

# **An Epideictic View Of Mohsin Hamid's How To Get Filthy Rich In Rising Asia**

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## **Abstract**

The objective of the present study is to investigate social problems, religious values, cultural ethics and political situations through epideictic approach in Mohsin Hamid's How to Get Filthy Rich in Rising Asia. The study is an attempt to identify the elements of social satire in Pakistani society. The result oriented analysis shows that the words on the page satirized the social institutions of Pakistan with special reference to wrongs and individual follies in social set up. The research focused on social areas such as health, industry, education and bureaucracy, the backbone of a country as progress of the nation is totally depend upon these, with sufficient textual support. The scholar also highlighted the frequency and nature of ills such as nepotism, corruption, insecurity and terrorism through textual evidences as Pakistan is facing numerous socioeconomic problems; Unequal circulation of wealth, wrong use of resources and rise in population are the causes which disturbed the living standards of individual, education and health areas. The character of the novel follows out of box strategy besides hard work. The results of this research would be helpful for the current students and teachers as new ideas are associated with the text while create room for the future scholars also to analyse the same literary work by applying other approaches.

**Keywords:** Nepotism, Epideictic, Satire, Socioeconomic, Corruption, Insecurity.

## **Introduction**

Epideictic expressions are used to perform many function beyond praise and blame. Epideictic expressions are used in different occasions whether religious, national and political occasions. The serve different functions as per the intent behind the occasion. Epideictic study explores social

problems in the society. It depicts the real society through epideictic writing. In epideictic study the writer blames the social institutions and society structure with the help of writing. Epideictic” comes from the Greek word epideixis, meaning “a display” or “demonstration” of the virtue of an idea, a practice, or an action. Thus, epideictic rhetoric is primarily concerned with the display of common values opens in new window.

According to Johnstone (2002) “Discourse analysis considers how language, both spoken and written, work culturally and socially. It basically aims at analyzing the spoken and written texts in order to point out the meanings underlying those texts. Discourse analysis explains how speakers indicate their social problems and how hearers interpret what they hear. It basically aims at analyzing the spoken and written texts in order to point out the meanings underlying those texts. Discourse analysis sheds light on how speakers indicate their semantic intentions and how hearers interpret what they hear” (5).

The epideictic writing technique deals with social structure of the society in which the writer depicts the real society of that time through his/her writing. Phillips and Jorgensen (2002) explored the various patterns of “discourse analysis as the analysis of different patterns and utterances of language used or followed by people when they get involved in various ways of social life like political discourse. Epideictic expressions are used to perform many functions beyond praise and blame. Epideictic expressions are used to stress unity, cooperation, refusal of terrorism and occupation, expressing gratitude etc. Epideictic expressions are used in different occasions whether religious, national, and political occasions. They serve different functions as per the intent behind the occasion” (54).

As often interpreted, epideictic rhetoric contains at its heart a striving toward communal values and utopic ideals. Taking as its province the good/bad, the praiseworthy/derisive, it is a rhetorical form supremely attentive to what counts for audiences, cultures, and subcultures. The goal of understanding critical societal issues is the core concern and motivation for epideictic discourse analysis. “Epideictic expressions are used to perform many functions beyond praise and blame. Epideictic expressions are used to stress unity, cooperation, refusal of terrorism and occupation, expressing gratitude etc. Epideictic expressions are used in different occasions whether religious, national, and political occasions. They serve different functions as per the intent behind the occasion” (76). Beyond praise and blame, epideictic terms are employed for a variety of purposes. Epideictic statements are used to emphasize unity, cooperation, resistance to terrorism and occupation, and appreciation, among other things. In Epideictic writing the writer blames or praise the social structure of society.

### **Statement of Problem**

In *How to Get Filthy Rich in Rising Asia* a fictional story, an inborn poor boy aspires to become a millionaire through illegal way. He wishes to fulfil his childhood dream of becoming a rich man. He was happy and successful during the days of his childhood when Pakistan was born. This is the story of a young businessman who is trying to change the destiny of a poor family. In the novel, issues such as unemployment, terrorism, security risks, corruption, poverty, class differences,

bureaucracy, drug addiction, inflation, nepotism, and bribery are explored. Although the individual tries to alter the situation, he or she fails. Cultures influenced by colonialism are called postcolonial. Postcolonial studies respond to colonialism and its legacies. They explore the oppressor as well as the oppressed. They describe social insecurity.

