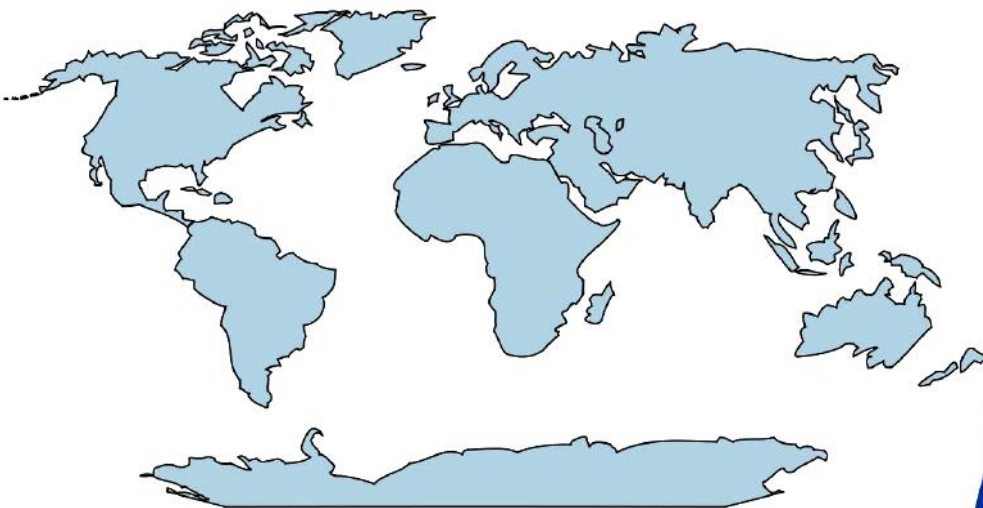


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## SALE OF THE CROWN OF BEER: A STUDY BASED ON THE STRATEGY TRIPOD OF MIKEPENG

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### ABSTRACT

*The main objective of this study is to analyze through tripod strategy Peng, the basics of why the acquisition and sale of Grupo Modelo (which it is the largest brewer in Mexico with the highest market share) through analysis of the annual reports of the company. The analysis will be supported under three main theories: theory of industry, theory of resources and capabilities and ultimately theory of institutions. The paper concludes with a compilation and analysis of information giving rise to answer the question why Grupo Modelo sold? And if have you had a positive result in the acquisition of Grupo Modelo by the company ABI?*

*Keywords: Acquisitions, institutions, industry, strategies, resources.*

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### 1. INTRODUCTION

Companies have a main objective that is to make profits, which are reflected in earnings. So, some companies that have profits cannot be limited in their growth and carry out the diversification of products to stay on the market (Peng, 2010). This diversification leads to generating value and permanence in the same or improve their market position (Tournois, 2014). Another important point is the internationalization of the company through exporting its products reaching other countries which may be homogeneous or heterogeneous in their country of origin. The above points are important for the value of the firm and this makes set eyes on this.

Market concentration is an essential part of potential acquisitions as companies contain a significant part of the quota which can be acquired through the acquisition. This works as guarantee to the acquiring company. A very important point is this based on the theory of resources and capabilities, which mentions the value, rarity, difficult imitation and how the company organizes these points that are nodal for a diamond in the industry where the firm is developed (Peng 2010). These points will be analyzed thoroughly for Grupo Modelo is a diamond in the industry.

Institutions are those imposing the rules (North 1990), and these will give guidance. They do not work as a referee but as a creator of rules that make the game viable or not of companies in the environment. On the other hand, it can set rules that disadvantage other competitors, for example on entries to markets of certain countries through high taxes and tariffs or other regulations. At this point it is seen how institutions have prevented the entry of other competitors in the beer industry. Finally a conclusion is made by taking into account all the evidence obtained and analyzed through theories of the tripod strategy of Peng (2010)

### 2. HYPOTHESIS

Market conditions are the factors that led to the acquisition of Grupo Modelo, but have produced a positive result in the securities of the company ABI.

### 3. THEORETICAL FRAMEWORK

Companies seek to maximize their profits by restricting their resources (Varian 2005). This assumption makes the companies seekers of the most possible profits. This goal of highest profits can be achieved in several ways. One of them is the corporate strategy, which is understood as the way the company creates value through the configuration and coordination of their activities in multiple markets (Peng 2010, p256). Entering new markets can bring higher profits and stay within the target market.

Another important point for this permanence is diversification, which consists of increasing the company's business with homogeneous activities that already has. Diversification can be divided into two types: Product diversification and geographic diversification. Diversification by product is understood that the firm enters to different industries and by geographic diversification the firm enters to other countries (Peng 2010).

The diversification of products can be divided into:

- A. Diversification of related products is made when diversification of products of both brands to combine resources and thus have lower costs plus the combination of technology, and market related capabilities.
- B. Diversification of unrelated products. These product diversifications are not related to the main production company (Peng, 2010). These products can identify markets which are expanding and have not been exploited.

There is evidence supported by several studies that indicate the positive relationship between the diversification of products (Peng, 2010). This positive relationship leads to think about how valuable the companies that have diversified products on the market are.

There are two types of geographical diversification, called limited and extensive international scope and reach. Limited scope is based on diversification to countries where culture is homogeneous and extensive scope that takes a global reach (Peng, 2010). Evidence suggests that the more scope the firm, higher yields obtain which means that the positive relationship between yields and until which countries has presence the company. But growth cannot be taken in a consistent manner. It can only be given to a certain extent, and it cannot always give the best remarks between globalized better (Peng, 2010).

Based on the diversification of related products and the scope to which a company may have, it can be done a classification of companies where the company may be a company with diversified products and have a long reach. But they can also be other companies with limited scope and diversification of products (Peng 2010).

Considerations based on the tripod of Peng strategy can give a broader scenario analysis. On considerations based on industry, it is mentioned that there are motivations for product diversification and geographical diversification. One of which is the growth of the industry where it is judged whether the industry is growing, is static or in decline, or is needed incentives to enter the growing industry. Another motivation is the rivalry between firms; the advantage can be taken for product diversification or cost advantage. When barriers to entry exist very marked, the best for an incoming company is acquiring (Peng 2010, Porter, 1980). Entry barriers may result from a rise in investment or technology; this can create monopolies (Varian, 2005). The threat of substitutes is high weight and the distribution of these can obtain market share (Peng 2010).

Resource-based considerations as part of the analysis, allow these considerations examined from several points taken as the framework VRIO, the object of analysis. One is the value of diversification which increases yields and permanence of a company in the market, compared to companies that do not (Peng 2010). The value is also created by the acquisitions to acquire a resource with market value.

Another important point in the resource analysis is the rarity must have in the market or it must have something particular in the market so it can carry out the acquisition or diversification (Peng, 2010). Imitation: This is a very important point as from it depends on company profits. According to Peng (2010) integration is the increased capacity for imitation difficult because few companies can be integrated after the acquisition.

Having an acquisition of an organization, it must take a central command that is making a corporate culture. The analysis continues observing businesses by institutional questions. Peng (2010) distinguishes two types of formal institutions that are focused on emerging economies to provide protectionism of local businesses. This type of protectionism is the cause that makes transnational corporations to exert pressure on governments to decrease protectionism and to enter the market.

#### **4. BACKGROUND**

Model group began its work by opening the Cervecería Modelo SA in 1925. Later renamed as currently known as Grupo Modelo in 1991, following growth strategies led it today to have 8 plants in the country with a production capacity of 70 million hectoliters per year spread over 12 brands, exporting to over 180 countries around the world in addition to distributing the brands produced by Anheuser-Busch.

##### **A. Diversification of products related**

Model group began to diversify its products importing beers primarily from United States by the company ABI. Later, it imported beer from China, Denmark and Spain. These alliances allowed Grupo Modelo to enter other markets which preferred foreign beers.

