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THE CRITICAL ANALYSIS OF MOTIVATIONAL DRIVERS IN PAULO COELHO'S THE ARCHER

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ABSTRACT

The present research is an attempt to explore the motivational drivers found in Paulo Coelho's novel *The Archer* (2020). The story centers on the protagonist Tetsuya who is an archer, and teaches his disciple who is named the boy in the text the key to success through the bow and the arrow; he explains failures and success in life through his experience gained from archery. The study is qualitative and the data has been collected from the selected text (main source) while the secondary sources such as journals, articles, websites, etc. are used for assistance through the close-reading method. David McClelland's Human Motivation Theory (1987) is applied on the given text that proposes three motivational drivers for achieving success in life such as affiliation, power, and achievement.

INTRODUCTION

Motivational drivers are the internal or external factors that compel individuals to take action, pursue goals, and strive for success. These drivers serve as catalysts for behavior, influencing thoughts, emotions, and actions. Motivational drivers can vary widely among individuals and may include: Intrinsic motivation, extrinsic motivation, purpose, passion, interest, social influence, self-efficiency, and so on (Liu I-Fan, 2020). Motivational drivers are multifaceted and can vary in intensity and impact from person to person. Understanding these drivers can help individuals harness their motivation, set meaningful goals, and take proactive steps toward personal and professional fulfillment.

Paulo Coelho, one of the greatest writers of the world, was born on 24 August 1947, in Rio de Janeiro, Brazil. Despite his parents' wishes for him to pursue a career in engineering or religious studies, Paulo harbored a strong desire to become a writer from a young age. Despite facing resistance and criticism from his parents, he remained resolute in his pursuit of his dreams. Raised in a Catholic household, Paulo received a religious education at a Jesuit school. However, his passion for writing continued to grow alongside his religious upbringing. Unfortunately, his early aspirations were marred by mental health issues, leading to multiple admissions to a mental hospital during his teenage years. (Britannica, 2024)

After briefly attending law school, Paulo's life took a turbulent turn as he succumbed to drug use and other vices, eventually dropping out of college. Despite the concern of his parents and the uncertainty surrounding his future, Paulo remained steadfast in his determination to become a writer. Driven by his unwavering passion, Paulo embarked on a journey across Europe, North America, and Latin America, seeking inspiration and enlightenment. Through his travels, he deepened his connection to the universe and discovered his inner talent. He channeled his creativity into writing lyrical songs for a theatre group protesting against the military regime in Brazil, a decision that landed him in jail multiple times due to his political activism. (Britannica, 2024)

Despite facing oppression and criticism, Paulo's commitment to his dream never wavered. He delved into politics briefly but ultimately realized that his true calling lay elsewhere. Seeking solace and guidance, he embarked on a pilgrimage to Santiago de Compostela in Spain, where he underwent a profound spiritual transformation. (Saadia, et. Al, 2022)

Upon his return, Paulo channeled his experiences into his writing, publishing his first book, "The Pilgrimage" in 1987 followed by his masterpiece "The Alchemist" in 1988, which catapulted him to international fame and earned him widespread acclaim. In "The Alchemist," Paulo imparted motivational wisdom, encouraging readers to pursue their dreams relentlessly. Paulo continued to write prolifically, producing a series of books filled with enthusiasm, spirituality, and motivation, including "By the River Piedra I Sat Down and Wept" (1994), "The Fifth Mountain" (1996), "Eleven Minutes" (2003), "The Zahir" (2005), "The Spy" (2016), and "The Archer" (2020), among others. (Britannica, 2024)

Through his extraordinary journey and literary achievements, Paulo Coelho exemplifies the power of unwavering determination; resilience; and the pursuit of one's dreams against all odds. His life story serves as an inspiration to countless individuals around the world, illustrating that greatness can indeed emerge from the depths of adversity with unshakeable motivation. David McClelland sets his study on the importance of motivation in humans' lives. McClelland, after collecting results, compiled them in his book *Human Motivation* (1987). From then on, he is renowned for his theory of *Human Motivation* (1987). According to McClelland, motivation is very necessary to gain success in life. In addition, motivation is not confined to a word only but it is made up of three components. McClelland's *Human Motivation Theory*

(1987) is considered a milestone of McClelland because it tells the readers three motivators categorized as affiliation, power and desire for achievement. The Theory is referred to as "Acquired Need Theory", or "The Three Social Motives". The result of his study shows that human beings require three motivational drivers (social motives) to a lesser or larger extent in life. Additionally, he states that approximately eighty per cent of the cognition process or daily mental of human beings is more or less related to these three motivators (McClelland, 1987).

David McClelland's research suggests that people are prompted based totally on 3three needs 1) Need for fulfillment (NAch): The power to excel, to attain on the subject of a fixed of requirements, to attempt to be successful. 2) Need for power (NPower): The need to make others behave in a way that they would not have behaved in any other case. 3) Need for affiliation (NAff): The preference for pleasant and near interpersonal relationships. (McClelland, 1987)

The present research entitled The Critical Study of The Motivational Drivers in Paulo Coelho's the Archer is seemed to explain three important motivational drivers such as affiliation, power, and achievement. In this regard, the protagonist Tetsuya, the archer is seemed to explain three motivational to the boy in the novel The Archer by Paulo Coelho that is being analyzed through the application of McClelland's Human Motivation Theory (1987).

