Not Searchable

Podcasts are not always easily searchable. Although there are several search engines you can use, it is impossible to directly search within the audio file itself. This could be a huge disadvantage for many individuals, especially those who prefer to gather their data by quickly scanning through the texts.

### Accessibility Problems

Editing and uploading files, especially if they're high quality files, can be quite a challenge. Large files will demand not just a broadband connection, but a connection that is fast enough. Using dial-up connections for uploading and downloading will probably take too much of your time.



Podcast creators will also need to make sure that the file formats they use will be compatible to other devices and not just iPods alone.

- Editing and uploading files, especially if they're high quality files, can be quite a challenge.
- Large files will demand not just a broadband connection, but a connection that is fast enough.

### **Limiting Your Audience**

Not everyone owns a mobile device. Podcasting may just divide the market and alienate those who cannot have access to it. Some people are also just not interested in having to download files from the Web in order to have access to them, and some will prefer reading instead of listening to an audio file.

## **BLOGS**

A blog is an informational website consisting of discrete, often informal diary-style text entries. Posts are typically displayed in reverse chronological order so that the most recent post appears first, at the top of the web page. Typically, it features articles written in a conversational style with accompanying pictures or videos. Blogging has gained immense popularity due to its enjoyable and adaptable nature, allowing for self-expression and social connections.

### **KEY FEATURES OF A BLOG**

Some people refer to a blog as an online journal, and others refer to it as an informational website where they can access all the needed information. A blog is a simple way of engaging online users and a place where people share their thoughts and opinions. But, nowadays key features of a blog are very crucial.

1. **Posts:** Blogs have regular updates called posts, where you share your thoughts, stories, or information.

2. **Comments:** Readers can leave comments on your posts, allowing for interaction and discussions.
3. **Categories/Tags:** Blogs organize posts into categories or add tags to make it easier for readers to find specific topics.
4. **Archives:** Blogs usually have an archive section that lists all the previous posts in a chronological order.
5. **Search:** You can search for specific topics or keywords within a blog to find related posts.
6. **Social Sharing:** Blogs often have buttons to easily share posts on social media platforms like Facebook or Twitter.
7. **Subscriptions:** Readers can subscribe to a blog to receive updates whenever a new post is published.

These are just a few features, but there are many more depending on the platform and customization options.

## SIGNIFICANCE OF BLOGS

**Blogs are super significant! They have a lot of benefits and here are a few:**

1. **Sharing Knowledge:** Blogs allow people to share their expertise, experiences, and ideas with a wide audience.
2. **Building Communities:** Blogs create a space for like-minded individuals to connect, engage, and build communities around shared interests.
3. **Personal Branding:** Blogs can help individuals establish their online presence, showcase their skills, and even attract potential opportunities.

**4. Marketing and Business:** Blogs are a powerful tool for businesses to promote their products or services, engage with customers, and drive traffic to their websites.

**5. Learning and Education:** Blogs provide a platform for learning and education, where people can find valuable information, tutorials, and resources.

**6. Creative Outlet:** Blogs offer a creative outlet for individuals to express themselves, share their stories, and explore their passions.

**7. SEO and Visibility:** Blogs can improve search engine visibility, helping people discover your content and driving organic traffic to your website.

Overall, blogs are a fantastic way to share, connect, learn, and make an impact in the digital world!

## EFFECTIVE AND ETHICAL USE OF SOCIAL MEDIA BY TEXT AND TECHNIQUE

### Introduction:

- Social media has become an integral part of modern communication, offering powerful tools for sharing information, connecting with others and expressing ideas.
- Effective and ethical use of social media through text and technique is crucial to maximize its benefits while minimizing the potential pitfalls.

When it comes to using social media effectively and ethically, there are a few key considerations:

1. **Authenticity:** Be genuine and true to yourself. Share your thoughts, experiences, and opinions honestly.

2. **Respect and Kindness:** Treat others with respect and kindness. Avoid engaging in online bullying, hate speech, or spreading misinformation.

3. **Privacy:** Be mindful of your privacy and the privacy of others. Avoid sharing personal information that could be misused.
4. **Fact-checking:** Verify the accuracy of information before sharing it. Help combat the spread of misinformation by sharing reliable sources.
5. **Engage Responsibly:** Engage in meaningful conversations, contribute positively, and avoid spreading negativity or engaging in online arguments.
6. **Digital Footprint:** Remember that what you post online can have a long-lasting impact. Think before you post and consider how it may reflect on you in the future.
7. **Consent:** Respect the rights of others. Seek permission before sharing someone else's content or tagging them in posts.
8. **Balance and Well-being:** Take breaks from social media when needed. Prioritize your mental health and well-being over constant online presence.

By following these guidelines, we can create a positive and respectful online environment. Let's make the most of social media while being responsible digital citizens!

## EFFECTIVE AND ETHICAL USE OF SOCIAL MEDIA FOR SPEECH

When it comes to using social media for speech, there are a few effective and ethical practices to keep in mind:

1. **Freedom of Expression:** Social media provides a platform for free speech, but it's important to exercise that freedom responsibly and respectfully.
2. **Respectful Communication:** Engage in respectful and constructive conversations. Be open to different viewpoints and avoid personal attacks or offensive language.

