

GENDERWISE PERSPECTIVE OF AESTHETICS ON THE BEHAVIOR OF UNIVERSITY STUDENTS'

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Abstract. *The main purpose of the study was to investigate into the effects of aesthetics on the behavior of university students. Objectives of the study were to impart the knowledge of aesthetics, to create awareness about aesthetics, about Quranic aesthetics and to bring into light Greek, Roman and English's philosophers' views about aesthetics and to highlight the positive changes in students' behavior after studying aesthetics. Population of the study was all students of Abdul Wali Khan University which were delimited to the students of English department. Through sample random sampling eighty four students were selected as sample of the study. Data was collected through a self-developed questionnaire and was analyzed through Mean. Findings showed a constant study of aesthetics bring great transformation in the behavior, manners and etiquettes of university students. It was recommended that the study of aesthetics in the light of Quran brings behavioral maturity and positive changes.*

Key words: Aesthetics, The Holy Book, Greek and Roman literature, English literature

1. **Introduction.** Aesthetics mean things perceptible to the sense. It is the philosophical study of the nature of beauty, concerns the definition, appreciation and criticism of the beautiful. It is the theory of taste. It brings purgation of soul and purification of mind. It is the very study of beauty which is pure, unimaginable thing of look and pleasure [6]. It is the study of art and its nature. It has close co-relation to the philosophy of art and is wider than it. It is the result of perceiving something not as a means but as an end in itself, not as useful but as ornamental, not as instrumental but as an achievement. It is a pure appreciation of beauty. Saw beauty, heard and felt, secret opened that originally life is beauty and temperamentally beauty liking. The demand of life is beauty and the outcome of elegant efforts for the satisfaction of this demand is culture [10]

Aesthetics is a cultural phenomenon, so culture is the mirror of humanity [5][7]. The beauty and development of culture is the beauty and development of humanity. It depicts man as gregarious and sociable in a purposeful world. It is in fact worship, which describes aesthetic values and creates awareness about equality, cooperation, devotion, respectfulness, friendliness and care for the decorum of the institution. The secret of the development of man's personality is concealed in Aesthetics, so he has to beautify his inner and outer world for gaining satisfaction. An individual can beautify his inner and outer worlds by aesthetic wish. This is possible only when he has a strong attachment with the Absolute Beauty [4][12][11].

The aesthetics of the Holy Book is the fountain of all knowledge including English literature. The aesthetics of Keats, Wordsworth and Shakespeare etc are the small springs of the Great Fountain. Attributes of beauty are variegation (diversity of colors), symmetry, certainty and purity. There is unity in diversity which brings proportion and harmony in the behavior and thought. Symmetry in beauty brings sublimity and grandeur. The judicious combination of beauty and sublimity beautifies cultural behavior of individuals. Certainty in beauty creates maturity which is beyond any defect. It creates stability in thought, strength in feelings, power of confidence and truth and reformation in discipline. Purity of beauty creates chastity, innocence and purification of beauty. The behavior, attitude and culture of us, must be mirror of these qualities, culture-like must be clear inwardly and outwardly. The

purity of culture needs the purity of mind if one wants to bring betterment in the educational environment [8]. In another place Naseer [8], that life, beauty and excellence are always in evolutionary state, for the quality of these three” Every day in new splendor doth He shine” and “Our Lord, perfect our light for us”. The darkness of negative behavior will be dispelled by the light of Noble Actions. The highest achievement, the highest prosperity and fulfillment of all desires can be achieved by own merits and by infinite Mercy of Allah-which reflects the Divine Light are matters of personal life and cannot be borrowed from others. One’s own good works and aesthetic approach can sublimate one. Revealed Book must be studied to get maturity with aesthetics and through which then bring positive changes in the behavior for the betterment of our educational environment at AWKUM. Beauty of thought, truth and confidence-faith is the fountain of great works and beautiful actions, by which a desolate heart and battle of life can become a paradise of peace and tranquility.

