

Charismatic Personality of The University Teachers

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Abstract

The current research aims to identify:

1. The level of charismatic personality among university teachers.
2. The statistically significant differences in the charismatic personality of university teachers, according to the variables: gender (males, females), and specialization (scientific, human).

The statistical analysis sample consisted of (400) male and female teachers who were chosen by random stratified equal method, amounting to (274) males and females equally. After completing the application, the researcher used the appropriate statistical means to analyze the data. The research showed the following results:

1. It appeared that there is statistical significance at the level (.050) and the degree of freedom (395), and in favor of the sample, it is more than the community in the charismatic personality characteristics.
2. There was no statistically significant difference in the charismatic personality of the teachers in the gender variable, and a statistically significant difference appeared at the level (05.0) in the specialization variable.

Keywords: charismatic personality, university.

Chapter One

Introduction to the Research

First: The research problem: Psychological studies across the world have recently reported that there is a general weakness in performance in different areas of life, including the educational field in all its stages, especially university ones (Badran, 2015: 61-62). Community members possess a charismatic personality. However, there are some fields or environments, including the academic field, especially the academic field, by having a charismatic personality or some of the characteristics of that personality, as the university professor while performing the teaching profession in front of the students must have the characteristics of influence and it is not enough to possess information Just, because if the professors were satisfied only with information and did not search for the rest of the methods and skills that would enable them to make this effect, they would not perform their optimal task in shaping a personality with high-level knowledge and behavior (Pacher, 2013: 122). Pursuing education in the European Union, the weakness of possessing the characteristics of charisma is one of the causes of disability for the professor, as he fails to communicate information on the one hand and will not affect the hearts of students and refine their personality to represent the role of graduates in the future

On the other hand, as part of the charisma is required to be possessed by the university

Published/ publié in *Res Militaris* (resmilitaris.net), vol.12, n°2, Summer-Autumn 2022

professor because he needs it in his job as a teacher, and he also needs it in his specialty when he performs his role in society or the institution, as well as a need for him from his academic environment in professional teaching, inside and outside the classroom by application. In the laboratory and the practical field, and therefore it is essential for the university professor to have an influential personality that reflects on his students, because if the students believe in his personality, they believe in his words (James Borg, 2009: 12), and the only professor who is able to enhance a sense of belonging and pride in specialization among his students is being a source For specialization, especially if a graduate (Psychology) graduated and did not possess the characteristics and personality of a professor, he does not have the required influence as a coach or specialist, and he cannot take examples or think or devise ways he likes to possess because he deals with objects affected by movement, tone of voice, prestige, personality and the influential aura of a person And this need varies according to the fields of life, for example, a (taxi driver) is not required to be charismatic as well as a construction worker, butcher and grocer. Progress The problem of the current research is manifested in answering the following questions: 1

1 - What is the level of charismatic personality among university teachers?

Second: The importance of research

The importance of the charismatic personality has emerged as a multifaceted pattern that requires mental abilities at a high level, as research indicates the need to enable realistic thinking, time and the ability to make decisions, analyze the situation, make a decision based on those situations, benefit from experiences, establish connections between situations and ideas, alert the particles of matters and exit. With guesses that are close to truth, as you always find him with a correct decision, he deals with all opinions by listening, but he adds his opinion and often his opinion is correct, as researchers present the relationship of the charismatic personality to emotional balance, and the center of control, and often the charismatic enjoys an internal control center, he bears the responsibility for the action and does not He puts the responsibility on the external factors and the circumstances of the situation, pays attention to the mistake and tries to correct it. He also benefits from experience as much as possible. He also benefits from the experiences of others, and hides negative emotions, bears the situation and is not easily provoked, flexible and careful, able to absorb the momentum of the situation and not be drawn into the emotion of the situation. It matches his personal feelings and confrontational attitudes (Al-Nasiri, 2012: 2), and studies, including the study (Kubana, 2012), have found that he has a strong personality. An arithmetic that does not get carried away by the opinions of others and takes the good from them and has objective and logical thinking that does not follow emotions, (Al Jumaily, 68: 2008), and the importance of the current research stems from addressing an important segment of society represented by university professors, as they represent the important high level of knowledge within the environment University and beyond, because of their influence in building the generations of graduates who will lead work and management in various fields of life, including the university as academics if they continue on the ladder of high achievement, and this requires him to possess some skills to convince him and positive traits to reach optimal performance (Al-Ta'i, 2010: 549).

