

type A personality is not inherited but rather it results from combination of the tendency to become a Type A and of facing certain life events.

KEY WORDS: *publicity and media, personality traits.*

INTRODUCTION

Type A Personality:-

Type A personality has almost become a household word. The relationship between type A personality and heart disease has become a common knowledge, at least, among physicians and their afflicted patients. In spite of its wide publicity and media attention, criteria of type A behavior or personality still remain vague. Even the so-called experts don't diagnose it correctly. There are two cardinal features of type A that we must remember, namely, "time urgency or time- impatience" and "free-floating (all pervasive and ever-present) hostility."

- **Definition:-**

A temperament characterized by excessive ambition, aggression, competitiveness, drive, impatience, need for control, focus on quantity over quality and unrealistic sense of urgency. It is commonly associated with risk of coronary disease and other stress-related ailments.

A temperament marked by excessive competitiveness and ambition, an obsession with accomplishing tasks quickly, little time for self-reflection, and a strong need to control situations.

- **Characteristics of "Type A" Personality:-**

While the term "Type A" is thrown around often, it's not always fully known what specific characteristics make up "Type A" personality, even among experts. For example, some people, the term applies to rude and impatient people. Others see workaholics as "Type A". Many see competitiveness as the main characteristic. Most people now know that Type A personality characteristics have something to do with being competitive and work-obsessed, and can bring an increased risk of health problems, but it's not always understood exactly what traits constitute "Type A Behavior", or exactly how these traits impact health and wellbeing.

According to research, the following characteristics of Type A Behavior.

Dr. Friedman has identified two psychological and six physical signs as major indicators of TAB. According to him these eight signs are almost always diagnostic of TAB. The two psychological signs are: 1. Presence of impatience or easily induced hostility. 2. Constant apprehension of future disasters (which is not a symptom of an anxiety disorder or depressive disorder). The six physical signs are: 1. Excessive perspiration of the forehead and the upper lip. 2. Teeth grinding. 3. Indentation of the tongue due to its chronic pressure against the top incisor teeth. 4. Tic-like retraction of the upper eye lid. 5. Tic-like retraction of the corners of the mouth. 6. Brown coloring of the skin of the lower eyelid.



People belonging to personality type A can be easily identified. Their nature is exactly opposite to people with personality type B. Following are the characteristics of these people with respect to timeliness, relationships, finances, emotions, etc.

1. Timeliness:-

Punctuality is extremely important to these people; they hate lateness. There are some extreme types, who utterly abhor people who work or even speak slowly. They follow a rigid schedule, set their own deadlines in all their activities, and strive hard to meet them. For them being late for any work or appointment is a crime. They become restless and irritable if they have to wait in any sort of line or are held up in chaos.

2. Finances:-

Money is another important issue for them as it represents security and power. They tend to base their relationships on money, spend money to show affection, and always think in monetary terms. Everything related to money, cost, finances, gains, saving, spending, etc., is important to type A people.

3. Relationships:-

Partners of type A personality usually have to accept the fact that work is more important to them than relationships. These people have really high standards, and hence, have a difficulty in finding a partner who can match their high standards. Their whims and superiority complex usually isolates them from the society. Moreover, they find hard to relax, are introverts, and more often than not, enjoy working alone rather than socializing.

4. Emotions:-

These people are incapable of expressing emotions. According to them, showing emotions of any kind is a sign of weakness. They also think that emotionality is an obstacle that will prevent them from reaching the goal. They are extremely rigid and never show inclination towards change.

Typical responses of Type A Behavior Pattern (TABP) include:

Competitiveness:-

Type A individuals tend to be very competitive and self-critical. They strive toward goals without feeling a sense of joy in their efforts or accomplishments. Interrelated with this is the presence of a significant life imbalance. This is characterized by a high work involvement. Type A individuals are easily 'wound up' and tend to overreact. They also tend to have high blood pressure (hypertension).

Time Urgency and impatience:-

Type A personalities experience a constant sense of urgency: Type A people seem to be in a constant struggle against the clock. Often, they quickly become impatient with delays and unproductive time, schedule commitments too tightly, and try to do more than one thing at a time, such as reading while eating or watching television. In seen, Time Urgency and Impatience, as demonstrated by people who, among other things, get frustrated while waiting in line, interrupt others often, walk or talk at a rapid pace, and are always painfully aware of the time and how little of it they have to spare.

Hostility:-

Type A individuals tend to be easily aroused to anger or hostility, which they may or may not express overtly. Such individuals tend to see the worse in others, displaying anger, envy and a lack of compassion. When this behavior is expressed overtly (i.e. physical behavior) it generally involves aggression and possible bullying (Forshaw, 2012). Hostility appears to be the main factor linked to heart disease and is a better predictor than the TAPB as a whole.

Physical Characteristics:

The following physical characteristics often accompany TAB:

- Facial Tension (Tight Lips, Clenched Jaw, Etc.)
- Tongue Clicking or Teeth Grinding
- Dark Circles Under Eyes
- Facial Sweating (On Forehead or Upper Lip)

Negative Effects of Type A Behavior:-

Over the years, the type of extra stress that most “Type A” people experience takes a toll on one’s health and lifestyle. The following are some of the negative effects that are common among those exhibiting TAB:

- **Hypertension:** High blood pressure is common among “Type A” personalities, and has been documented by research to be as much as 84% more of a risk among those with Type A characteristics..
- **Heart Disease:** Some Psychologists predict that, for those exhibiting TAB, heart disease by age 65 is a virtual certainty.
- **Job Stress:** “Type A” people usually find themselves in stressful, demanding jobs (and sometimes the jobs create the Type A behavior!), which lead to metabolic syndrome and other health problems.
- **Social Isolation:** Those with TAB often alienate others and social activities, or spend too much time on work and focus too little on relationships, putting them at risk for social isolation and the increased stress that comes with it.