**3. Fact-checking:** Verify the accuracy of information before sharing it. Help combat the spread of misinformation by sharing reliable sources.

**4. Mindful Sharing:** Think before you share. Consider the potential impact and consequences of your words. Avoid sharing harmful or offensive content.

**5. Empathy and Understanding:** Be mindful of the impact your words may have on others. Practice empathy and understanding in your online interactions.

**6. Responsible Amplification:** Be cautious when sharing content. Ensure that it aligns with your values and that it comes from credible sources.

**7. Reporting and Addressing Harmful Speech:** If you come across hate speech, harassment, or any form of harmful speech, report it to the platform and consider addressing it in a constructive manner.

**Remember, social media is a powerful tool that can be used to amplify voices, spread awareness, and foster connections. Let's use it responsibly and ethically to promote positive speech and meaningful conversations!**

## **EFFECTIVE AND ETHICAL USE OF SOCIAL MEDIA BY PERSONALITY**

**1. Be Authentic:** Stay true to yourself and let your personality shine through. Share content that reflects your interests, passions, and values.

**2. Engage and Connect:** Interact with others in a genuine and meaningful way. Respond to comments, join conversations, and build connections with like-minded individuals.

**3. Positive Vibes:** Spread positivity and kindness through your posts and interactions. Encourage and uplift others rather than engaging in negativity or online conflicts.

**4. Share Your Expertise:** If you have knowledge or skills in a particular area, share them with others. Provide valuable and helpful information that can benefit your followers.

**5. Respectful Communication:** Treat others with respect and kindness, even if you disagree with their opinions. Engage in constructive conversations and avoid personal attacks.

**6. Privacy and Boundaries:** Set boundaries for what you're comfortable sharing online. Protect your personal information and respect the privacy of others.

**7. Responsible Content Sharing:** Before sharing content, ensure its accuracy and reliability. Avoid spreading misinformation or sharing content that could be harmful or offensive.

Remember, social media is an opportunity to express yourself and connect with others. Stay true to who you are while being mindful of the impact your actions may have on others. Have fun and enjoy sharing your unique personality with the world!

## **PERSONALITY ANALYSIS: TYPES OF PERSONALITY**

### **What do you mean by personality?**

Personality refers to the enduring characteristics and behavior that comprise a person's unique adjustment to life, including major traits, interests, drives, values, self-concept, abilities, and emotional patterns.

Personality is any person's or individual's collection of interrelated behavioral, cognitive and emotional patterns that comprise a person's unique adjustment to life. These interrelated patterns are relatively stable over long time periods, but can change over the entire lifetime.

## Why is personality important?



A good personality will differentiate you from others and your personality will look more unique and will be having more values and ethics. In today's world people make you a friend only after seeing your personality and hence it is so important to be presentable in front of others.

**Personality Analysis:** Personality analysis is the **process of understanding and evaluating someone's unique characteristics, traits, and behaviors.** It involves examining various aspects of a person's personality, such as their preferences, tendencies, strengths, and weaknesses. By analyzing these factors, psychologists and experts can gain insights into an individual's personality and better understand their motivations, thought processes, and patterns of behavior. It can be helpful in personal development, career guidance, and improving interpersonal relationships.

### Here are some key points about personality analysis:

1. **Understanding Uniqueness:** Personality analysis helps us comprehend the individuality of each person and what sets them apart from others.
2. **Traits and Behaviors:** It involves examining various traits, behaviors, and patterns of thinking that contribute to an individual's personality.

3. **Self-Discovery:** Personality analysis can aid in self-discovery by providing insights into our strengths, weaknesses, and areas for personal growth.

4. **Career Guidance:** It can be helpful in choosing a suitable career path by identifying personality traits that align with specific professions.

5. **Improved Relationships:** By understanding personality differences, we can enhance our interpersonal relationships and communicate more effectively.

6. **Personal Development:** Personality analysis can serve as a tool for personal development, allowing us to work on areas that may need improvement.

7. **Self-Awareness:** It promotes self-awareness, enabling us to better understand our emotions, motivations, and reactions in different situations.

Remember, personality analysis is a fascinating journey of self-discovery and growth.



## MAJOR TYPES OF PERSONALITY

When it comes to personality, there are several major types that are often discussed. Some common ones include:

1. **Extroversion:** This refers to being outgoing, sociable, and energized by social interactions.
2. **Introversion:** In contrast to extroversion, introversion is characterized by a preference for solitude, quiet environments, and reflection.
3. **Openness:** Openness to experience involves being curious, imaginative, and open-minded to new ideas and perspectives.
4. **Conscientiousness:** This trait relates to being organized, responsible, and diligent in one's actions and commitments.
5. **Agreeableness:** Agreeable individuals tend to be kind, cooperative, and considerate of others' feelings and needs.
6. **Neuroticism:** Neuroticism refers to the tendency to experience negative emotions such as anxiety, mood swings, and irritability.