Third: Research objectives

1- The level of charismatic personality among university teachers.

Fourth: Research limits

1- A sample of Wasit University professors amounted to (274), for the academic year

(2022/2021).

Fifth: Defining the terms

1- (Jerry Spence, 1997): It is an energy emanating from the heart. It addresses the heart. If the speaker does not possess feelings, no effect will be transmitted from him to others., which is not a convincing feeling, but rather an influential speech and charisma is the export of our pure energy, and our pure passion to others (Gerry Spence 1997: 33).

2- (Tony Alessandra, 2000) as: the ability to influence others in a positive way through communicating with them in various fields, materially, emotionally, and intellectually (Tony Alessandra 2000: 12).

3- (Andrew Lay 2010) as: the talent in investing aspects of the personality to reach a strong and unforgettable influence on others, and on various emotional, physical and mental fields and exert an influence on thoughts, attitudes and behavior (Andrew Lay 2010: 5).

Chapter Two Theoretical Background

First: the charismatic personality

The concept of charismatic personality

The word charisma is of Greek origin, meaning (grace), and the word “charisma” comes from the Greek name “Karis”, which is the absolute symbol of beauty, benevolence, and divine preference, the gift (Osama, 2005:11). However, due to the lack of studies that dealt with it, as most of the studies were focused on the study of psychological and behavioral disorders and provided enormous information about abnormal behaviors and pathological aspects related to poorly fit people. On the contrary, we find little information about normal personalities and their positive traits (Mich 2004:6, Mich. The great focus on the negative aspects of the human personality made us neglect the importance of studying the health and bright aspects, which made the view of others psychology as a science that embraces the study of pathological aspects, abnormalities and worse, and thus we have a modern current in psychology concerned with studying the processes and conditions that help individuals flourish. Within institutions and groups, and focuses on the positive aspects and their development, the formation of an influential healthy personality that achieves proper growth in all stages of life and its experiences, instead of focusing on the negative aspects. Satisfaction Emphasis is placed on strengths and enhancing capabilities, and this is what Seligman (2002) emphasized that positive qualities are important to a person, as they are strength and a fortress against pressures and disturbances, as they are the best way to overcome failure and endure difficulties (Seligman, 2002:8). Freud spoke in the same field and divided personality into several mechanisms that work together in harmony and harmony, and that any defect in it generates a defect in the personality and their harmony together generates a normal human being who is able to deal and communicate with others easily and easily through several stages of development (Sigmund Freud, 1939-1856), As (Rogers), the author of the theory of the self, believes that development may not continue in its natural positive course, because man always seeks to hide behind a mask to hide his truth due to the conflicts he is experiencing in his life, or he encounters several obstacles in his work and his surroundings, due to the feeling of severe psychological disorders, so he gets used to artificiality and acting Roles that are far from his true nature and lived reality, and in this way he hides his true identity, which is completely different, with a mask and confronts others, and thus makes the individual far from feeling compatibility with the environment around him (Al-Ansari, 2000: 122). Pareto, 1991, pointed out that the elite of individuals who show exceptional qualities, efficiency, and high social

desirability enjoy distinct positions, and this elite, which consists of the most efficient, the best and the best, who have achieved success in various fields has been called the charismatic personality despite the fact that Most of the previous studies were of the opinion that prestige or charisma is attached to a person since birth, but current studies focus on the possibility of acquiring it, as they are learnable behaviors. Without practice, he believes that the acquisition of charisma depends on three factors: a sense of subjective feelings, the ability to convey feelings to others, and the possession of immunity against external charisma (Abu Halawa, 2006: 8).

Theories explaining the charismatic personality

First - Psychoanalytic theory: The theory (Freud, 1856-1939), one of the theories of biological importance, which emphasized that man is governed by two types of instincts: (the death instinct and the instinct of aggression), and Freud sees the human personality as consisting of three basic systems that interact In a dynamic way, which is (the id, the ego and the superego), it is the source of instincts, and the ego (conscience), and it works according to the principle of reality, as it works hard to coordinate between the requirements of the id on the one hand and the superego on the other hand, and is keen to show the individual in an acceptable social manner, This is because Freud's view of the charismatic personality is the outcome of harmony and harmony between (the id and the superego), that is, it has reached a high stage of the superego's control over the desires of the id.) enjoys gratification, tranquility, and compatibility with self and society (Kafani et al., 2010: 52-62).