Type B personality:-

The theory of type A and type B personality has described that type B individuals as a contrast to those of Type A. Type B personality, by definition, are noted to live at lower stress levels. They typically work steadily, and may enjoy achievement, although they have a greater tendency to disregard physical or mental stress when they do not achieve. When faced with competition, they may focus less on winning or losing than their Type A counterparts, and more on enjoying the game regardless of winning or losing. Unlike the Type A personalities rhythm of multi-tasked careers, Type B individuals are sometimes attracted to careers of creativity: writer, counselor, therapist, actor or actress. However, network and computer systems managers, professors, and judges are more likely to be Type B individuals as well. Their personal character may enjoy exploring ideas and concepts. They are often reflective, and think of the "outer and inner world".

Type B personalities are not as likely to suffer from stress as much as other personality types unless there is a specific cause, such as bankruptcy or divorce. They are the complete opposite of the Type A personality. They are more relaxed about things, less driven and generally content with their lot, and are less likely to try to achieve unnecessary aims and objectives. Type B personalities have enough confidence in their fellow human beings to be able to delegate. They are calm and rational and not likely to damage their health long term due to a stressful lifestyle.



Type C Personality:-

The concept of personality types can be defined as the psychological classification of people on the basis of their personality traits. Type A and Type B personality theory, which proclaims that type A people are those who are very achievement-oriented, impatient, business like, ambitious, competitive, and status conscious, while type B people are patient, easy-going and relaxed, is based on this concept itself. Modern-day psychologists have added two more personality types to these already existing ones, i.e type C and type D personalities. Here are some of the characteristics which are common to people who have a type C personality.

“Type C stands for conscientious. This means that you are passive and task-oriented. More often than not, type C people are accurate, detail-oriented, and precise when they do things. As a result, it is not uncommon for those who identify as perfectionists to also be type C personalities. With high standards for themselves and others, type C individuals can see details that other people miss, often being excellent at problem solving and creative thinking.”

The Type C personality type has difficulty expressing emotion and has a marked tendency to bottle things up, especially anything in their life which is bothering them. He will rarely or ever dispel any stress by throwing a cup against the wall or shouting at someone who's annoyed him. He'll feel like doing so, just like any other person, but even when his emotions are almost overwhelming he'll keep an awesome control over his words and behavior. This is a perfect recipe for severe stress problems.

Type D personality traits:-

A Type D personality is distressed, Type D's have a negative outlook towards life and are pessimistic. A small event that is not even noticed by type B can ruin type D's day. Type D personalities are more subject to depression than other personality types.

The following are the characteristic of the type D personality:

- A Type D person might become socially withdrawn as a result of fear of rejection even if they like to be around people. Type D's are famous for suppressing their emotions and that makes them the most vulnerable type to depression.
- Type D personalities usually have a low self esteem and an exaggerated fear of disapproval and this is the primary reason that prevents them from opening up to others.
- Do not assume that type D personalities lack social interest; however they frequently might be interested in people, but are afraid to approach them because they fear rejection.

Table -: Shows the correlation of personality type-A and job satisfaction different for public and private sector industrial workers.

Correlations			Type-A	Job Satisfaction
Public Sector	Type-A	Pearson Correlation	1	-.044
		Sig. (2-tailed)		.534
		N	200	200
	Job Satisfaction	Pearson Correlation	-.044	1
		Sig. (2-tailed)	.534	
		N	200	200
Private Sector	Type-A	Pearson Correlation	1	-.047
		Sig. (2-tailed)		.507
		N	200	200
	Job Satisfaction	Pearson Correlation	-.047	1
		Sig. (2-tailed)	.507	
		N	200	200

From the output given above, the correlation between type-A personality and job satisfaction for public sector was $r = -.044$, while for private sector it was, $r = -.047$.

First, we will be converting the r values into z scores and then we use an equation to calculate the observed value of z (z_{obs} value). The value obtained will be assessed using a set decision rule to determine the likelihood that the difference in the correlation noted between the two groups could have been due to chance.

It is assumed that the r values for the two groups were obtained from random samples and that the two groups of cases are independent (not the same participants tested twice). The distribution of scores for the two groups is assumed to be normal (see histograms for the two groups). It is also necessary to have at least 20 cases in each of the groups.

CONCLUSION

According to the personality traits, attitudes and ways of life, individuals can be categorized into their personality type- Type A or Type B. Recently In the 1950s, Meyer Friedman and RH Rosenman were researching the possible causes of coronary disease.

Cardiologists Meyer Friedman and R. H. Rosenman conducted a study and came up with a theory that best illustrates two opposing personality types the typically highly-strung Type A and the laidback Type B. The types define two sets of behavioral and emotional tendencies, which could raise or lower a persons chance of acquiring coronary heart disease or other health related issues.

On the other hand this man may not become a type A and remain helpless or depressed if he didnt have the tendency to be a Type A. So the type A personality is not inherited but rather it results from combination of the tendency to become a Type A and of facing certain life events.

The theory of type A and type B personality has described that type B individuals as a contrast to those of Type A. Type B personality, by definition, are noted to live at lower stress levels.

Type A and Type B personality theory, which proclaims that type A people are those who are very achievement-oriented, impatient, business like, ambitious, competitive, and status conscious, while type B people are patient, easy-going and relaxed, is based on this concept itself.

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