Aesthetics is the name of philosophy of beauty and art. The word Aesthetics was first used by Alexander 0 for philosophy of beauty which implies on both since and understanding so with the passage of time, it concerned beauty and sublimity of art called culture. Aesthetics is a certain loftiness and excellence in the behavior and attitude of an individual [3]. The great geniuses gained immortality through the study of Aesthetics that is. Aesthetics is the gift of nature and nature only is the master that can teach it but nature needs the help of art to control its wild impulses [3]. Nature impulses without Aesthetics control are like a ship let loose on ocean without helmsman. Beauty is the fountain of satisfaction and pleasure. It is the aim of life, the last destination of success and the secret of understanding of reality. It creates dynamism and positive thinking in the individuals. Aesthetics is the careful investigation of reality, the sincere efforts of western scholars of Aesthetics are matchless and exemplary but without Divine Light, they went astray and wandered like blinds in darkest valley of superstitions. I tried to go, sincerely with every scholar of Aesthetics but found no one familiar with reality of beautiful and boundless world and going after a while with a guide, found him astray.

The “Ode to Grecian Urn” is a famous ode of Keats. He prophetically said “Beauty is Truth, Truth Beauty- That is all ye know on earth and all need to know”. He was worshipper of beauty, believed in the religion of beauty. To Keats, each object of nature was beautiful for its own sake and its magic, color, sound and touch. He saw a spirit of beauty –a spirit that has a divine splendor. Keats has direct passion for natural beauty just for its own sake. For him, beauty coupled with truth produced everlasting joy. What Keats means to suggest, not the material phase of beauty that charms man’s heart, producing there by an unlimited and imperishable joy- can neither wiped away, nor decline with the passage of time. Keats saw beauty as a spiritual principle of the highest type which could immortalize man’s life on this earth – the lives of the Great Saints of the world. To Keats beauty was the Divine Light of sanctity, was capable of purifying the human mind and reforming human behavior. Keats saw God in the temple of beauty. He took beauty as a principle-the highest principle which has the power to sublimate man’s entire spiritual self and to perceive the necessary relation of beauty and truth – both are one and same thing. While Scott was merely telling stories, Wordsworth was reforming poverty by upholding moral law, Shelley advocating impossible wild reforms and Byron voicing his own egoism and political discontent of his time. But Keats was worshipping beauty like a devotee perfectly content to write what was in his heart or to reflect some splendor of natural world as he saw or dreamed it to be. Keats derived his intellectual greatness from his cult of beauty. To him intellectual beauty, spiritual beauty was the very essence of the Absolute and Supreme Truth, so he worshiped beauty instead of loving it. Keats concept of beauty and truth is highly didactic, ethical and spiritual. He means beauty of life and truth of life- the very reality in this world and the essence of the sublimating of soul and mind –Allah. He took beauty and truth as the highest concept of Supreme Being [9].

The study of Aesthetics creates wisdom, tolerance and patience, changes behavior, attitude and outlook of life. Human portrayals can be found in early Islamic cultures with varying degrees of acceptance by religious authorities however human representation for the purpose of worship is uniformly considered idolatry as forbidden in *Sharia* law [13]. The intellectual beauty of the prophets, pious personalities, philosophers, poets, etc has given joy to minds of civilized man that is never going to diminish. The study of Aesthetics of English literature, brightly affects the behavior and social skills of individuals [2]. We must seek to establish a divine link between the beauty of our soul, mind and heart, and the highest truth that makes the vast universe look a glimpse of heaven. So we can make the kingdom of heaven in AWKUM, by judicious combination of the two sublime principles of truth and beauty. Aesthetics creates permanent value –integrity, sincerity, patience, obedience, etc. to make AWKUM- an example of peace and home of fraternity and to bring consistency in behavior, thought, attitude, sentiment, etc. Aesthetics creates love for humanity and love for other creatures and bring positive changes in the behavior of the individuals. Aesthetics is the name of culture – and imaginative activity, aesthetic sense and sympathetic perception. So it covers all the intrinsic and extrinsic aspects of beauty, which brings changes in the behavior. Aesthetics is a light which shines above the perfect harmony of things. The light of beauty reflects on living things and brings changes in their behavior, attitude and actions.

Statement of the Problem. The purpose of the study was to investigate into the effects of aesthetics on the behavior of university students.