### **Significance of Study**

As this research intends to explore the social institutions of the country in which it is set. In it, the social wrongs of various institutions are blamed more than the follies of individuals. According to the textual evidence, the attack targets sectors such as health care, education, bureaucracy, and industry. As evidenced by textual evidence and secondary sources about corruption, nepotism, terrorism, insecurity, and the prevalence of these evils in the unnamed place, it is set today in Pakistan. Mohsin Hamid's literary style is epideictic. Through his writing, he blames Pakistan's social institutions. He is regarded as a rising star among Pakistani writers.

### **Research Objectives**

The objectives of current research which will be achieved after discussion are as under;

1. To analyze the social texture of Pakistan which is negatively portrayed in *How to Get Filthy Rich in Rising Asia*.
2. To identify the weakness in social institutions of Pakistan those are negatively in *How to Get Filthy Rich in Rising Asia*.
3. To highlights the ways of earning money in *How to Get Filthy Rich in Rising Asia*.

### **Research Questions**

The main research questions of our study are stated as under:

1. How social texture of Pakistan is negatively portrayed in *How to Get Filthy Rich in Rising Asia*?
2. How weak social institutions of Pakistan are criticized in *How to Get Filthy Rich in Rising Asia*?
3. What are the different ways of earning in *How to Get Filthy Rich in Rising Asia*?

### **Theoretical framework**

The word "epideictic" derives from the Greek word epideixis, which means "a display" or "demonstration" of an idea, a practise, or an action's virtue. As a result, epideictic rhetoric is largely concerned with demonstrating shared values opens in new window.

Aristotle defines three types of oratory in the *Rhetoric*. There are three elements in each category: the speaker, the subject, and the person addressed. The people who are being addressed are very significant to orators because they decide the telos and focal point of a speech. As a result, the three divisions are distinguished by their separate "three kinds of speech listeners," which include judges, assembly members, and observers.

The three divisions of oratory then can be described as (1) forensic or judicial, (2) deliberative or political, and (3) epideictic or ceremonial.

Aristotle defined epideictic discourse as a “oratory of exhibition” that “either praises or censures someone. John Hesk (1983) says that since epideictic utterances serve a range of purposes, Individuals can be praised or blamed in a variety of ways. The epideictic oratory is concerned with praise and blame in the context of virtue and vice. Aristotle was obviously contemplating the ceremonial circumstances of what is noble or disgraceful. Festivals and critics of traditional Greek civic religious festivals, as well as persons were either lauded or chastised. Subjects are praised or blamed in order to prove that they are worthy of honor or blame. Speakers approach listeners through this filter in the reverse” (45).

According to Johnstone (2002) shared ideas about the use of language. “Discourse analysis considers how language, both spoken and written, work culturally and socially. It basically aims at analyzing the spoken and written texts in order to point out the meanings underlying those texts. Discourse analysis sheds light on how speakers indicate their semantic intentions and how hearers interpret what they hear” (25).

Mohsin Hamid’s *How to Get Filthy Rich in Rising Asia* explores social problems facing Asia in the 21st century. Mohsin Hamid is a great writer. He depicts the real society of that time with the help of epideictic writing. He blames the society structure. He depicts the many problems in his famous work 'How to get filthy rich in rising Asia.' The writing technique of Mohsin Hamid is epideictic. He blames the social institutions of Pakistan through his writing. Among Pakistani writers, he is regarded as a young representative.

### **Literature Review**

According to Aristotle, one of the three major branches of rhetoric: speech or writing that praises or blames. Known also as ceremonial discourse, epideictic rhetoric includes “funeral orations, obituaries, graduation and retirement speeches, letters of recommendation, and nominating speeches at political conventions. Interpreted more broadly, epideictic rhetoric may also include works of literature.” (23).

Kimball (1986) highlighted the concept of Epideictic as epideixis, “the present is the most important; for all speaker’s praise or blame in regard to existing qualities, but they often make use of other things, both reminding [the audience] of the past and projecting the course of the future” (22). Furthermore, “Discourse analysis considers how language, both spoken and written, work culturally and socially. It basically aims at analyzing the spoken and written texts in order to point out the meanings underlying those texts. Discourse analysis sheds light on how speakers indicate their semantic intentions and how hearers interpret what they hear” (23).