7. **Perfectionists:** Perfectionists are individuals who are driven by a desire for accuracy, order and correctness. They have high standards for themselves and others and often strive for perfection in their actions and responsibilities.

8. **Helpers:** Helpers are people-oriented individuals who derive satisfaction from assisting and caring for others. They are often selfless, empathetic and nurturing, seeking to meet the needs of those around them.

9. **Achievers:** Achievers are driven by a strong desire for success, recognition and accomplishment. They are goal-oriented, ambitious and focused on achieving their objectives in various aspects of life.

10. **Romantics:** Romantics are characterized by their introspective and creative nature. They often have a deep sense of individuality and are driven by the pursuit of authenticity, uniqueness and meaningful experiences.

11. **Observers:** Observers are analytical and curious individuals who seek knowledge and understanding. They often withdraw into their thoughts and prefer to observe and analyze their environment before actively engaging with it.

12. **Questioners:** Questioners are cautious and security-focused individuals. They tend to be skeptical and often question authority, seeking reassurance and information to alleviate their concerns.

13. **Enthusiasts or Adventurers:** Enthusiasts are characterized by their desire for excitement, novelty and experiences. They often avoid pain or discomfort and seek to keep life upbeat and enjoyable.

14. **Bosses or Asserters:** Bosses are assertive, confident and take-charge individuals. They have a strong desire for control and may be protective and decisive in their actions and relationships.

15. **Mediators or Peacemakers:** Mediators are easygoing and peace-loving individuals who value harmony and tranquility. They often avoid conflict and seek to maintain a sense of inner and outer peace.

These are just a few examples, and everyone's personality is a unique combination of these traits and more. It's fascinating how we all have our own special blend of characteristics!

## KEY TRAITS ASSOCIATED WITH PERFECTIONISTS (Enneagram Type

When it comes to perfectionists, there are a few key traits that are commonly associated with them:

1. **Attention to detail:** Perfectionists have a keen eye for even the smallest details and strive for flawlessness in their work or tasks.

**2. High standards:** They set extremely high standards for themselves and others, often aiming for nothing less than perfection.

**3. Persistent and driven:** Perfectionists are highly motivated and persistent in their pursuit of perfection, often going the extra mile to achieve their goals.

**4. Organized and methodical:** They tend to be organized and methodical in their approach, carefully planning and executing tasks to ensure everything is done perfectly.

**5. Fear of failure:** Perfectionists may have a fear of failure, as they are often driven by a desire to avoid making mistakes or falling short of their own expectations.

**6. Self-critical:** They can be highly self-critical, constantly evaluating their own performance and seeking ways to improve.

**7. Difficulty delegating:** Perfectionists often prefer to do things themselves, as they believe they can do it better or ensure it's done perfectly.

Remember, these are just some common traits associated with perfectionists. It's important to note that everyone is unique and may exhibit these traits to varying degrees.

## PERSONALITY TRAITS ASSOCIATED WITH HELPERS

When it comes to helpers, there are a few key personality traits that are commonly associated with them:

- 1. Compassionate:** Helpers are known for their deep sense of compassion and empathy towards others. They genuinely care about the well-being and happiness of those around them.
- 2. Selflessness:** Helpers often prioritize the needs of others above their own. They are willing to lend a helping hand and make sacrifices to support and assist those in need.
- 3. Supportive:** Helpers are excellent listeners and provide a supportive presence to those who seek their help. They offer encouragement, guidance, and a shoulder to lean on.
- 4. Reliable:** Helpers are dependable individuals who can be counted on in times of need. They follow through on their commitments and are trustworthy in their actions.
- 5. Altruistic:** Helpers have a strong desire to make a positive impact on the lives of others. They engage in acts of kindness and service without expecting anything in return.

**6. Patient:** Helpers possess patience and understanding, especially when dealing with challenging situations or difficult emotions. They are willing to take the time to truly understand and assist others.

**7. Good communication skills:** Helpers are effective communicators who can express themselves clearly and listen attentively. They are able to convey their support and advice in a compassionate and helpful manner.

## PERSONALITY TRAITS ASSOCIATED WITH ACHIEVERS

When it comes to achievers, there are a few key personality traits that are commonly associated with them:

**1. Ambitious:** Achievers are known for their strong drive and ambition to succeed. They set high goals for themselves and work hard to achieve them.

**2. Determined:** Achievers are highly determined individuals who persevere in the face of challenges and setbacks. They have a strong sense of resilience and don't easily give up.

**3. Goal-oriented:** Achievers are focused on setting and achieving specific goals. They have a clear vision of what they want to accomplish and take deliberate steps to reach their objectives.

**4. Disciplined:** Achievers possess discipline and self-control. They are able to prioritize their tasks, manage their time effectively, and stay committed to their goals.

**5. Persistent:** Achievers are persistent in their pursuit of success. They are willing to put in the necessary effort and work hard, even when faced with obstacles or difficulties.