Second - Theory (And Rolay, 2010): (Andrew Lay) is the director and founder of the "Menard i Associates" association, a development and advisory institution that aims to reveal the latent abilities of individuals and considers the traditional concept of charisma that only a small number of exceptional people possess it, and it is included Within this understanding are mysterious and often magical qualities. You are either born with charisma or not, so we will see that charisma is not completely innate, but rather depends on finding a relationship between you and others, and that the effect of each person's charisma can be completely learned, it is all about the ability to dive Inside the self and revealing the sources of strength and influence, then unleashing and exploiting it (Andrew Lay, 2010: 2-3), and (Andrew Lay) identified (3) elements of charisma:

1. **Objective:** To discover the true ends.
2. **Be yourself:** to have the power of charisma, a person must have these 7 qualities (fluency, self-confidence, presence, credibility, courage, enthusiasm, appearance and good behavior).
3. **Chemistry:** Chemistry is the most part that requires skill and ability, unlike (goal and be yourself) as it is direct behaviors, chemistry is a bipolar process, for example but not limited to building intimacy with others in which a person needs social intelligence (Andrew Lay 2010: 260-262).

Chapter Three

Research Methodology and Procedures:

First / Research Methodology:

The researcher has adopted the descriptive correlative approach because it is the most suitable for researching those variables, since psychological variables are often characterized by subjectivity, and most of them do not have sensory evidence that enables them to be

measured directly, so the indirect method is more effective in inferring them (Anastasia, 1978:211).

Second: The research community:

The current research community is represented by the two teachers of Wasit University and for both sexes, whose number is (949) with various certificates and degrees, distributed among two humanities colleges and two scientific colleges, for the year 2021-2022 AD.

Third: The research sample:

The sample was chosen using the stratified random sampling method with a proportional distribution according to specialization and gender. It amounted to (274) teaching staff (nunnady, 1972:89).

Fourth / Research Tool:

There are specific scientific steps in constructing psychological scales, which begin with identifying the theoretical premises on which the researcher relies in constructing the scale:

1- The researcher adopted the theoretical definition of the world (Mortensen, 2012)

2- Drafting the paragraphs of the scale: according to the theory (2012, Mortensen) in charisma, and after reviewing previous studies that were concerned with studying the variable, the researcher formulated the paragraphs, as the number of paragraphs of the scale reached (23) paragraphs, as the researcher presented the instructions, alternatives and keys Correction on a number of arbitrators from the specialization of educational and psychological sciences, in order to clarify their opinions and observations regarding the validity of the paragraphs of the scale and the extent to which they need modification or deletion, and their number is (14). 1982:131).

Fourth: Statistical Means

Extracting the main standard indicators of the Charismatic Personality Scale

1- The discriminatory power of the paragraphs: In order to find the discriminatory power of the paragraphs of the Charismatic Personality Scale, the researcher followed the method of the two end groups of the sample size of (274) male and female teachers. Obtaining the total scores of individuals, the scores were arranged in descending order from the highest to the lowest score, then the two extreme groups were identified by the total score of (27%) of the sample members in each group, so their number became (108) individuals in the higher group, and (108) individuals in the group And after using the t-test for two independent samples to test the significance of the statistical differences between the average scores of the upper and lower groups for each of the (23) items of the scale, it appeared that the calculated T-value is greater than the tabular for all items at the level (0.05) and the degree of freedom (398) indicate the discriminatory power, and thus the paragraphs have an acceptable discriminatory capacity, and their number is (23) paragraphs.

This procedure is intended to reveal the correlation coefficient between the total scores of the sample members on each item and the total scores of the scale, and those items that correlate with a higher degree with the total score of the scale are the highest quality items (261:1967, Nunnally), and the researcher has extracted this psychometric indicator The scale was measured by using the Pearson correlation coefficient for the statistical analysis sample of (400) teachers of both sexes, which is the same sample that was subjected to the discrimination

procedure. , Table (1) illustrates this.