Epideictic expressions are employed in a variety of contexts, including religious, national, and political ones. According to the purpose of the event, they perform various duties. As a result, epideictic rhetoric is the language of (socially produced or socially built) belief and desire that not only inspires but also causes and justifies emotion and affect. As a result, the epideictic's ideological purpose is dependent on its use of pathos. The epideictic shapes, strengthens, and

builds *theoria*, a community way of seeing that channels social identification and consubstantiality into a way of acting and behaving. Epideictic rhetoric (Foley, 2015) is a way of seeing and behaving together that defines future possibilities based on a rhetorically recalled history that is shaped and justified by the current, affectively enacted and promoted way of seeing and behaving together—a way of seeing is a way of being.

According to Aristotle's concept of *epideixis*, all speakers praise or blame present characteristics, but they also regularly use other techniques, such as reminding the audience of the past or forecasting the future. (p. 22 in Kimball, 1986). Beyond praise and criticism, epideictic terms are employed for a variety of purposes. Epideictic statements are used to emphasise unity, cooperation, resistance to terrorism and occupation, and appreciation, among other things. Epideictic expressions are employed in a variety of contexts, including religious, national, and political ones. They fulfil various duties depending on the purpose of the event. Epideictic utterances contribute to the development of national identity and the strengthening of relationships of solidarity and friendship, brotherhood. Epideictic devices are also important for promoting shared ideals and responsibilities.

Kakutani (2013) explored the strong desire for financial success in Hamid's *How to Get Filthy Rich in Rising Asia*. Information is further added that a novel which is "set in an unnamed country that has a similar appearance Pakistan the novel is a series of accounts and written record of more than seventy years old long life of a hero who travels from a poor countryside to the disorganized expansion urban area and who makes and breaks fate and chance in the bottled water business" (33).

Malik (2013) also highlighted the failure as far as the performance of institutions are concerned in Pakistan. It is a time to "ponder about or plot the outlook and hope with grand creativity, inspiration or perception. It includes aim, vision, and foresight and demands a proactive behaviour rather than unthinking and conditional. Enlargement and progress demands various states of mind including insight, visualization, and image, and great aims. A society that arranges analytically and regularly inspires these morals and ethics into its persons and government structures has a very brilliant opportunity and hope. Secondly, Leadership plays a very significant role. Institutions are planned groups of communities. Leaders are the driving force behind these sections. Leadership plans foresight, arrange aims and ambitions and inspire civilization, and principles, standards, and ethics into established life. Great leaders activate, encourage, and stimulate by setting special events. The aspect of leadership in our established living is demanding" (56). Officials are more interested in the activities which are used for personal benefits. They show themselves as the most loyal to the institution and duty for the sake of better tomorrow.

### **Research Methodology**

This is a qualitative approach and descriptive method. It is a descriptive study, and the data used in the research were taken from the original textbook of the novel. Primary source (textbook) and secondary sources are used for these types of analysis. The study aims to explore the hardships and complexities of a poor villager migrating to a city. The study aims at highlighting the social

issues of a common society among developing countries. It depicts the challenges faced by a poor person who wants to become rich, to gain high status in an overcrowded, well established urban area. The purpose of the study is to analyze the hardships and difficulties faced by a poor person to get education, to build up a business, to rival well established businessmen, and to deal with bribes, corrupt, and illegal bureaucrats, politicians, and highly officials. In this study, a poor businessman who is attempting to have a prosperous and happy life as a successful businessman describes the events and incidents that happened in his tragic life shockingly and amazingly.

### **Data Analysis**

The study analyzes that Mohsin Hamid blames the social texture of Pakistan in Epideictic way .The social problems faced by a society like facing social evils, as well as the destruction of government institutions and organizations. Epideictic discourse analysis examines the cultural and social effects of language, both spoken and written. Its main goal is to analyse spoken and written texts in order to identify the meanings hidden behind them. Epideictic discourse analysis explains how speakers express cultural problem and how listeners perceive what they hear. Its main goal is to analyse spoken and written texts in order to identify the meanings hidden behind them. Mohsin Hamid blames the social institution of Pakistan.The main goal of this study is to blames and highlight various social ills and evils, such as health situation in Pakistan, bureaucracy, terrorism, corruption, poverty, institutions, organizations, health, and family life. Beyond praise and criticism, epideictic terms are employed for a variety of purposes. Epideictic statements are used to express unity, cooperation, resistance to terrorism and occupation, and appreciation, among other things.Mohsin Hamid blames ths system of health .“Your sister is killed by dengue, her high fever relenting, and briefly offering false hope, before internal bleeding starves her organs and causes them to fail” (p.131)