**6. Self-motivated:** Achievers are internally motivated individuals. They have a strong sense of drive and are able to motivate themselves to take action and achieve their goals.

**7. Results-oriented:** Achievers are focused on achieving tangible results. They are motivated by seeing their hard work pay off and are constantly striving for excellence.

## **PERSONALITY TRAITS OF ROMANTICS (Enneagram Type 4)**

**When it comes to romantics, there are a few key personality traits that are commonly associated with them:**

**1. Passionate:** Romantics are known for their intense passion and emotional depth. They have a strong capacity for love and express their feelings in a heartfelt and profound way.

**2. Idealistic:** Romantics often have a strong belief in the power of love and hold onto idealized visions of romance. They may have a tendency to see the world through rose-colored glasses.

**3. Creative:** Romantics are often creative individuals who appreciate and are inspired by art, music, literature, and other forms of expression. They have a deep appreciation for beauty and aesthetics.

**4. Sentimental:** Romantics have a sentimental side and cherish memories, keepsakes, and meaningful gestures. They find joy in the little things and often have a nostalgic outlook on life.

**5. Empathetic:** Romantics are highly empathetic individuals who are attuned to the emotions of others. They have a deep understanding of human emotions and are often excellent listeners and sources of support.

**6. Romantic gestures:** Romantics enjoy expressing their love and affection through romantic gestures. They may enjoy surprising their loved ones with thoughtful gifts, heartfelt letters, or planning special dates.

**7. Appreciation for romance:** Romantics have a genuine appreciation for romance in all its forms. They enjoy romantic movies, love stories, and the idea of finding their soulmate or true love.



## PERSONALITY TRAITS ASSOCIATED WITH OBSERVERS (Enneagram Type 5)

When it comes to observers, there are a few key personality traits that are commonly associated with them:

**1. Perceptive:** Observers have a keen sense of observation and pay close attention to the details of their surroundings. They notice things that others may overlook and are often highly aware of their environment.

**2. Analytical:** Observers have a natural inclination towards analysis and tend to think deeply about things. They enjoy exploring different perspectives, gathering information, and making well-informed judgments.

**3. Reflective:** Observers often have a reflective nature and take time to introspect and contemplate. They value their alone time and use it to process their thoughts and emotions.

**4. Patient:** Observers are typically patient individuals who take their time to gather information and make decisions. They don't rush into things and prefer to carefully consider all aspects before taking action.

**5. Detail-oriented:** Observers have a strong eye for detail and are meticulous in their approach. They notice even the smallest nuances and appreciate the intricacies of their surroundings.

**6. Objective:** Observers strive to maintain objectivity and avoid bias in their observations. They seek to understand things as they are, rather than letting personal opinions or emotions cloud their judgment.

**7. Curious:** Observers have a natural curiosity and a thirst for knowledge. They enjoy learning and exploring new ideas, concepts, and perspectives.

## **PERSONALITY TRAITS ASSOCIATED WITH QUESTIONERS (Enneagram Type 6)**

**When it comes to observers, there are a few key personality traits that are commonly associated with them:**

**1. Perceptive:** Observers have a keen sense of observation and pay close attention to the details of their surroundings. They notice things that others may overlook and are often highly aware of their environment.

**2. Analytical:** Observers have a natural inclination towards analysis and tend to think deeply about things. They enjoy exploring different perspectives, gathering information, and making well-informed judgments.

**3. Reflective:** Observers often have a reflective nature and take time to introspect and contemplate. They value their alone time and use it to process their thoughts and emotions.

**4. Patient:** Observers are typically patient individuals who take their time to gather information and make decisions. They don't rush into things and prefer to carefully consider all aspects before taking action.

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**6. Objective:** Observers strive to maintain objectivity and avoid bias in their observations. They seek to understand things as they are, rather than letting personal opinions or emotions cloud their judgment.

**7. Curious:** Observers have a natural curiosity and a thirst for knowledge. They enjoy learning and exploring new ideas, concepts, and perspectives.

## **PERSONALITY TRAITS ASSOCIATED WITH ENTHUSIASTS (Enneagram Type 7)**

**When it comes to questioners, there are a few key personality traits that are commonly associated with them:**

**1. Inquisitive:** Questioners have a natural curiosity and a strong desire to seek knowledge. They enjoy asking questions and are always looking for answers and deeper understanding.

**2. Analytical:** Questioners tend to have an analytical mindset. They enjoy dissecting information, examining different perspectives, and critically thinking through complex ideas.

**3. Skeptical:** Questioners often approach things with a healthy dose of skepticism. They don't take things at face value and like to dig deeper to uncover the truth or validity of a statement or belief.

**4. Open-minded:** Questioners are open to exploring different viewpoints and are willing to consider alternative perspectives. They value intellectual curiosity and are receptive to new ideas.

**5. Detail-oriented:** Questioners pay attention to details and often have a keen eye for accuracy. They want to fully understand the intricacies of a topic and leave no stone unturned in their pursuit of knowledge.