Objectives of the Study.

1. To impart the knowledge of aesthetics to university students.
2. To create awareness about aesthetics among university students.
3. To examine students' views regarding aesthetics in the light of Quran.
4. To investigate aesthetics in the eyes of western philosophers.
5. To highlight the positive changes in students' behavior after studying aesthetics.

Methodology and Procedure.

The study was descriptive in nature. A survey was carried out to investigate into the research problem. A self-developed questionnaire was developed, which was administered to respondents of the study.

The population of the Study. All students of Abdul Wali Khan University Mardan (AWKUM) was population of the study.

A sample of the Study. A sample random sampling technique was used to determine sample group for the study. Eighty four students were selected for the study.

Data Collection Instrument. A self-developed questionnaire was used for collection of data. It was framed on five points Lickert Scale and comprised forty one items. The questionnaire was divided into certain parts, first part of the questionnaire contains on the knowledge of aesthetics, second part of was related to awareness about aesthetics, third part was related to Aesthetics in the light of Holy Quran, fourth was related to Greeks and Roman contributions in aesthetics and fifth part was contained on Aesthetics in the eyes of John Keats, and last part of the questionnaire was related to Aesthetics brings positive changes.

DATA ANALYSIS INSTRUMENT

Mean was applied to analyze the collected data.

The Mean Score= 1.00 --- 1.50 = Strongly Disagree

The Mean Score=1.51---2.50 = Disagree

The Mean Score= 2.51--- 3.50= Undecided

The Mean Score= 3.51--- 4.50= Agree

The Mean Score= 4.51--- 5.00= Strongly Agree

Table No 1. Gender wise comparison on knowledge about aesthetics

	Mean		Std. Deviation		T value	Sig. (2-tailed)
	Male	Female	Male	Female		
Knowledge of Aesthetics	18.80	21.28	3.24	2.15	4.20	.000

The table 1 shows the opinion of the respondents regarding the knowledge of aesthetics. There were five items overall and average mean score was 3.92, which shows that the respondents had the basic knowledge of aesthetics.

Table No 2. Respondents regarding the awareness of aesthetics

Gender		Mean	Std. Deviation	t	Sig. (2-tailed)
Awareness about aesthetics	Male	20.40	2.415	1.154	.252
	Female	21.00	2.206		

The table 2 demonstrates the opinion of the respondents regarding the awareness of aesthetics. The average mean score of the table was 3.83. Respondents were not clear on the second item of the table as the mean score of second item was 2.83.

Table No 3. Respondents regarding the aesthetics in the light of Quran

Gender		Mean	Std. Deviation	t	Sig. (2-tailed)
Aesthetics in the light of Holy Quran	Male	41.20	2.905	-5.250	.000
	Female	44.22	2.296		

The table 3 elicits the opinion of the respondents regarding the aesthetics in the light of Quran. The respondents were strongly agreed with all the items of the table. The average mean score of the table was 3.88.

Table No 4 Greeks and Romans contributions in aesthetics

Gender	Mean	Std. Deviation	T	Sig. (2-tailed)
Aesthetics in the light of Male Holy Quran	22.6	3.35	2.86	.005
Female	24.72	3.20		

The table 4 illustrates the opinion of the respondents regarding the contribution of Greeks and Romans in aesthetics. The average mean score of the items was 3.6 which shows that the respondents had knowledge regarding Greeks and Romans contribution in the field of aesthetics.

Table No 5 Aesthetics in the eyes of John Keats

Gender	Mean	Std. Deviation	T	Sig. (2-tailed)
Aesthetics in the light of Holy Quran Male	26.6	3.25	2.39	.019
Female	28.28	2.48		

The table no 5 expresses the opinion of the respondents about Keats views on aesthetics. The table contains seven items. Item no two had the least mean score (2.89), while the mean scores of other items were quite strong. The average mean score of the table was 3.42, which shows that the overall response of the respondents were quite positive.