##### **B. Diversification unrelated products**

The non-related Grupo Modelo products were first the Extra shops, which were not directly engaged in the production of beer but the marketing of beer and snack products mainly. Another product that blew a market that was growing was the bottled water by alliance with Nestlé, which created the company Waters Partners Mexico, who marketing, and sales water Nestlé Pureza Vital, mineral water and products of S. Pellegino group. They are slightly carbonated water. In this partnership, both firms are combining resources made to reduce the risk and use the cheapest resources of both companies.

##### **C. Geographic diversification**

Grupo Modelo has achieved an extensive international geographic diversification which has a reach of 180 countries around the world and received awards in countries where it is marketed. For example in 2011 in the US, it took third in Premium Beers and won the award Hot Brands for the second time. In Europe, Australia and

Latin America there was introduction of new brands such as Victoria, Pacífico, Negra Modelo and Modelo Light that had great acceptance and was sales growth upto 10% over the previous year of its introduction (Figure1).

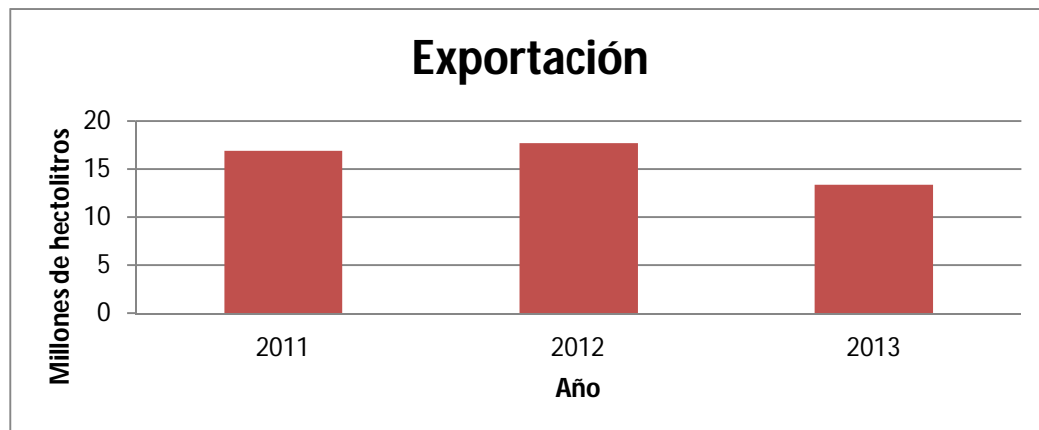


Figure 1. Volume of exports 2011-2013.

Source: Based on data from Annual Report of Grupo Modelo (Modelo Annual Report, 2013), published in the Mexican Stock Exchange 2015.

The reduction in sales in 2013 was due to Grupo Modelo as part of the acquisition of ABI, no longer exports to the US by selling the plant in Piedras Negras, Coahuila. This plant has the main function to export to USA.

#### D. Diversification and scope of Grupo Modelo.

Grupo Modelo can be classified among the diversification of related products and not related by its expansion strategy in growth markets and further differentiated in markets where already a presence of products had. The above led it to achieve higher profits to 29,000 million pesos. Its geographical expansion is another focal point because the brand is located in more than 180 countries worldwide.

### 5. FUNDAMENTALS OF PENG TRIPOD

The industry-based foundations are made within a framework of analysis to support if companies are likely to be acquired or not. In this section is intended to analyze the theory based on the industry.

The beer industry in Mexico has been contracted by the economy because the volume of beer sold has decreased. In the case of Model Group fell by 0.3% in 2012 and compensated with a price increase of domestic sales which increased by 7.3%. One of the advantages of production in Mexico was reflected in the price weakness against the dollar since the inputs are purchased in dollars and the sale of finished beer is made in dollars.

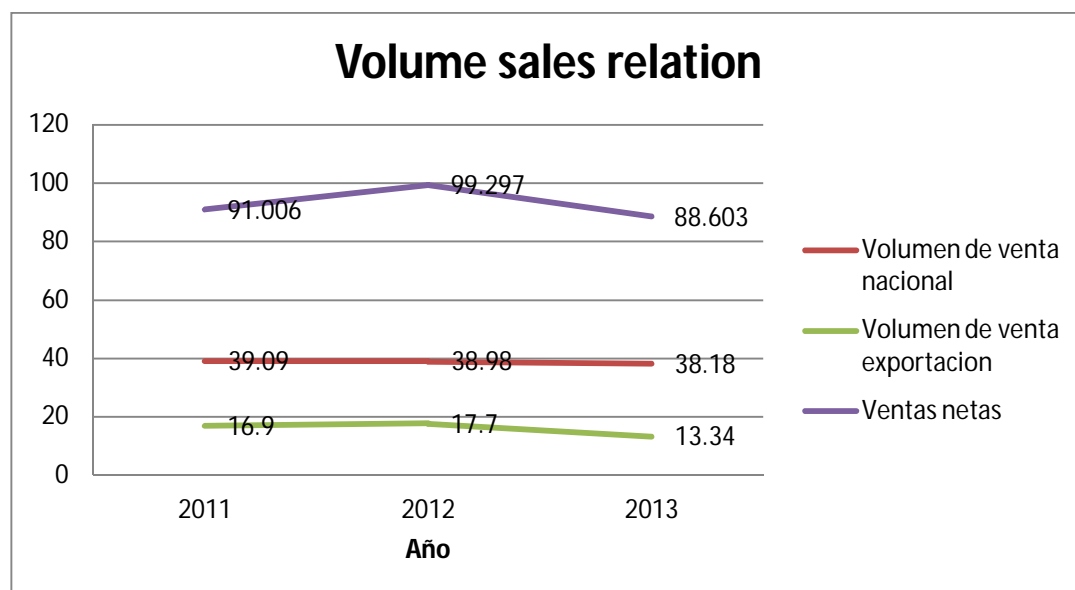


Figure 2. Relationship between volume of sales vs sales

Source: Based on data from annual report of Grupo Modelo (Modelo Annual Report, 2013), published in the Mexican Stock Exchange 2015.

In the chart above you can see that while decrease the volume sold in the domestic market, increased in volume sales abroad. Moreover the factors that influenced the increase net sales were, price increases and a weaker peso. Model Group sales reached historical 99.297 million pesos. Yet sales volume has decreased by 2.3% in the period 2011-2013, and although some macro economic aspects have benefited.

#### A. Rivalry and new competitors

It has been marked the rivalry between the two largest brewers in Mexico, which is seen by the market share; since 58% of the market belongs to Grupo Modelo while 42% belongs to Cuauhtémoc Moctezuma (Pallares and Maldonado 2014). These figures are rounded as a percentage belongs to microbrews. An incoming company called SAB Miller, who believes strongly to penetrate the Mexican market which has extensive barriers to entry. Recall that the company Cuauhtémoc Moctezuma FEMSA which belonged to exchange 100 percent of the shares for a stake of 20% in Heineken one of the largest producers of beer worldwide. This event was the subject of bringing home a world competitor.

The opening is made to the non-exclusivity of the dominant companies in Mexico. It will be seen further on considerations based on institutional. It opens an opportunity for companies producing craft beer in 2013 as craft beer represented 0.05% of the national market and according to some analysts, it could reach up to 3 or 5% in the coming years. Therefore, there is the arrival of serious competitors like The Beer Company dedicated to the distribution and sale of craft beer in 2010 who happened to have annual revenue of 1,300,000 to 28,000,000 pesos in 2013 (Arteaga, 2013).

#### B. Advantage in costs and product diversification as part of the rivalry between firms

One of the possible advantages of domestic production of beer is the acquisition of inputs by a vertical integration of the subsidiaries, while ensuring the supply of inputs for production of beer, among the companies that have agreements are: malting mills, plastic caps, cans, cardboard, pot and machinery. To cope with the new rules of non-exclusivity, Grupo Modelo launched the Ideal Model Brew called in their presentations of "Azabache" and "As de Oros". The firm thinks that with these presentations, it will cope with the new demand that is beginning to be present in the market.