**6. Thoughtful:** Questioners take their time to think through things and don't rush to conclusions. They carefully consider different possibilities and weigh the pros and cons before forming an opinion.

**7. Independent:** Questioners often have an independent streak. They don't blindly follow the crowd and prefer to think for themselves, forming their own opinions based on their own research and understanding.

## **PERSONALITY TRAITS ASSOCIATED WITH ASSERTERS (Enneagram Type 8)**

**When it comes to asserters, there are a few key personality traits that are commonly associated with them:**

**1. Confident:** Asserters tend to have a strong sense of self-confidence. They believe in their abilities and are not afraid to express their opinions or stand up for themselves.

**2. Direct:** Asserters are known for their straightforward and direct communication style. They don't beat around the bush and prefer to get straight to the point.

**3. Determined:** Asserters are often highly determined individuals. They set goals for themselves and work hard to achieve them, showing perseverance and a strong sense of drive.

**4. Decisive:** Asserters are typically decisive and decisive. They have a clear vision of what they want and are quick to make decisions.

**5. Independent:** Asserters value their independence and often prefer to take charge of their own lives. They are self-reliant and don't rely on others to make decisions for them.

**6. Assertive:** As the name suggests, asserters are assertive individuals. They are not afraid to express their needs, desires, and boundaries, while also respecting the needs and boundaries of others.

**7. Strong-willed:** Asserters have a strong willpower and determination. They are not easily swayed by others' opinions and are willing to stand up for what they believe in.

## **PERSONALITY TRAITS ASSOCIATED WITH MEDIATORS OR PEACEMAKERS (Enneagram Type 9)**

**When it comes to mediators or peacemakers, there are a few key personality traits that are commonly associated with them:**

**1. Empathetic:** Mediators or peacemakers have a natural ability to understand and empathize with the feelings and perspectives of others. They are compassionate and genuinely care about the well-being of those around them.

**2. Diplomatic:** Mediators are skilled at resolving conflicts and finding common ground. They have a knack for navigating sensitive situations with tact and diplomacy, promoting understanding and harmony.

**3. Patient:** Mediators understand that resolving conflicts takes time and patience. They are willing to listen attentively, give others the space to express themselves, and work towards finding mutually beneficial solutions.

**4. Open-minded:** Mediators have an open and non-judgmental attitude towards different perspectives. They are willing to consider various viewpoints and explore creative solutions that satisfy the needs of all parties involved.

**5. Good communicators:** Mediators excel at effective communication. They are skilled at active listening, asking clarifying questions, and facilitating constructive dialogue to foster understanding and resolution.

**6. Harmonious:** Mediators value peace and strive to create a harmonious environment. They actively seek to promote cooperation, collaboration, and positive relationships among individuals or groups.

**7. Flexible:** Mediators are adaptable and flexible in their approach. They can adjust their strategies and solutions to meet the unique needs and dynamics of different situations or conflicts.

## **CONCEPT OF PERSONALITY: MASLOW, FREUD, VIVEKANANDA, JUNG TYPOLOGY AND PERSONALITY ASSESSMENT**

### **CONCEPT OF PERSONALITY: MASLOW**

#### **Abraham Maslow's Hierarchy of Needs and its impact on Personality**

#### **INTRODUCTION:**

- Abraham Maslow, a prominent psychologist in a classic paper published in 1943, (mid 20th century) outlined the elements of an overall theory of motivation.
- His theory offers valuable insights into the formation and development of personality.
- His theory is based on human needs.
- He felt that within every human being, there exists a hierarchy of five needs.

**Hierarchy of Needs:** Maslow's hierarchy of needs is a theory that explains human motivation. It's like a ladder with five levels. At the bottom, we have physiological needs like food and water. Then comes safety needs, like feeling secure. After that, we have social needs, which involve love and belonging. Above that are esteem needs, like self-confidence. And at the top, we have self-actualization, which is about reaching our full potential.



- Maslow's theory is depicted as a pyramid, with the lower level needs forming the base and the higher-level needs at the top.
- Each level of need must be satisfied before an individual can progress to the next level, thus influencing one's personality development.



## Maslow's hierarchy of needs

### What Is Maslow's Hierarchy of Needs?

Maslow's hierarchy of needs is a theory of motivation which states that five categories of human needs dictate an individual's behavior. Those needs are physiological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs.

# What Are the 5 Levels of Maslow's Hierarchy of Needs?

Maslow's theory presents his hierarchy of needs in a pyramid shape, with basic needs at the bottom of the pyramid and more high-level, intangible needs at the top. A person can only move on to addressing the higher-level needs when their basic needs are adequately fulfilled.