Without a doubt, both of these areas contribute to a country's strength. These two domains, among other things, are crucial to a country's progress. If a country provides appropriate health and educational services to all of its residents, regardless of caste, class, or creed, it will continue to flourish and succeed. The bulk of the population is illiterate and sick, putting a strain on the country's economy. It's interesting that these two locations are overlooked more than any other in modern-day Pakistan. As a result, on the one hand, many fatal diseases are increasing at an alarming rate, while on the other hand, an uninformed mindset is becoming dominant. How to Get Filthy Affluent in Rising Asia by Mohsin Hamid is essentially the narrative of a poor country child who becomes a business tycoon because to his understanding of how to get rich. The novelist has the opportunity to emphasise moral instability in numerous areas against the backdrop of his work. To give the narrative a broader scope and generality, the practise of not naming the characters and locales is adopted. The village where the young boy lives depicts the country's overall rural landscape. Residents are forced to drink water from the same sources as their cattle, and monsoon rains leave many pools of stagnant water, which serve as breeding grounds for germs that cause a variety of diseases. “The people of your village relive themselves downstream of where they wash

their clothes, a place in turn downstream of where they drink. Farther upstream, the village before yours does the same” (Hamid, 2013, p.6)

.The work has blamed in the context of unnamed settings in Asia and Pakistan in particular in recent times. The text and data analysis focus on the society structure, nature, and frequency of evil. He blames the social problems like nepotism, inflation, unemployment, unclean water, inadequate healthcare, and security threats are some examples. Pakistan has a number of social texture problems. “A bribe”, he writes, “equivalent to sixty percent of one year’s prospective salary, and a good low-level connection in the education bureaucracy in the form of a cousin, secured only the post he (teacher) currently occupies” (Hamid, 2013, p.23).

In this study, we will examine the shortcomings and inadequate facilities available for social development in the countries under consideration. He blames the social classes in Pakistan are divided into many types and there is discrimination, which leads to spiritual depression. Epideictic study also deals with culture study as Mohsin Hamid depicts the real society texture in *How to Get Filthy Rich in Rising Asia*. “A bribe”, he writes, “to sixty percent of one year’s prospective salary, and a good low-level connection in the education bureaucracy in the form of a cousin” (Hamid, 2013, p.23). There is a great deal of social inequality in Pakistan. Although religion unifies and equalizes society. We still see social strata in our society. Those who are Pakistani writers and literary figures, such as journalists, poets, playwrights, prose writers, and novelists, have a social duty to awaken the nation from its deep slumber of ignorance, lawlessness, irreligious thinking, carelessness, disloyalty, irrationality, blind faith in politicians, and disbelief in Allah Almighty. There are different problems in our society structure. In this study we examine the real picture of particular society in which the writer explains in *How to Get Filthy Rich in Rising Asia*. Mohsin Hamid blames the system of health. “Your sister is killed by dengue, her high fever relenting, and briefly offering false hope, before internal bleeding starves her organs and causes them to fail” (p.131). It is an investigation of Mohsin Hamid calls attention to the accompanying social issues in his third book *How to Get Filthy Rich in Rising Asia* manages: destitution, joint family framework, culture, society, business, bigotry in religion, fundamentalism, imprudence from religion (Islam), overpopulation, absence of instruction, joblessness, class contrast, psychological oppression, bomb impacting, self destruction bombarding, security issues, crooked dealings, chronic drug use, load shedding, energy emergency, separate, expansion, dearness, sexual depravity, asking, out of line legislative issues, degenerate organization, degenerate foundations, bombed a majority rules government, horrible experts, absence of medical clinics, absence of specialists, carelessness of specialists, absence of essential offices of life, lack of water, sullied water, deficiency of food. Awareness of the nation's social issues and enlightenment. Helps with household problems and family issues. As stated in the story, there are misunderstandings, unhappy relationships due to age differences, lack of devotion, sacrifice for relationships, materialism, and the love of worldly comforts and luxuries. Using a beautiful example, the author draws attention to the significant social issue of family relations.

The study concludes that rural and urban life have many differences. Progress cannot be achieved unless people change their minds, attitudes, behaviors, and outlook on life and move to urban areas.