#### C. Bargaining power with suppliers and buyers

There is bargaining power toward suppliers to have vertical integration which guarantees Grupo Modelo obtaining sufficient supplies over time. As part of the bargaining power towards buyers, it is the exclusive contract which allows Grupo Modelo to have sufficient tools to increase the price without leaving a loss at the end of the year.

#### D. Substitutes

Substitute for beer produced in large quantities is the craft beer, although is still far from being a competitor, since according to statistics provided by Forbes; it has not reached even 1%. But it seems promising to have withdrawn exclusive rights by the two largest brewers in Mexico.

#### E. Barriers to entry

One of the barriers to entry for domestic and foreign producers is investment, equipment investment or expansion of production facilities. It is the case of Grupo Modelo who makes an investment in 2011 for 4,151 million pesos, the Mexican currency, of which 654 million was allocated to expand the capacity of the plant in Piedras Negras in Coahuila 5.0 million hectoliters. In 2012 an investment of 5.425 million pesos was made in increasing the production capacity of the plant in Zacatecas. In 2013 was made an investment of 3.343 million pesos. This investment was to optimize the production takes place. In the past three years Model Group has invested 12,919 million pesos which makes that the doors are closed to small producers who cannot invest such a large amount.

Another barrier imposed by the brewing groups is the exclusive contract which contained a single exclusive distributor of beer companies Grupo Modelo or Cuauhtémoc Moctezuma. These exclusive agreements were a sign to sell beer from a single vendor without giving way to otherwise it were sold.

#### F. Theoretical framework

##### A. VRIO framework

The framework VRIO allows some considerations based on the resources, whether tangible or intangible (Peng 2010). The value of the company has been its diversification and that over time has increased to 11 brands and marks to cover several markets. Import 6 beer brands which are among the largest in the world. In addition to distributing bottled water and have self-service shops. Another value that can be given to the model group is by the acquisition of the company ABI Model Group, which integrates and diversifies its products.

**1) Rarity**

The rarity according to Peng is that the company has a special appeal in the market. This special resource makes the acquisition to be looked properly in the eyes of the company that will acquire. The rarity of Grupo Modelo are its managers, because they can take over several important issues, mentioning some non-borrowing, the bargaining power with suppliers because they order nationally for their raw materials that they do not produce e.g. aluminum.

Another important point of rarity in the market for Grupo Modelo is the position that holds a national and international level. It is the company that has greater market control therefore makes it rare.

**2) Imitation**

The difficult imitation would be given when already acquired the company, but this only happens if it can join an organized way, so senior managers should be "acclimatized" if they cannot acclimate may not make use of the various valuable and rare resources. This section shall state the points of imitation and organization.

After the acquisition of Grupo Modelo there was a restructuring which reduced personnel costs of 11.9% compared to 2012. Also, it adopted international accounting standards. Before 2013 income tax calculation was made jointly by subsidiaries and Grupo Modelo. Under the new rules by the Ministry of Finance, the income tax calculation is done separately by each of the subsidiaries of Grupo Modelo. Some managers remained in the Grupo Modelo after the acquisition of it, such as Carlos Fernandez Gonzalez who served as CEO of the company, someone who still belongs to the board is Ma. Asuncion Aramburuzabala Larregui who served as vice president of the company.

There is a kind of restructuring but with key personnel within Grupo Modelo, and it is note worthy that there was a decrease in sales in 2013 but the plant of Piedras Negras Coahuila was also sold, so there is no exact data as decreased sales.

**B. Institutional issues**

On institutional issues, it had not been taken consideration by the COFECE, which is the agency responsible for punishing monopolistic practices. Until 2010, the institution conducted an investigation for alleged monopolistic practices of Grupo Modelo and Cuauhtemoc Moctezuma, which concluded that must be respected the existing agreements of exclusiveness until their term of 3-5 years, respectively, and also four important points:

- 1) A new simpler contract of exclusive is entered
- 2) Allow access to Brew to restaurants that already have contracts
- 3) Communicate to customers who have no exclusive contract that the supplier may choose beer more liked.
- 4) Limit the number of exclusive contracts to no more than 25% of current sales points reducing that number by 2018 by 20%.

In addition to Article 28 of the Constitution of the United Mexican States exposed the prohibition of monopolies and monopolistic practices. The laws and the institute that applies monopolistic practices have been detected by the Grupo Corona (Crown Group), but the power of large companies seems to be a problem for the institute because it cannot depress their monopoly power. As it can be seen there are still barriers to entry, which the institutions have been identified and has only eased the rules of the game.

Another regulation that increases the price of beer and that means an important component is taxes. For example the IEPS (STPS Special Tax on Production of Services) that is 26.5% of the sales price of beer. This tax increased from 25 to 26.5% and it was approved in 2010. Moreover, at the end of 2009 an increase in VAT from 15 to 16% was approved. Therefore 46.7% of sales taxes represent taxes, which mean that a price increase by the institutions was created. This will transfer consequences for small producers because they cannot internalize the costs and these are high for small investments in production.

**6. CONCLUSION**

The market power that Grupo Modelo had before the acquisition was very large because it was achieved a diversification of products related and not related to in domestic and imported products and domestic and foreign partnerships, apart from exporting and developing international networks of large value in product distribution of Grupo Modelo. This means a high value for companies that would set eyes on the acquisition of this group. But then there was a reduction in sales volume in the global and domestic market. There are factors that led to an increase in prices by taxes which are a determinant of sales price. Price increases helped to achieve record net sales. Moreover the economy reduced growth; this would have led to a decrease in net sales



by 2.3%. But this situation cannot occur again because the increase in prices results in a reduction in sales volume (Varian 1999).

On the other hand there are serious rivals in the domestic market and others seeking to enter. One of which is Heineken that acquired the company Cuauhtemoc Moctezuma, and Miller today seek to have greater market share. On the other hand the institutional issues and companies in the market have fixed barriers, which are declining for the passage of craft beer companies.

These situations paid to have enough evidence to say that Grupo Corona (Crown Group) was losing market and also facing transnational corporations that threatened to enter the market. The COFECE also enabled national companies to have entered the market brewdebilitating contracts on exclusivity, although COFECE has not removed all barriers for companies like Miller to enter directly to the market. A short while to open international markets and companies divide the market.

The sale price of the shares by Grupo Modelo was very high and it received an award of 30% over the closing price of the shares of the C series in 2012. So it was a good sale regarding previous observations.

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## LEGISLATIVE PRIVILEGES VIS A VIS MEDIA FREEDOM: INDIAN SCENARIO

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### ABSTRACT

*In a parliamentary democracy, political debates and sharing of ideas must be encouraged because they ensure a healthy government and in turn a healthy society. An effective and harmonious relationship between the media and legislature is very crucial as they both work towards the same goal of strengthening democracy, even though their methods are different. The media provides constructive criticism and informed and fearless coverage of political issues so that an increasingly aware electorate has the information it needs to participate in the democratic process. A Free Press is very important and essential for the effective functioning of a democracy. The prime purpose of the free press guarantee is regarded as creating a fourth institution outside the government as an additional check on the three official branches – executive, legislative and judiciary.*

### INTRODUCTION

The democratic credentials are possible to achieve only when both these institutions have knowledge, understanding and the appreciation of each other's roles, functions and responsibilities. Press should avoid publishing anything which could create communal, fundamentalist, ethnic and other sectarian divisions in the society. In India, freedom of the press has been treated as part of the freedom of speech and expression guaranteed by Article 19(1)(a) of the Constitution, vide *Brij Bhushan and Another vs. The State of Delhi*,<sup>1</sup> and *Sakal Papers (P) Ltd vs. Union of India*,<sup>2</sup> among others. The last few decades of 20<sup>th</sup> Century have ushered in a significant change in the field of information and communication technology. Accordingly, the reporting of political or legislative events, etc. through both the print and electronic media, has undergone a tremendous change.