1. **Physiological needs:** The first of the id-driven lower needs on Maslow's hierarchy are physiological needs. These most basic human survival needs include food and water, sufficient rest, clothing and shelter, overall health, and reproduction. Maslow states that these basic physiological needs must be addressed before humans move on to the next level of fulfillment.
2. **Safety needs:** Next among the lower-level needs is safety. Safety needs include protection from violence and theft, emotional stability and well-being, health security, and financial security.
3. **Love and belonging needs:** The social needs on the third level of Maslow's hierarchy relate to human interaction and are the last of the so-called lower needs. Among these needs are friendships and family bonds—both with biological family (parents, siblings, children) and chosen family (spouses and partners). Physical and emotional intimacy ranging from sexual relationships to intimate emotional bonds are important to achieving a feeling of elevated kinship. Additionally, membership in social groups contributes to meeting this need, from belonging to a team of coworkers to forging an identity in a union, club, or group of hobbyists.
4. **Esteem needs:** The higher needs, beginning with esteem, are ego-driven needs. The primary elements of esteem are self-respect (the belief that you are valuable and deserving of dignity) and self-esteem (confidence in your potential for personal growth and accomplishments). Maslow specifically notes that self-esteem can be broken into two types: esteem which is based on respect and acknowledgment from others, and esteem which is based on your own self-assessment. Self-confidence and independence stem from this latter type of self-esteem.

5. **Self-actualization needs:** Self-actualization describes the fulfillment of your full potential as a person. Sometimes called self-fulfillment needs, self-actualization needs occupy the highest spot on Maslow's pyramid. Self-actualization needs include education, skill development—the refining of talents in areas such as music, athletics, design, cooking, and gardening—caring for others, and broader goals like learning a new language, traveling to new places, and winning awards.

## Deficiency Needs vs. Growth Needs on Maslow's Hierarchy

Maslow referred to self-actualization as a “growth need,” and he separated it from the lower four levels on his hierarchy, which he called “deficiency needs.” According to his theory, if you fail to meet your deficiency needs, you’ll experience harmful or unpleasant results. Conditions ranging from illness and starvation up through loneliness and self-doubt are the byproducts of unmet deficiency needs. By contrast, self-actualization needs can make you happier, but you are not harmed when these needs go unfulfilled. Thus, self-actualization needs only become a priority when the other four foundational needs are met.

**How does Maslow's hierarchy of needs explain personality?**



Developed within the context of a theory of human motivation, Maslow believed that human behavior is driven and guided by a set of basic needs: physiological needs, safety needs, belongingness and love needs, esteem needs, and the need for self-actualization.

## **FREUDIAN ANALYSIS OF PERSONALITY DEVELOPMENT**

Sigmund Freud, the founder of psychoanalysis, developed a comprehensive theory of personality that is influential not only in psychology but also in understanding human behavior.

His theory is structured around three main components of the mind: the conscious, preconscious and unconscious.

### **Freud's three levels of mind**

Freud believed that behavior and personality came from the interaction of conflicting psychological forces that works at three levels of awareness:

- **Preconscious.** It consists of anything that could potentially be brought into the conscious mind.
- **Conscious mind.** It contains all the thoughts, memories, feelings, and wishes we are aware of at any given moment.
- **Unconscious mind.** It is a reservoir of feelings, thoughts, urges, and memories that we are not consciously aware of. It includes unacceptable or unpleasant feelings, such as pain, anxiety, or conflict.

### **What are the 3 components of personality?**

According to Sigmund Freud's psychoanalytic theory of personality, personality is composed of three elements. These three elements of personality--known as the **id**, the **ego** and the **superego**--work together to create complex human behaviors. The id is the only component of personality that is present from birth.

- **Id:** The id is driven by the pleasure principle, which strives for immediate gratification of all desires, wants, and needs. If these needs are not satisfied immediately, the result is a state of anxiety or tension. For example, an increase in hunger or thirst should produce an immediate attempt to eat or drink.
- **Ego:** Operating on the reality principle, the ego is the conscious and rational part of a personality. It mediates between the id's desires and the external world, seeking realistic and socially acceptable ways to fulfill the needs.
- **Superego:** The superego embodies societal values and morals. It acts as an internal moral compass which strives for moral perfection and imposes guilt and shame for unethical or socially unacceptable behavior.

## FREUD'S DEVELOPMENTAL STAGES

Freud's developmental theory on psychosexual development was among the first attempts to bring psychology under the same scientific structure and methodology of medicine. This unification was accomplished by first defining normative human sexual development. Freud organized psychosexual maturation into 5 distinct phases. Each stage symbolizes the concentration of the libido or instincts on a different area of the body (i.e., erogenous zones). In order to mature into a well-functioning adult, one must progress sequentially through each of the aforementioned psychosexual stages. When libidinal drives are repressed or unable to be appropriately discharged, the child is left wanting and unsatisfied. Freud identified this dissatisfaction as fixation. Fixation at any stage would produce anxiety, persisting into adulthood as neurosis. This dynamic formed the foundational bedrock for Freud's psychoanalytic sexual drive theory.

Each of the five stages of Freudian psychosexual development theory is associated with a corresponding age range, erogenous body part, and clinical consequence of fixation.

**Stage I: 0-1 year, oral, mouth:** Oral desire is the center of pleasure for the newborn baby. The earliest attachment of a baby is to the one that provides gratification to his oral needs, usually his mother. If the optimal amount of stimulation is not available, libidinal energy fixates on the oral mode of gratification, resulting in subsequent latent aggressive or passive tendencies.