Table No 6 Aesthetics brings positive changes

Gender	N	Mean	Std. Deviation	t-value	Sig. (2-tailed)
Aesthetics brings positive Male changes	30	32.50	3.866	-4.011	.000
Female	54	35.17	2.238		

The table No 6 point up the opinions of the respondents on positive changes in the behavior through the study of aesthetics. All the items were strongly favored by the respondents. The average mean score of the table was 4.13.

Findings.

1. The knowledge of aesthetics was analyzed. The average mean score was 3.93, which shows that the respondents were agreed with the items (Table No 1).
2. The awareness regarding aesthetics has been observed, the average mean score was 3.83. The respondents have conformity with the items of the table (Table No 2).
3. Aesthetics in the light of Quran was judged and the average mean score of the table was 3.88. The respondents strongly supported the Quranic concepts of aesthetics (Table 3).
4. The work of Greeks and Romans on aesthetics was appreciated by the respondents. The average mean score of the table was 3.6 (Table No 4).
5. Aesthetics in the eyes of Keats had the average mean score of (3.42), which shows that Keats's views regarding aesthetics were liked by the respondents (Table No 5).
6. The items on that aesthetics bring positive changes in behavior were strongly accepted by the respondents on average mean score 4.13 of the table (Table No 6).

Discussions

1. The knowledge of aesthetics is the most important area of education. Different aspects of aesthetics i.e. the spiritual, physical, environmental, natural and artificial need to be explored. The functions of aesthetics are the purification of thoughts, the actual perception of God's creations, appreciation and value to all aesthetic aspects of things and relations.

2. The awareness of aesthetic knowledge regarding cultural values and social norms is of great importance. Friendships, co-operation, caring for each others, goodness and worship are all those values and features of human life which increase the beauty of life and leads to inner satisfaction.
3. Holy Book (Quran) is the fountain of all knowledge, the study of aesthetics is a small segment. The motivational techniques for thinking on the diversity of universe, the colors, interdependency of human beings and universal components and universally accepted values are the production of Holy Book. The study of Quran leads to maturity, chastity and highest level of purity in aesthetics.
4. The work of Greeks and Romans is of high value. The philosophical study of aesthetics was initiated by Greeks and Romans. Their approach was idealistic in nature to aesthetics. According to them aesthetics is the aim of life, means for satisfaction and last destination of life. Their work is of paramount importance, but need to be purified in accordance to divine lines.
5. Keats was a staunch believer of aesthetics. He was the advocator of Absolute Beauty and Truth. This universe is a coin the one side of which is Truth and the second is beauty. Both complete each another. The study of Keats's aesthetic views enhances the sense of beauty.
6. The knowledge and awareness of aesthetics bring positive changes in the behavior of the individuals. It minimize the negative effects, helps in maturity development, leads to truthiness and inculcates the permanent values of patience, integrity, co-operation, obedience and emotional maturity, which are necessary for the harmonious development of one's own personality.

Recommendations. Important recommendations of the study are:

1. There is great need of aesthetical knowledge to the individuals. Therefore the knowledge of aesthetics was recommended for the university students and staff, to ensure the peaceful and conducive environment for learning.
2. The awareness of all aspects of aesthetics is helpful in individual's maturity development. It is therefore recommended that awareness should be ensured about intellectual, spiritual, universal, social and cultural aspects of aesthetics, to enhance student's sense of beauty.
3. The study of Quran for understanding the origin and pure nature of aesthetics is also strongly recommended for the purpose to eradicate the negative sense of individuals regarding aesthetics.
4. The philosophical study of Greeks and Romans is the base of aesthetics. Therefore the researcher also recommended the study of Greeks and Romans' work on aesthetics to understand their point of view.
5. Keats's contribution to the study of aesthetics is very important. His approach to aesthetics based on truth and purification of emotional and psychological dispositions. Therefore the study of aesthetics in the eyes of Keats is strongly recommended for the inculcation of absolute values.
6. As the study of aesthetics brings positive changes in the behavior of the individuals and creates the values of obedience, sincerity, cooperation and provide base for intellectual beauty. Therefore the researcher strongly recommended the study of aesthetics to develop a balance personality of students, to maintain peace in university, to minimize cultural constraints within the university and outside of the university in their adult life.

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