### LEGISLATIVE PRIVILEGES: MEANING

To enable legislators to effectively perform their functions, to discuss and debate matters of importance without fear or favour, without hindrance or obstruction, the Constitution confers special rights on Parliament and the State Legislatures. The legislature has been reluctant to define precisely what constitutes a privilege or its breach or what amounts to contempt. But commonly recognised privileges include:

- The privilege of the freedom of speech and immunity from proceedings.
- The right to control publication of legislative proceedings.
- The right of each House to be the sole judge of the lawfulness of its own proceedings.
- The right of the House to punish members for their conduct in Parliament.
- Protection of witnesses, petitioners and their counsel who appear before the House or any committee thereof.
- The right to exclude strangers from the House.
- The right to decline permission for taking of evidence in courts or law of proceedings In Parliament.

**Parliamentary privilege** is described as the sum of the peculiar rights enjoyed by each House collectively as a constituent part of the Parliament, and by Members of each House individually, without which they could not discharge their functions, and which exceed those possessed by other bodies or individuals. Although part of the ordinary law of the land, Parliamentary privilege is in a sense an exemption from the ordinary law.

An extension of privilege is the power of Parliament and the State Legislative to punish for breach of privilege or for contempt of the House. Contempt of Parliament is: "Any act or omission which obstructs or impedes either House of Parliament in the performance of its functions, or which obstructs or impedes any Member or officer of such House in the discharge of his duty, or which has a tendency, directly or indirectly, to produce such results may be treated as a contempt even though there is no precedent of the offence".

<sup>1</sup> AIR 1950 SC 129

<sup>2</sup> AIR 1962 SC 305

These are at best, vague descriptions. Ironically, the very institution whose function it is to define rules of law has been reluctant to clarify the limits of its own powers and privileges. Arguably, it is this lack of precisely defined rules which enables misuse of the power to punish for contempt or for breach of privilege.

On occasion, the use of these powers has brought the legislature into confrontation with the media. Legislative privilege and freedom of speech and expression are both constitutional rights but involve competing interests. On the one hand is the right of members of Parliament and the assemblies to debate, freely and without fear of legal consequences. On the other is the ordinary citizen's right to information about legislative proceedings and that of the media to report and to comment upon matters of public importance. Whether the right to information about legislative privilege is a matter of debate. However, what is a cause for widespread concern is the misuse of legislative privilege to persecute a dissident press. A fairly recent instance of a blatant misuse of this power was the arrest by the Jayalalita government in Tamil Nadu of publishers and journalists from The Hindu for an alleged breach of privilege when, in fact, the paper had merely published a scathing criticism of her government.

### **LEGISLATIVE PRIVILEGES UNDER THE INDIAN CONSTITUTION:**

The Constitution of India expressly confers privileges on Parliament and State Legislatures. When the Constitution of India came into force in 1950, Article 105 read :

1. Subject to the provisions of this Constitution and to the rules and standing orders regulating the procedure of Parliament, there shall be freedom of speech in Parliament.
2. No member of Parliament shall be liable to any proceeding in any courts in respect of anything done, said or any vote given by him in Parliament or any committee thereof, no person shall be so liable in respect of the publication by or under the authority either House of Parliament of any report, paper, votes or proceedings.
3. In other respects, the powers, privileges and immunities each House of Parliament and of the members and the committees of each House, shall be such as may from time to time be defined by Parliament by law, and, until so defined, shall be those of the House of Commons of the Parliament of the United Kingdom and of its members and committees, at the commencement of this Constitution.
4. The provisions of clauses (1), (2) and (3) shall apply in relation to persons who by virtue of this Constitution have right to speak in, and otherwise to take part in the proceedings of, a House of Parliament or any committee thereof as they apply in relation to members of Parliament.

Article 194 which confers privileges on the State Legislature couched in almost identical language.

### **QUALIFIED PRIVILEGE**

Till 1956, there was no qualified privilege enjoyed by newspapers for publishing proceedings of Parliament. The Parliamentary Proceedings (Protection of Publication) Act, 1956 introduced the concept of qualified privilege. The Act afforded immunity to publications (including newspaper reports and broadcasts on air) from civil and criminal liability in respect of 'substantially true' reports of proceedings of either House of Parliament provided the report was untainted by malice and was for the public good.<sup>3</sup>

Ironically, while Feroze Gandhi, then a member of Parliament and husband of the future Prime Minister Indira Gandhi, is credited with spearheading this legislation, the Indira Gandhi government was responsible for repealing the Act during the Emergency of 1975. This was one of the measures taken by her government to muzzle a dissident and inconvenient press. The ostensible explanation offered by her government for the repeal of the Act was:

The constitution already protects against all laws the publication of speeches made on the floor when these are so authorized for publication by Parliament, itself. The extension of this privilege beyond Parliament so as to include the newspapers was done with the hope that the privilege would be used for education of the public.

In actual practice, however, this has already been misused, especially over the last few years with the result that newspapers have been splattered with reproductions of observations that would have amounted to violation of

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<sup>3</sup> Parliamentary Proceedings (Protection of Publication) Act, 1956, Section 3 Under section protection was given only to newspapers as defined in Section 2 or to broadcasting but not to a pamphlet or booklet. C.K. Daphtary v. O.P. Gupta, (1971) 1 SCC 626: 1971 SC (Cri) 286

the common laws of the land and most of which were made against the specific direction of the presiding officers. This has resulted in the lowering of standards of Journalism. This law has, therefore, been repealed.<sup>4</sup>

In 1976, Article 105(3) underwent a change:<sup>5</sup> In other respects, the powers, privileges and immunities of each House of parliament and of the members and the committees of each House shall be those of that House and of its members and committees at the commencement of Section 21 of the Constitution (Forty-second Amendment) Act, 1976 and as many be evolved by such House of Parliament from time to time.

The implications of the 42<sup>nd</sup> Amendment were far-reaching. The underlying idea appeared to be to leave the concept of privilege conveniently vague and to dispense with the need to pass a law that defined or curtailed privileges. A House could evolve its own privileges without requiring the concurrence of the other House or the assent of the President as would have been necessary if a law had to be enacted. Nor would there be any question of such a privilege being tested in a court of law on the touchstone of fundamental rights. The use of the word 'evolve' conferred the desired degree of elasticity. There were no guidelines for determining how and when a privilege could be said to have evolved. The privileges of both Houses could differ and 'evolve' on different lines. The result was a multiplicity of privileges, particularly confusing for the media whose freedom of speech stood directly affected.

Qualified privilege was revived by the Janata government in 1977 after the resounding defeat of the Indira Gandhi-led Congress Party. **The Parliamentary Proceedings (Protection of Publication) Act, 1977** was brought into force on almost identical lines as the earlier Act of 1956.

### **CONFLICT BETWEEN FREEDOM OF PRESS AND LEGISLATIVE PRIVILEGES**

The conflicts of freedom of press guaranteed under Art.19(1)(a) and the legislative under Art.105 and Art.194 are unavoidable. The Supreme Court *M.S.M. Sharma v. Sri Krishna Sinha*<sup>6</sup>, held that under the scheme of the Constitution of India, the legislature have the right and privilege to prohibit absolutely the publication of the report of the debates and the proceedings in the floors of the houses and the houses are competent to impose punishment for breach of such privileges. Thus the freedom of speech and expression as contained in Art. 19(1)(a) is subjected to Art.105(3) and Art.194(3) of the Constitution. The privilege of Legislature prevails over the fundamental right to freedom of speech and expression. The reports of the proceedings in newspapers are protected under the Parliamentary Proceedings (Protection of Publication) Act, 1977. The Parliament has the power to power to the publication of its proceedings and prescribe punishment the resolution of the house of Parliament. In case of conflict between the fundamental right to freedom of speech and expression and the privilege of Legislature, the privilege of Legislature shall privilege the fundamental right freedom of speech and expression.