**Stage II: 1-3 years old, anal, bowel, and bladder:** Toilet training is an especially sensitive task during this period. The parents' desire for adequate performance shifts the libidinal energy from the oral to the anal area. The child faces increased chances to be reprimanded, to feel inadequate, and an increased ability to perceive a negative evaluation from a caretaker if he fails to perform appropriately. Fixation at this stage can manifest in anal retentiveness (incessant orderliness) or anal expulsiveness (whimsical disorganization).

**Stage III: 3-6 years old, phallic, genitalia:** This is perhaps the most controversial stage of Freud's psychosexual development. This is the stage in which the child begins to experience pleasure associated with their genitalia. In this period of primitive sexual development, the child can establish the roots of fixation with the opposite sex parent, the Oedipus complex.

**Stage IV: 6 - 12 years old, latency, dormant sexual feelings:** During this time, the libido is relatively repressed or sublimated. Freud did not identify any erogenous zone for this stage. The child now begins to act on their impulses indirectly by focusing on activities such as school, sports, and building relationships. Dysfunction at this stage results in the child's inability to form healthy relationships as an adult.

**Stage V: 13-18 years old, genital, mature sexual feelings:** The child's ego becomes fully developed during this stage, and they are subsequently seeking their independence. Their ability to create meaningful and lasting relationships is concrete, and their sexual desires and activity are healthy and consensual. If a child or young adult experiences dysfunction during this period, they will be unable to develop meaningful healthy relationships.

## SWAMI VIVEKANANDA'S CONCEPT OF PERSONALITY

Swami Vivekananda has offered many fruitful ideas which are related to personality development. He advises the people to do things without expecting anything in return. He is in favour of giving because he believes that it will return in multiplication. He asks man not to be jealous and selfish. He inspires him to be obedient and faithful to the cause of truth, humanity and country. He exhorts him to have faith, stand up on that faith and be strong. Faith, dutifulness, compassion, good thoughts, character, non-attachment, helping nature, fearlessness, love, wisdom, spirituality, responsibility, truth, strength within, the company of the good etc. are some traits which are recommended by Vivekananda for personality development. Self-help is the foundation that makes the building of personality development strong and firm.

1. Swami Vivekananda's Vedantic concept emphasizes the possibility of achieving all-round harmonious development of personality by focusing on five integral dimensions. These dimensions are:
  - a) **Physical Self**- Involves proper nourishment and growth of the physical body. A healthy body contributes to moral strength and well-being. Swami Vivekananda's endorsement of physical fitness is exemplified by his statement favoring football over reading the Gita.
  - b) **Energy Self**- This dimension is essential for sustaining life. Well regulated breathing brings mental solace and boosts energy. It helps control feelings of intolerance, impatience, anger and anxiety.
  - c) **Intellectual Self**- Involves the cultivation of the gift of intellect. Reading enduring literature, philosophy and moral science stimulates the intellectual self. Swami Vivekananda encourages filling the mind with high thoughts and ideals.
  - d) **Mental Self**- Requires strong control over the restless mind. Cultivating calmness and concentration is necessary to groom one's personality.

e) **Blissful Self**- The ultimate goal is to reach a state of blissful self or Anandamoy Kosh. It allows one to face the world with equanimity, unaffected by joys or sorrows, success or failure. Achieving the blissful self leads to higher vision, which, as Swami Vivekananda states, makes lower vision disappear.

2. Swami Vivekananda's teachings align with the behavioral traits of highly successful individuals.

3. Leadership skills, interpersonal skills, conflict resolution, troubleshooting and the ability to make bold decisions are vital for those aspiring to achieve success.

4. These traits reflect a higher vision and are characteristic of individuals who have reached the pinnacle of personal development.

## **CARL JUNG TYPOLOGY THEORY**

Jung typology is a method of defining a person's psychological orientation. In 1912, Swiss psychoanalyst Carl Gustav Jung theorized that behavior isn't random but rather the result of how people receive and categorize information and then draw conclusions from it.

Carl Jung's psychological types theory suggests that people experience the world using four principal psychological functions – sensation, intuition, feeling, and thinking – and that one of these four functions is dominant for a person most of the time.

1. Carl Jung's typology theory is a psychological framework that focuses on understanding human personality and behavior through the exploration of fundamental psychological preferences and functions.

2. Jung developed this theory as a way to categorize and describe individual differences in personality.

3. His work laid the foundation for what is now known as the Myers-Briggs Type Indicator (MBTI).



4. Jung's typology theory is based on the following key concepts:

**A. Psychological types :** Jung proposed that individuals have innate, fundamental psychological preferences that influence how they perceive and interact with the world. These preferences are consistent and can be categorized into four dichotomies, resulting in 8 possible psychological types.