“The people of your village relive themselves downstream of where they wash their clothes, a place in turn downstream of where they drink. Farther upstream, the village before yours does the same” (Hamid, 2013, p.6). Globally, there is a great deal of class discrimination in all countries. World issues are as numerous as men, but social issues play a major role in the lives of people. Because of lack of sincerity, awareness, education, carelessness, rules and regulations, and laws and orders, there are many problems facing the citizens of this country. This novel emphasizes the importance of social values. As a result, it discourages social issues and social evils. As opposed to a materialistic approach, it emphasizes human values and respect. Despite striving to achieve power, wealth, business, and authority, an inborn poor person is unable to maintain control and stability. He tries to succeed with a filtered-water business. His means of earning a living and conducting business are pure, transparent, and honest. As he was unaware of the difficulties associated with transparency in the business, he had to overcome many obstacles in order to get a water business. After decades of depravity and poverty, he returns to his childhood. After achieving his lustful and luxurious desires, he leaves a girl to pursue her ambition, lust, and desire for showbiz, although she only succeeds in a small way due to the manager's betrayal, disloyalty, and deceptive attitude.

In a sense, the role of social, political, and religious organizations is valuable, but harsh, strict, and violent rules that are inhumane and intolerable to humans don't promote a pleasant and cooperative atmosphere. Humanity's survival is threatened by the deplorable, miserable, and dangerous role played by education. He should develop the character, behavior, consciousness, standard of living, and conduct of a nation in order to create an atmosphere conducive to the establishment, growth, and prosperity of the nation of the state. It is important that educational institutions create curriculums and exams that condemn copying, cheating, and cramming, in order to encourage productivity, creativity, resourcefulness, skills, and positive responses in the next generation. The state of the health and sanitation systems is deplorable. The health and education of a people should be the main focus of government, politics, religion, and organizations. Those who are healthy, wealthy, intelligent, skilled, active, and energetic will establish and develop a civilization that is prosperous, peaceful, and stable. The novelist emphasizes the significance and importance of health with the use of the filtered water business and impure and defective sanitation systems in both urban and rural settings. This novelist claims that the Institute of Water and Power Management has a flawed system, causing a person wanting to run a filtered water business to endure a lot of hardships and to engage in many social evils such as corruption, bribery, nepotism, and malpractice. He also blames the education system of Pakistan.

“Today, your teacher reaches into the pocket of his tunic, where he keeps a small amount of coarse sand, and grips you by the ear, the sand on his fingertips adding abrasion to the enormous pressure he applies, so that your earlobe is not only crushed but also made raw and slightly bloody” (Hamid, 23).



Such practices are common in Pakistan where teacher-student relationship in most parts is considered as brute master and slave relationship. The novel also satirizes the state of affairs in the school and during exams. He writes,

“There are fifty pupils in your class and stools for thirty. The others sit on the floor or stand. Even worse is seen during exams. “A small payment and exam invigilators are willing to overlook neighborly cheating. More and someone else can be sat in your seat to write your paper. More still and no writing needed, blank exam books becoming, miraculously, a first-class result” (Hamid, 60).

Mohsin Hamid blames the way of earning with the help of Epideictic writing. In Epideictic writing the writer blames the social texture of the society. The title of the novel associates the word "filthy" with "rich," making it something that cannot be attained through honest means, therefore removing ethics and morality from the equation.

In the fictional story *How to Get Filthy Rich in Rising Asia*, an inborn poor boy aspires to become a millionaire through illegal means. He wishes to realise his childhood ambition of becoming wealthy. During his childhood, when Pakistan was born, he was happy and prosperous. This is the story of a young businessman who tries to alter the fate of an impoverished family. Unemployment, terrorism, security threats, corruption, poverty, class divides, bureaucracy, drug addiction, inflation, nepotism, and bribery are all addressed in the novel. Despite the individual's best efforts, he or she is unable to change the situation.

In *How to get Filthy Rich in Rising Asia* is a story in which Mohsin Hamid depicts a beautiful story of boy who wants to be rich through filthy means. Mohsin Hamid's *How to Get Filthy Rich in Rising Asia* explores social problems facing Asia in the 21st century. Mohsin Hamid is a great writer. He depicts the real society of that time with the help of epideictic writing.

## **Conclusion**

To conclude the discussion on the topic mentioned above, the results show that the novel under-study highlighted the demerits of Pakistani institutions as the setting of the novel is based on the Pakistani culture and Pakistani society. The individuals are responsible for all the social wrongs as they are associated with institution. The various institutions in Pakistan such as education, health, industry and bureaucracy are satirized in the text. There are certain unnamed places where terrorism, corruption, nepotism and other injustices are declared through textual evidences. Furthermore, it is hoped that the current research identified the various ills in institutions with a suggested recommendation development of Pakistani institution in a positive way.

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