Table (1) (correlation coefficients between paragraphs and total scores for measuring charismatic personality)

P value	Correlation value	Paragraph	P value	Correlation value	Paragraph	P value	Correlation value	Paragraph
0.000	.270**	17	0.000	.425**	9	0.000	.343**	1
0.000	.532**	18	0.000	.450**	10	0.000	.317**	2
0.000	.532**	19	0.000	.321**	11	0.000	.452**	3
0.000	.386**	20	0.000	.240**	12	0.000	.405**	4
0.000	.515**	21	0.000	.386**	13	0.000	.338**	5
0.000	.358**	22	0.000	.399**	14	0.000	.417**	6
0.000	.430**	23	0.000	.245**	15	0.000	.450**	7
			0.000	.419**	16	0.000	.483**	8

Psychometric properties of the scale

1- Construction honesty: This type of honesty is known as the ability of the items included in the scale or psychological test to represent the psychological or behavioral structure targeted by the measurement. The items of the scale are related to the total score of the scale, and all of them came with statistical significance, as mentioned above. Thus, these two indicators are evidence of the validity of a high construction of the scale in this area, according to the reference of (Anastasia, 1972) (1972: Anastasia).

2- Stability: If honesty is the first condition for every psychological scale or test that is intended to be effective in measuring psychological characteristics, then reliability represents the other basic condition in this field., that the same responses are obtained when the test is repeated by the same researcher or other researchers on the same individuals (49: 1972, Nunnally).

(1999: 37, Winters) as defined by (Winters, 1999) as the stability of scale scores over time. Among the common methods for extracting stability are the retest method, Cronbach's alpha equation, half-segmentation, and Kyodo-Richardson's stability equation, and one or more of them are chosen according to the requirements of Research, community characteristics, goal, etc. The researcher extracted the stability of the current research in two ways:

1- Test-retest: In this procedure, the researcher re-applied the scale of charismatic personality to a group selected from the sample, which amounted to (50) teaching and teaching equally, after a period of two weeks from the first application, then the scores were calculated with the Pearson correlation coefficient, and the coefficient reached (.79.0), and such a coefficient is often high according to the criterion (Nanley, 1978).

1- Alpha Cronbach equation: The researcher also used the "Alfa Kronbach" equation to calculate the stability, as the idea of this method, which is characterized by its consistency and the possibility of reliability of its results, is based on the calculation of the correlations between the scores of all the items of the scale, given that the item is a self-contained scale, and the coefficient of Consistency The consistency of the individual's performance, i.e. the homogeneity between the items of the scale (Awdah, 1998: 354).

Table (2) Stability values of the Charismatic Personality Scale by the two methods of retesting Alpha Cronbach

Stability	T
0.79	Test and retest method
0.85	Cronbach's alpha equation method

The final formula of the Charismatic Personality Scale: After the researcher extracted the main psychometric conditions for the research tool, the Charismatic Personality Scale settled with (23) items. Thus, the tool is ready in its final form for application to the basic research sample (274) professors.

Chapter Four: Presentation, interpretation and discussion of the results.

The first objective: to identify the charismatic personality of the teachers of Wasit University:

To achieve this goal, the researcher applied the scale of charismatic personality to the research sample of the (274) teachers and professors of Wasit University. The arithmetic mean of the sample was (74.27), with a standard deviation of (6.898), while the standard mean error was (.417), and the t-value was (40.232), which is a statistical function in favor of the sample mean (74.27) (1) *, because the value of (p) The probability (0.000) is less than (0.05), and this result agreed with most studies, including the study of (Huang and Lin, 2014), and (Lagagan, 2016), and the researcher based the interpretation of this result on what (Mortensen) (2012), in his theoretical model in this field, that the charismatic characteristics rise as the individual rises in the ladder of achievement, because the accumulation of cognitive and behavioral experience, and the awareness of the individual with high achievement of his role in work and society makes him enjoy high characteristics in performance and influence, including individuals who pray in They attain high grades in university studies They assume the teaching profession by obtaining a university teaching title and are graded accordingly by virtue of their presence in this field, and Table (3) illustrates this.