### **HARMONIOUS RELATION BETWEEN LEGISLATURE AND MEDIA**

A harmonious blending of the Legislature and media is necessary for the smooth and effective functioning of democratic institutions. Confrontation between the legislature and the media could result in the impairment of democratic institutions. Democratic credentials are possible to achieve only when both have knowledge, understanding and the appreciation of each other's roles, functions and responsibilities. Press should avoid publishing anything which could create communal, fundamentalist, ethnic and other sectarian divisions in the society. The media should keep in mind the national security, unity and national interests and should work towards strengthening democracy. On their part, the legislators should also contribute substantially towards protecting the freedom of the media and at the same time, make it more responsive to the needs of the society. The media has enormous potential to cultivate the democratic culture, which is the need of the hour of many of the emerging democracies. So, it is very necessary that both legislators and the media function in a complementary and cooperative manner.

### **CONCLUSION**

The role of the media is to scrutinise public actions to make them transparent. Those who held public offices must be made conscious of their vulnerability to accountability. They must be constantly reminded that their actions are under surveillance and open to public criticism. Adequate legal framework should be created to define broadly what is allowed to the media and what they should not do. Institutions like Press Councils can be most effective for the purpose of enforcing media ethics. The legislature should recognize the value of an

<sup>4</sup> Statesman, Calcutta, 9, 10-12-1975.

<sup>5</sup> 42<sup>nd</sup> Amendment to the Constitution of India, 1976

<sup>6</sup> AIR 1959 SC 395

independent media in contributing toward the development of a well-informed society through its exposure to a wide range of well-articulated views. The media is also responsive to the people, serving as their watchdog in reporting the actions of Parliaments and governments. The media on its part should ensure that parliamentary and political news coverage and analysis are clear, factual, objective and differentiated from opinion. Media expose the public more to the battle of ideas by providing balanced coverage of Parliament and paying attention to views expressed by opposition and all MPs. However the media should avoid conducting relations with Parliaments in an adversarial manner or in a way, which unfairly denigrates Parliaments and their members.

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**“DO PAYMENT INSTRUMENTS TRANSFORM THE WAY CONSUMERS PERCEIVE PRODUCTS?  
--A PARADIGM EVOLVING ADVANCED CHANNELS OF MARKETING CONSTRUCTS”**

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**ABSTRACT:**

*Digital payment has revolutionized retailing by making consumers buying different products from all over the world. In the last decade, India has witnessed huge growth in the use of mobile phones in the digital India era. This expanding utilization of the web, versatile use of mobile phones, and government endeavors after demonetization combined with the widespread use of digital payment modes, for example, Google Pay, Paytm, etc. have shifted the consumer base towards the use of more and more digital modes. Technological progression is a continuous process and over the years it has been evolving. Technological advancement has provided an effective payment mode devoid of cash which is known popularly as digital payment.*

*Digital payment is a kind of E-commerce operation to includes e-payment for purchasing products and services like Paytm, Free charge, Google pay, Mobikwik, etc. As technology is developing, the devices used for transacting electronically are rapidly increasing especially after demonetization. The complete adoption of digital payment in developed economies is showing its ripple effect in developing economies as well. In the USA, for example, the use of bank cheques has decreased from 85% in 1979 to 59% in 2002. Digital India acts as a catalyst that prompts exponential development in the digital payment sector. The customer view of cashless mode has a critical and constructive effect on the espousal of the different modes of digital payment.*

*Keywords: Demonetization, Digital Era, Demographic Factors, Technology, Environmental Threats.*


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**INTRODUCTION**

India is going along the way to a noteworthy digital uprising. The imminent economy resolves to be driven by the cashless exchange which will be possible just through the digitalization of payment mechanisms in different areas, for example, smart mobile phones, Net banking, Online Transactions through Debit/Credit Cards, and so on.

There are several facilitators which have paved the way to the development of digital payment mechanism and the occurrence of the change from a cash economy to a less-cash economy like the use of internet in mobile phones, one-touch payment, etc. These are the factors promoting the positive growth of digital payment in India. Digital Technology is reshaping the payment methodology. Demonetization made huge development and opened a door of opportunities for digital payment in India and the digital wallet organizations profited from the open doors to spread out their market share in this industry. This paper points out the barriers and challenges which are put forward to the espousal of digital recompence. With the preceding challenges, the objective of this paper, therefore, is to review opportunities and challenges laid down by digital payment.

TABLE 1 DEPICTS FUTURE OF DIGITAL INDIA :

The future is digital					 Payment in WhatsApp is not officially available in India yet. It is currently in beta.
	paytm	G Pay	MobiKwik	PhonePe	
User base	350 million (total active users)	25 million (monthly active users)	107 million (total active users)	118 million (total users)	
Modes of payment	UPI, Wallet, Payments bank	UPI	Wallet, UPI	Wallet, UPI	
What all you can do with it	UPI payments, mobile, DTH, flight, train, movie tickets	UPI payments, DTH, flight, movie ticket booking, food	UPI payments, wallet, mobile, DTH, electricity, gas, insurance	UPI payments, wallet, mobile, electricity, water, insurance	
Number of offline merchants	9.5 million	1.2 million	143,332	300,000	
Transaction	Over 1.5 billion transactions in a quarter	860 million transactions in 2017-18	\$3 billion gross transaction value in FY 2017-18	\$110 million transaction value in August	



Source: <https://www.livemint.com/Technology/ACHEI1t6mB34c4xM5DiTsN/The-top-five-trends-in-Indias-digital-payment-landscape.html>.

## LITERATURE REVIEW :

In current years, few studies have emphasized the expediency profits employing e- payments and card instruments. However, cash is still being largely used by consumers in most developing countries.

**Annamalai, Muthu (2008 )** anticipated the growth of debit and credit cards in retail transactions. They likewise referenced the growth factors, which prompts its popularity, significant limitations faced by the banks, and outlined with splendid future and extent of use of plastic cash, substantiating the same.

**Clifford (2009)** in a study entitled “The problem regarding fake currency in India” posited country’s contend against fake currency is not getting easier and many fakes go undetected. The author called for a need to go digital.

**Bansi and Amin (2012)** proposed that some technology variations be adopted by the nation, lead to radical vicissitudes in the transaction. Out of many other benefits of e – payment system.

**Jain (2006)** opined that winning the bursting benefit of technology completely, quick payments, and transmittals will guarantee the ideal utilization of available funds and assets for banks.

## CASHLESS PAYMENT MODES IN INDIA:

There are a couple of techniques for the cashless and modernized portion available in India. These are:

**Mobile Wallets Or Online Wallets:** This is a cashless portion system. One needn't waste time with a charge card, Visa, or web banking mystery state for making portion using an adaptable wallet. After the KYC check is done; these are used by methods for the web or by the usage of mobile phone applications. Money can be taken care of on the application by methods for the usage of charge/Visas or net-banking. It requires a move of money in the wallet by methods for IMPS and uses it moving.

## Prepaid Credit Cards:

Much equivalent to platinum cards anyway it is dynamically similar to a blessing voucher; can be restored like some other restore like DTH, Mobile, etc up to a prescribed cutoff.

## Debit Cards:

It is a card used in place of cash for purchases, payments.

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**Unstructured Supplementary Service Data( USSD) :**

It is based on flexible banking. It licenses portions up to Rs. 5,000 consistently for every customer.