**B. Dichotomies:** Jung's theory is built on four pairs of opposing preferences, known as dichotomies. These dichotomies are as follows :

1. **Thinking (T) vs. Feeling (F):** This dichotomy is about how people make decisions. ‘

Thinking individuals make decisions based on logic and objective considerations, while ‘Feeling’ individuals make decisions based on subjective and personal values.

2. **Sensing (S) vs. Intuition (N):** This dichotomy concerns how people perceive or gather information. ‘Sensing’ individuals focus on present realities, tangible facts, and details. They are practical and literal thinkers. ‘Intuitive’ individuals focus on possibilities, interconnections, and future potential. They are often abstract and theoretical thinkers.
3. **Extraversion (E) vs. Introversion:** This dichotomy relates to how individuals gain energy and focus their attention. Extroverts are energized by external stimuli and tend to be outgoing and social, while introverts are more inward-focused and gain energy from solitude and reflection.
4. **Judging (J) vs. Perceiving (P):** This dichotomy deals with how people approach tasks and organize their lives. Judging types prefer structure, planning and decisiveness, while perceiving types are more flexible, adaptable and open to new information.

**C. Psychological functions:** Within the context of these dichotomies, Jung also identified four primary psychological functions, each associated with a pair of dichotomies:

1. **Extraverted Thinking (Te)** : Emphasizes objective analysis, logical reasoning, and making decisions based on external data.

2. **Introverted Thinking (Ti)** : Focuses on internal analysis, deep contemplation, and logical reasoning based on personal insights.

3. **Extraverted Feeling (Fe)** : Prioritizes external values, social harmony, and empathy for others.

4. **Introverted Feeling (Fi)** : Centers on internal values, personal ethics, and authentic expression of one's feelings.

**D. Development of the self:** Jung believed that personal growth and individuation occur when individuals become more conscious of their psychological preferences and functions. He saw this process as a journey toward self-realization and wholeness, where individuals learn to integrate and balance their preferences and functions.

**E. Archetypes:** Jung also introduced the concept of archetypes, universal symbols and themes that appear in myths, dreams, and the collective unconscious of humanity. He believed that these archetypes played a significant role in shaping human experiences and behaviors.

### **Personality assessment :**

**1.** Personality assessment is a process of evaluating and measuring an individual's personality traits, characteristics, and behavioral tendencies.

It aims to gain a deeper understanding of how a person thinks, feels, and behaves in various situations.

**3.** Personality assessments are used in psychology, counseling, education, and organizational settings for a variety of purposes, including personal development, career planning, clinical diagnosis, and team building.

## **Myers-Briggs Type Indicator (MBTI) :**

**MBTI (Myers-Briggs Type Indicator):** Jung's theory served as the foundation for the popular Myers-Briggs Type Indicator (MBTI), which assesses personality on the basis of four dichotomies which assign 16 personality types.

The MBTI helps individuals in understanding their preferred ways of thinking, making decisions, and interacting with others.

1. The Myers-Briggs Type Indicator (MBTI) is a personality assessment tool based on Jung's typology theory.
2. It is designed to help individuals gain insights into their own personality preferences and better understand the preferences of others.
3. It is often used in various settings, including education, counseling, and workplace development.
4. Here are key aspects of the MBTI:

- a. **Foundation in Jung's typology :** The MBTI is rooted in Carl Jung's theory of psychological types, which categorizes individuals based on four dichotomies. These preferences combine to form 16 possible personality types.
- b. **Self-report questionnaire:** The MBTI is a self-report questionnaire that consists of a series of forced-choice questions or statements. Respondents choose their preferred option from each pair, and the results are used to determine their personality type.
- c. **Personality types :** The MBTI classifies individuals into one of 16 personality types, each represented by a four-letter code (e.g., INTJ, ESFP). These types provide a shorthand description of an individual's primary preferences in each of the four dichotomies.
- d. **Applications:** The MBTI is used for various purposes, including personal development, career counseling, team building, and conflict resolution. It can help individuals understand their communication styles, work preferences, and potential areas for growth.

## Vivekananda and Jung Typology

**Self-Realization and Self-Discovery:** Both Vivekananda and the Jungian approach emphasize on the importance of self-realization and self-discovery. While Vivekananda's focus is more spiritual, Jung's typology provides a psychological framework for understanding the individual differences and personal growth.

**Personal Growth and Development:** Both perspectives acknowledge the potential for personal growth and development. Vivekananda's emphasis is on virtues and character development which aligns with the idea of using psychological insights to enhance personal growth.

**Understanding Individual Differences:** Jung's typology and the MBT help individuals in understanding and appreciating their own and others differences in thinking, decision-making, and behaviour.

Vivekananda's teachings promote tolerance and acceptance which is facilitated by understanding one's own and others' unique personality traits.

Vivekananda's spiritual teachings and Jung's typology offer complementary insights into personality assessment and personal development. Vivekananda's emphasis on self-realization and character development aligns with Jung's goal of helping individuals to understand and appreciate their unique psychological preferences. The integration of these perspectives provides a holistic approach to personal growth and self-discovery, which encompasses both the spiritual and the psychological dimensions of a personality.

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