Table (3) The results of the t-test for one sample to identify the significance of the difference in the charismatic personality

Indication	p-value Probability	T value	hypothetical mean	standard mean error	Standard deviation	SMA	variable
Significant	0,000	40.232	57.5	.417	6.898	74.27	charismatic personality

The second goal - to identify the charismatic personality of the teachers of Wasit University according to the variables (gender and specialization): -

To identify the significance of the differences in the charismatic personality according to the variables (gender, specialization), the researcher used a binary variance analysis with its interaction, so the researcher presented the indicators for the scale of charismatic personality, as shown in Table (4).

Table (4) Descriptive characteristics of the final application sample in the charismatic personality according to the variables of gender and specialization

standard deviation	SMA	Number	the service	. Gender
6.938	74.23	151	Male	scientific
6.416	72.48	60	Female	
6.824	73.73	211	Total	
7.111	75.96	47	Male	Humanitarian
6.428	76.38	16	Female	
6.895	76.06	63	Total	
7.000	74.64	198	Male	Total
6.573	73.30	76	Female	
6.898	74.27	274	Total	

Table (5) results of the two-way analysis of variance to identify the significance of the

difference in charismatic personality according to the variables of gender and specialization

Indication	p-value Probability	F value	mean squares	Freedoms Degree	sum of squares	Contrast source
Significant	.012	6.333	295.415	1	295.415	Specialization
Non-significant	.554	.351	16.380	1	16.380	Gender
Non-significant	.335	.934	43.552	1	43.552	Specialization * Gender
			46.648	270	12594.993	Error source
				274	1524239.000	total

The results indicate the following

1- Gender

The results showed that there is no statistically significant difference in the charismatic personality, according to the gender variable, as the value of the male and female teachers reached (.351), which is not statistically significant, because the value of (p) probability (.554) is greater than (0.05) Note that the arithmetic mean of the sample (males) is (74.64) and the sample (females) (73.30), and this result agreed with Zahr in the study (Balcondi, 2011) and (Hung, 2016), while it differed with the study of (Huang and Lin, 2014) and (Balkendy and Kleedroff, 2011), and despite this, theorizing, although it indicates some superiority of men over women in the characteristics of influence on the charismatic personality, due to the responsibilities that fall upon them in which they are in direct contact with society, except that recently it has shown equality with men in self-employment Or government, and they assume high-level administrative and life responsibilities, and the matter in this regard is still subject to discussion between the researcher and needs more examination in the characteristics of the human personality and its characteristics between the sexes.

2- Specialization

The results showed that there is a statistically significant difference in the charismatic personality, according to the variable of specialization, as the t-value amounted to (6.333), which is statistically significant because the value of (p) probability (.012) is smaller than (0.05), bearing in mind that the arithmetic mean For the (scientific) sample is (73.73) and for the human sample is (76.06), it seems that the difference is clear in favor of the humanitarian specialization, and this result agreed with the study (Al-Gagan, 2016) and (Shuhai Wenchen, 2014), while it differed with the study (Keldorff and Harrison, 2011) and (Hong, 2016), and perhaps the changes vary in this regard, as some researchers place scientific specialists at the head of individuals with influential personalities in the field of specialization in public life, while other studies do not see such a difference, In addition to other researchers, they describe people with human competence at the peak, and this is due to the fact that people with human specializations have charismatic characteristics such as influence and ability to manage speech and psychological control over others and their leadership, because they are by virtue of their competence and have the ability to interact with the masses, and that the characteristics of branches Humanity in rhetoric and speech, so they are more inclined to manage and lead For individuals with scientific specialization who, by virtue of their specializations, deal with laboratory taxonomic materials more than they deal with people, and their minds are preoccupied with things that push them to save time, experiment and treat more than meeting people. The researcher attributes this result to the theoretical framework.

3. The interaction between (gender and specialization)

There is no interaction between the two variables (gender and specialization), as the t-

value reached (.934), which is not significant because the value of (p) probability (.335) is greater than (0.05).

1. Developing counseling programs based on charisma and persuasion skills.
2. Establishing scientific trips, workshops or missions for teachers.

Fourth: Suggestions

1. Conducting similar studies for other segments of society (teachers, employees, counselors).
2. Conducting a study on the charismatic personality and its relationship to the academic achievement of students in disciplines that require the ability to have a charismatic personality, such as the College of Medicine or the College of Engineering.

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