**Aadhaar Enabled Payment System:**

It uses aadhaar ID to empower bank-to-bank exchanges at PoS. One can employ AEPS to accomplish trade like finance transfer, Cash taking away, storage, etc.

**UPI Unified Payments Interface (UPI):**

UPI is a flexible portion system which empowers one to do diverse budgetary trades on Smartphone.

**E-Wallets**

E-wallet is another cashless portion decision. An E-wallet can be expended to acquire possessions stretching out from essential nourishment things to transporter tickets.

**NEFT / RTGS**

This system for cashless trade is online trade using NEFT or RTGS. To do an online money move, one needs a web banking office.

**BENEFITS OF CASHLESS DIGITAL PAYMENTS:**

- **Convenience and Ease of Use:**

Digital wallets embrace the volume in electronically encoded form to affluence payments where customers can compose e-payments.

- **Drive the development and modernization of the payment system:**

Digital wallet is single-click payments lacking wadding consumer card particulars and permits handlers to associated digital wallet and recompense and to go through the transaction in no time and also promotes modernization,

- **Security:**

There is a virtuous quantity of cryptographic security when it comes to expenditures that are completed over by the online traders.

- **Convenient and information stored Electronically:**

It eradicates the necessity to transmit physical wallets, due to convenience. As well, improved management is probable being electronically kept on mobile phones and there is a harmonization of data from cards, invoicing gateways with smartphones is expedient.

- **Attractive discount:**

These are being offered by digital platform providers facilitating currency to be appended to e-wallet where consumers can be benefited by adding money to their wallets by paying cash to shop merchants, which then will add the same received amount (in cash by the consumers) in their wallets respectively.

**THE ROAD AHEAD – DIGITAL ECONOMY AND CHALLENGES**

The major barriers in achieving digital economy viz, technical illiteracy, security threats, non-confidence of users, and infrastructure. These barriers are hampering the adoption of the digital economy individually and supporting each other. Technological illiteracy leads to omission and non-observance of cautionary measures which renders the security system vulnerable. Breach of the Security system always erodes the faith of users in the digital environment. Then new devices and software will be invented to ensure security and to gain the faith of common people in the digital system. These new inventions make existing infrastructure obsolete and create infrastructure inadequacies. Also, new infrastructure requires know-how to operate and thus leads to technological illiteracy.

**CONCLUSION**

Digital Economy is symbolized by the digitization of numerous goods and services and usage of the internet and networks to the furtherance of commercial activities. Such automation amends the manner of doing trade and recuperates economic actions and antagonism. India's position as a digital economy is at just the embryonic phase and will encompass and revolutionize radically in the impending years, particularly with the upsurge in



conjunction of segments like fiscal amenities, telecom, etc and resolves to look up for expertise to get hold of the rear end of the pyramid.

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**A STUDY ON IMPORTANCE OF HOME SCIENCE EDUCATION AND ITS GROWTH IN MAHARASHTRA (FY1990-2013)**

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**ABSTRACT**

*This study focuses on new era of education branch which is known as 'Home Science education' and it deals with all aspects of home and family management. It is both an art and science. It's an 'art' because it helps you manage your resources in a skilful manner, and it's a 'science' because it helps you improve your family life by offering you knowledge in the field of home sectors. It enables you to take better care of your family while helping you lead a more enriched life. This study is responsible to handle day challenges also teaches rights and reservations with duties for consumers and improves CRM circle. Home science also helpful in changing environment in fast paced world handles in direction of improving outlook as well as inculcates values that helpful for student and families. This study views on the generation of the home science education its changing syllabi subjects involved for advanced studies in regular manner. Here major two universities have taken into the consideration of second level metropolitan cities Pune and Nagpur. New educational environment reached to student sector via university syllabi and how many students make their life with home science and home economics studied in this paper.*

*Keywords: home science, Family, student, education, career.*

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**INTRODUCTION**

Home science and economics have very long back history in education sector, Home science that concern the person, home, family members and resources. It is the education for "better living" and the core of this education is the family ecosystem. It also deals with reciprocal relations between the family and its natural and man-made environments. It aims at getting maximum satisfaction for the person and their family members through the efficient and scientific use of your resources. It gives the person all the knowledge of the scientific procedures involved in making a home beautiful. Home science integrates the application of various sciences and humanities to improve human environment, family nutrition, management of resources and child development.

Home Science has contributed a great deal towards national development by training students to take up leadership roles in extension and community outreach programs. The students are encouraged to develop a scientific temper. Familiarizing them with the use of newer technologies, methods in family and community linkages, and sustainable use of resources for human development are the hall mark of education in Home Science. As a discipline Home Science integrates the ingredients of the sciences, social sciences and technology to facilitate the study of and enhance the quality of human life. Its approach is therefore inherently interdisciplinary. Traditionally, Home Science has adopted an ecological approach in its curriculum that engages the student through teaching, research and extension. The education process in Home Science underscores the importance of the individual's dynamic relationship with his/her family, community and society as a whole, as well as with the resources in the environment. Higher education learning in Home Science subjects provides students the opportunity to sharpen their capacities with a sense of social responsibility. This paper deals with study of home science its ingress in education sector its development in titled universities in Maharashtra since 1950.

**REVIEW OF STUDY****\*\*History of Home Science in India**

The teaching of Home Science in India has a short history. Between years 1920 to 1940, under the British administration Home Science was referred to as domestic science, home craft or domestic economy was introduced in some schools & colleges. The Princely State of Baroda was one of the first to introduce Home Science in secondary school. The history of Home Science at College & University was made in 1932 at Delhi, in Lady Irwin College. Then in 1938 Madras University accepted Home Science at the degree level and the well known & pioneering Home Science colleges in Chennai are the Queen Mary's College and the Women's Christian College, which appeared on the Indian horizon in 1942.

"India is increasingly aware that any upward trend in the levels of living of the farm families in five million agricultural villages must include not only improvement in farming, but improvement in living; not only better agriculture, but better homes and families. Certainly, wherever the development of rural universities is

contemplated, there should be provision for the eventual organization of a college of Home Science. In these colleges, those women who have a village background and are willing and anxious to work at the village level for the improvement of the village home, should be trained". As a result, Home Science has found an important place in the curricula in Extension training, in adult education and in educational institutions right from the nursery school (pre-basic school) level to the University level. Aspiring Home Scientists are given the opportunity to specialize in Journalism & Mass Communication. For this student are offered courses in Radio & Television Journalism, Photo Journalism and Advertisement, Public Relations & Social Marketing, Public Speaking, Computer Application for Journalism & Mass Communication, Training Methods in Extension, Educational Video-graphic; Developmental Programmes for Social Change & Curriculum Design for Distance Education. During the last decade, Home Science has received great attention in the field of education in India. Educationists, administrators, governments and philanthropists are encouraging Home Science education at all levels. However the society and industry could not understand it in its larger perspective due to simultaneous existence of B.A. degree with one subject as Home Science under UGC system. Therefore, to give it more emphasis the name of degree programme has been changed to B.Sc. (Honours.), Community Science in all agricultural universities since academic session 2017. Over all study is done by the researchers in various papers but specific university its curriculum not studied so paper concentrated on titled universities.

### **Importance of Home Science**

- To study on Changes efficient scientific attitude towards work
- To study on student Development related to the home skill.
- To study on use of home science in training healthy citizens.
- To study on syllabi designed and developed by Nagpur and Pune universities.

### **## RESEARCH METHODOLOGY**

The descriptive research design is used for analysing and studying the process of Business Development. It is very simple & more specific than explanatory study. The descriptive study is a fact finding investigation with adequate interpretation. The descriptive study aims at identifying the various characteristics of a problem under study. As the research conducted was observatory there was no questionnaire and hence no sample size or data interpretation was to be done.

### **Data Sources**

#### **Primary Data**

The different way of collecting primary data is personal interview, questionnaire, survey etc.

#### **Secondary Data**

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies. To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, books, office executives, and company data.

### **Description**

As per changing need of community discipline of home science is one of the innovation for youth to face challenges and trains individuals. Home science viewed in different countries USA, Philippines, Switzerland as 'home economics', 'home making' in Japan, 'Domestic economy' in U.K. and 'home science' in India. Home science, was adopted by the by home science association of India in 1952. In India Devdas (1958) home science is education for home living with measuring yard sticks of nation. It is catering towards physical, spiritual and emotional needs of the members. It influences the growth and development of the family members, through the knowledge of the environment in which they live.

### **Home science Education Maharashtra**

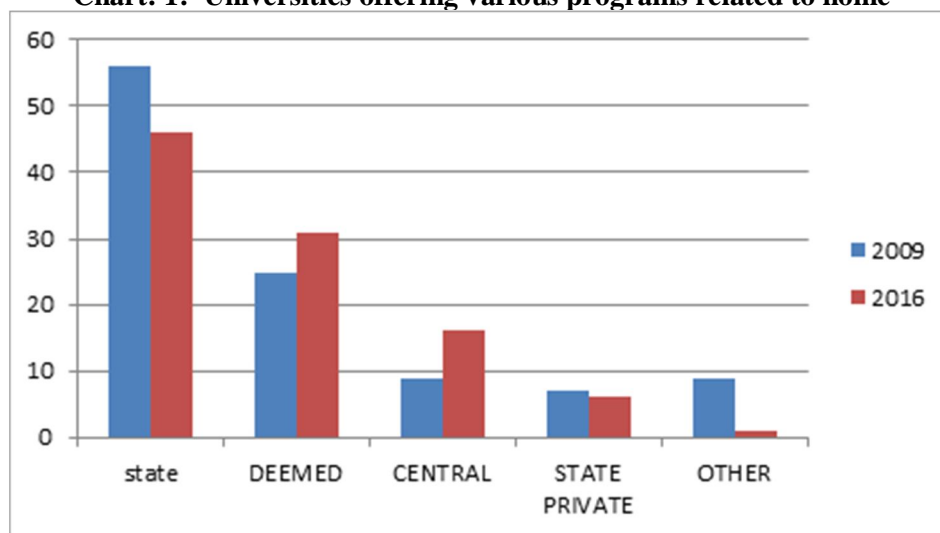
#### **University offering Home science and Economics**

All universities under UGC or another board offers Bachelor, Master, and doctorate program in Arts and science as Home Economics and Home Sciences till 12<sup>th</sup> program for school level is compulsory to the students since previous some decades. Now a day's its separate knowledge is required to the students, it is not part of the degree but through out knowledge student is required in different type of industries. Students of such stream largely required in hotel industry, hospital sector, man power management, resource management, syllabi is designed in that way by the course designers of various universities. In Maharashtra near about each and every university offer home (science and economics) syllabi for students in 12+3 pattern as well as till doctorate.

This program is started with basic subjects such as communication, some management subjects and then technologies in this sector.

#### OVERVIEW ON UNIVERSITIES:

Chart: 1: Universities offering various programs related to home



Courtesy: Indian brand equity foundation (WES)

#### Interpretation

Deemed universities are increased gradually offers different type of courses to the students their syllabus and course are diverted towards home science such as SNDT Mumbai or RTMNU Nagpur, SPPU Pune, BAMU Aurangabad, SRT, NORTH MAHARASHTRA University etc. offers course to the students with separately designed syllabi.

#### Over view on home science

- 1) To understand and appreciate the role of interdisciplinary sciences in the development and well- being of individuals, families and communities,
- 2) To acquire professional and entrepreneurial skills for economic empowerment of student in particular, and community in general
- 4) To develop professional skills in food, nutrition, textiles, housing, product making,

Above objective are decided by the UGC for the student for their better achievements and career in fields. 80- subjects provided with CBCS pattern contains practical and theory with elements of home economics and sciences with 120 credit pattern. English Communications, Environmental Science , Resource Management, Fashion Studies ,Fundamentals of Nutrition and Food Science Pract, Life Span Development Fundamentals of Physical Sciences ,Personal Finance and Consumer Studies are some subjects offered by UGC based on that all university designed their syllabi.

#### CONCLUSION

Probably no profession calls for such varied talents as home science does. Today's home science education is not confined to strengthen of home and family life only, it is an education aimed at national building. It has a vital contribution to human development, better living and national well-being. The dietary habits of home science teenagers are better than non-home science teenagers. Students are most essential asset as well as liability for any educational institute. The social and economic development of the country is directly linked with student academic performance. Today, the higher education is developing very fast in the country as well as in small states also like Goa, Pondicherry, Karnataka, Kerala, Chhattisgarh etc. Also SPPU Pune, RTMNU Nagpur, BAMU Aurangabad etc. offers home science and economics program in separate manner to the students with old pattern and now a day's some university implemented choice base credit pattern. We are certainly proud of the quantitative increase in higher education, but maintenance of the quality of education is also the matter of concern. The merit of education is not merely in the quantity of people demanding and enjoying the status of students in institutions of higher education, but it lies in the quality of study pursued by the individual seeking higher education. Educational institutes prepare the students to live in a constantly changing world. Home Science is a vibrant field of study that covers Home Economics as well as other aspects

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such as Sociology, Psychology, Community Living, Nutrition, and Textiles. Home Science education has been recognized as an education that helps girls as well as boys to play their multiple roles in life in a better way.

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## THE CONCEPT OF RUIN IN THE BRITISH ROMANTIC ERA

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For decades, the sight of old ruins has had the ability to stir the viewer, enthrall them, and inspire them. Novelist Rose Macaulay speaks of the 'pleasure of ruins' and 'the impressions they make, of beauty or strangeness or shattered intimidations which strike so sensitive a nerve in our destruction-seeking souls (Mary 1969). For the artist, the ruin offers a living, shifting framework that helps explore ideas of space, impermanence, and spontaneity. For the poet these additional dimensions are important. "To a poet, the deterioration of a memorial reflects the breakdown of the human ego into a perpetual flux of Time." From the early Anglo-Saxon poems to the present day, the theme of ruin, real or symbolic, remains strong, and the image for the reader of the poet, especially the Romantic poet, is one of the poet contemplating a grand ruined structure in a natural landscape. The article looks at the Romantic notion and understanding of the ruin and how that informs the Romantic sensibility.

To better understand the issue, it is important to define what "ruin" is. The breakdown, destruction, or physical degradation of something. Also, it shows anything that has degraded so much that it is of no use. This discussion will revolve around the idea of architectural ruin, but it will also need to dive into other relevant topics; examine environmental ruin, the erosion of the landscape caused by humans, which has come about in the last, over the past century by modern agricultural techniques, deforestation, industrial emissions and waste disposal. Perhaps the most dangerous concept mankind raises for itself is in the physical. the decline in our own wellbeing. We see the inevitable state of destruction every day.

Childe Harold's *Pilgrimage*, a take on the Grand Tour, is a romantic novel. Canto IV, the last part of the poem, starts in Venice, where the 'dead Doges are declined to dust', and is 'maybe even dearer in her day of woe/ Than when she was a wonder, a show, and a boast'. This setting establishes the contemplative tone of the poem, and how the tone has evolved over time as the protagonist progresses through the poem. The protagonist journeys south and finally to Rome, the "lone mother of dead empires."

A ruin yet what ruin! from its mass  
Walls, palaces, half-cities, have been rear'd;  
Yet oft the enormous skeleton ye pass,  
And marvel where the spoil could have appear'd.  
Hath it indeed been plunder'd, or but clear'd?  
Alas! developed, opens the decay,  
When the colossal fabric's form is near'd:  
It will not bear the brightness of the day,  
Which streams too much on all years, man, have left away.

One of the critic is of the opinion that in this passage, literary permanence is threatened by historical contingency, and as the monument crumbles, the individual who constructed it also falls. Indeed, the juxtaposition between human and artificial existence becomes less and less apparent in the poem. The reader has the feeling that it is himself, Byron, who cannot bear the brilliance of the vision he has of himself.

He hopes 'to be known for my writing' in line with great poets such as Petrarch and Boccaccio, Dante. Ultimately, as Byron talks of his own death, he requests to return to be amid decay, and to stand a ruin among ruins. Lipchitz sees the poem as a fusion of a self, a ruin, and self-doubt. In Byron's case, poetic form no longer functions as an assurance against deterioration on the part of a house, and since the self and the object of observation have become one thing, the poem simply records the barren visual reality. 16 The idea of the ruined man contemplating a ruined city (often created by men) is one that had been touched upon in Anglo-Saxon poems, such as "The Wanderer" - in a way, Byron is also a 'wanderer'; without home or roots. This notion falls into the category of exile, which gained popularity in the twentieth century.

In defence of his stance, Byron dismisses the empires that man has created and how they all collapsed. It is nature which reigns supreme, and while man disturbs the earth with destruction, it is in the end, the sea that

remains, and which, in Janowitz's words "with its repetitive, cyclic action, and its a-temporal and undifferentiated material persisting over time and space", cannot be mediated by man's acts or creations.

In addition, Shelley was also grappling with similar core philosophical ideas such as death, empire and greatness. For Shelley, ruins allowed her to tap into primordial energies that gave birth to time. In 1817, when Ramases the Second's head was placed on display in the British Museum, tourists flocked to see it. The tale spurred Shelley to write:

Two vast and trunkless legs of stone  
Stand in the desert. . . Near them, on the sand,  
Half sunk, a shattered visage lies, whose frown,  
And wrinkled lip, and sneer of cold command,  
Tell that its sculptor well those passions read  
Which yet survive, stamped on these lifeless things,  
The hand that mocked them and the heart that fed

Aside from the obvious theme of fallen greatness in the poem, the poem often illustrates the impact of time on one's self. Look on my works, ye mighty, and despair! the king tells the spectator, who is no longer mighty, reduced from warrior to traveller, and—in the case of Shelley and countless others who were interested in classical antiquity and found in the British Museum a one-stop repository—tourist. As with Byron's *Childe Harold*, Shelley's poem ends with the reclamation of nature over the manmade landscape: 'boundless and bare / The lone and level sands spread far away'. In fact his subjects have been withdrawn even from that last desert, and he has been reduced to a curiosity, a fossil in a faraway place.

When British travellers started to re-explore the remains of their own classical ruins, the Picturesque was born. "England's main contribution to European visual culture is, according to Woodward, its visual language." The gold standard was improved, which allowed the tumbledown windmill and the thatched cottage to be regarded as integral parts of the rural landscape. But above all, what made the Picturesque attractive was its connection connecting a ruined castle to knights and damsel and a cottage to domestic calm. The poet who achieved the best in expressing the Picturesque is William Wordsworth. Wordsworth's view of what is beautiful in nature and thus what is elevating in a person's soul can be seen in this passage from 'The Prelude' published in 1799.

There was a row of ancient trees, since fallen  
That on the margin of a jutting land  
Stood near the Lake of Coniston, and made,  
With its long boughs above the water stretched,  
A gloom through which a boat might sail along  
As in a cloister. An old hall was near,  
Grotesque and beautiful, its gavel-end  
And huge round chimneys to the top o'ergrown  
With fields of ivy.

This passage could serve as a Picturesque manifesto. The way 'gloom' is praised, the way the ruin is made, the way nature is permitted to run wild, and the beauty in the ivy growing in the fields. It's odd that this word was used to characterise the sculpture. The OED notes that Wordsworth was proud of his 'picturesque' setting, reinforcing his being a supporter of the Picturesque movement. Later in the poem, Wordsworth vows that he will "forget not" the lovely sight before him. However, in Wordsworth's vivid representations of nature, there is a certain questioning of culture as well. Anne Janowitz explains, Wordsworth is voicing a societal problem by presenting a 'ruined nature.'

In his poem *A Night on Salisbury Plain*, he reflects upon the chaos and political instability of England during the time leading up to the industrial revolution. As Wordsworth himself says in the 1842 introduction to the poem: 'The abundant monuments and traces of antiquity in that area led me to compare what we can learn about



those ancient times with those features of modern society'. In section XIV of the poem, Wordsworth gives a direct contrast when the soldier enters the bleak sight of Stonehenge:

Pile of Stone-henge! so proud to hint yet keep  
 Thy secrets, thou that lov'st to stand and hear  
 The Plain resounding to the whirlwind's sweep,  
 Inmate of lonesome nature's endless year;  
 Even if thou saw'st the giant wicker rear  
 For sacrifice its throngs of living men,  
 Before thy face did ever wretch appear,  
 Who in his heart had groaned with deadlier pain  
 That he who, Tempest-driven, thy shelter now would gain.

In the verses, the poet indicates that the stones have witnessed the sacrifice of men for many generations, thus giving the monument a certain kind of wisdom, especially in the fact that it has outlasted several generations of mortal beings. After the soldier survives the storm, he seeks refuge in a "Dead Home", a wrecked building on the plain. Wordsworth presents a "naked room" which lacks any personal belongings. He paints an image of the 'decayed escape', where the soldier is haunted by the vision of a woman, a tale of her tragic life and the death of her husband, a soldier in the American War. Overall, the poem expresses a range of war through the creation of the personal, which is expressed in the later edition of the poem which is called 'Guilt and Sorrow'.

This early poem by Wordsworth thus indicates that Arnold's "Dover Beach" would be so evocative of private and political themes. It gives a sense of the scope of Bach's compositions and tells later compositions, such as The Prelude. However, Wordsworth's most interesting poem to consider in the sense of the discussion of ruins is 'Tintern Abbey'. The 'Ruin' poem in this debate is the only one to have the title's ruins missing. Why does Wordsworth choose to signal the location of the poem in order to warn the reader that Tintern Abbey does not actually appear in the poem? Jonathan Bate points out that Wordsworth is questioning the visual belief that 'artificial' elements, such as ruins, can be classed as part of nature. The second explanation relates to the transferring of religious sentiment from Christianity to nature. 24

There also may have been an alternative explanation for subtracting the abbey from the poem. One of the key concepts of the study is how people remember things. This passage starts by the poet recalling when he last visited the Wye Valley: five years have passed. He has been here five summers with the duration of five long winters! The poet tells us that he has thought of this place 'in lonely rooms and 'mid the din of towns and cities'. He hopes that he will be able to remember the scene as 'life and food for future years'. This implies that it is as necessary as the land itself for the poet to recreate it, thus turning observation into image, and creating image which will pass to memory. The abbey has already been incorporated into his (imagined) conceptual landscape.

The use of memory in this poem is highly new. In the twentieth century, Freud used the ruins of Rome as an example of how the mind constructs personal iconographies based on moments in time. In the end, Freud dismissed the ruins analogy, concluding, "How far, I would wonder, are we from mastering the characteristics of mental existence by presenting them in pictorial terms?"

The idea is what contemporary poets have yet to solve by means of poetry.

The importance of Wordsworth's connection to nature should not be ignored. Wordsworth's view of politics can be compared to that of contemporary ecopoets in that he sought to conserve nature in the face of industrialization. Furthermore, Wordsworth fails to mention ironworks in "Tintern Abbey", which was half a mile from the site. Maybe omissions in the poem may also be intentional. There is something wistful about the way Wordsworth describes the natural world, how it is 'wild and secluded', how the forests are 'deep and gloomy'. Perhaps the natural world takes on some of the chaos and impermanence of the ruin in these examples, implying that what is not permanent in the human memory will indeed not be permanent on the face of the earth.

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