RESEARCH OBJECTIVES: -

- 1) To analyze the significance of the motivational drivers in the novel The Archer by Paulo Coelho.
- 2) To highlight the importance of motivation in life in the novel The Archer by Paulo Coelho.

LITERATURE REVIEW

Raeisi et al. (2012) conducted a survey on the motivational needs of physical education teachers based on McClelland's theory in West Azarbaijan. Data is collected using a research-oriented 11-item Junkers questionnaire that measures motivational needs based on McClelland's need rigor (needs for achievement, power, and belonging). 241 subjects (165 men and 76 women) were randomly selected as a sample. The results suggested that the relevant managing authorities and organizations should implement appropriate strategies to support the needs of physical education teachers according to their motivators, exclusively for their performance needs, to create conditions, and benefits to increase their satisfaction and motivation. Moore, Grabsch, and Rotter (2010) conducted a study to examine students' motives for participating in a leadership learning community in undergraduate dormitories using McClelland's achievement motivation theory (McClelland, 1958, 1961). 89 students were selected as a sample in this study. The results showed that although all three needs were found in the responses, the need for achievement and the need for belonging were more common motives for joining the voluntary, residential leadership learning community.

Waseem et al. (2020) conducted a study titled "An Exploration of the Drivers of Employee Motivation To Facilitate Value Co-creation," aiming to investigate the motivators influencing employee motivation for the purpose of value co-creation. The research specifically enriches comprehension regarding the social and contextual factors contributing to the collaborative generation of value. Methodology-wise, the study embraces an interpretive paradigm and leverages 57 in-depth interviews along with participant observation field notes. Thematic analysis was employed for data analysis. The findings reveal six primary motivators encouraging employees to actively participate in value co-creation: rewards and recognition, opportunities for lifelong learning, interpersonal engagement, role responsibility and accountability, organizational vision, and social purpose. It is important to note that this study is conducted within a conventional organizational setting, and considerations for alternative contexts, such as remote work, should be taken into account. Additionally, the research primarily focuses on individual relational orientations, presenting an opportunity for further exploration into the collective orientation of employees. Notably, drawing on service-dominant logic (S-D logic) as a theoretical framework, the study adopts and adapts Lindenberg and Steg's (2013) goal-framing theory to conceptualize six motivators influencing employee motivation for effective value co-creation within three goal frames, ultimately leading to in-role and extra-role job performance.

Pekrun et al., (2007) conducted the research on emotions using the Control-Value Theory of Achievement Emotions. Control-value theory implies that the appropriate design of educational environments can help alter performance emotions other than fear. This research suggests that future research should systematically examine interventions to help both students and teachers develop adaptive achievement emotions, prevent maladaptive emotions, and use their emotions in productive and healthy ways (Pekrun&Schutz, 2007).

Steinmayr and Spinath (2009) examined the extent to which different concepts of motivation, independent of intelligence, contribute to the prediction of school achievement in adolescent students. This study included 342 11th and 12th grade students as a sample. This study concluded that even when controlling for earlier performance, some concepts of motivation still helped predict later performance. Additionally, Hill (1987) has studied on the Interpersonal Orientation Scale, which was developed to focus on four dimensions thought to underlie belonging motivation, such as social comparison, emotional support, positive stimulation, and attention. Evidence for the validity of the four dimensions came from their correlations with measures of constructs conceptually related to affiliation motivation and their lack of correlation with measures conceptually unrelated to affiliation motivation.

Saadia et al. (2020) conducted a study titled "A Quest For Self-Discovery: A Study Of Enlightenment Of Paulo In 'The Pilgrimage'". The Pilgrimage, authored by Paulo Coelho, depicts the journey of its protagonist, Paulo, inspired by Coelho's own life. Thus, the novel serves as an autobiography of the author as he traverses northern Spain on the road to Santiago in search of

his sword. The study explores the concept of seeking self-discovery, struggling to attain it, and ultimately achieving enlightenment of the soul and mind. The study employs the Self-Determination Theory as a meta-theory with Goal Content Theory serving as a subset relevant to the protagonist. The findings shed light on the challenges faced by the protagonist as he endeavors to pursue his goal. His sword being taken away as a consequence of his greed serves as a pivotal moment, motivating him to relentlessly pursue its recovery by any means necessary.

RESEARCH METHODOLOGY AND THEORETICAL FRAMEWORK

The current research is theoretical and the nature of the thesis is qualitative. In order to analyze the primary text, the analysis of the text is taken as a research method while the secondary data has been collected from other resources such as articles, journals, and websites by using the close reading method. The American Psychologist David Clarence McClelland's Human Motivation Theory (1987) has been selected as the theoretical framework for present study. The theory provides a steep way to explore three main motivators through the personality of the Protagonist Tetsuya in the selected novel. According to McClelland, people need success in their lives but they only become successful if they have three motivational drivers: affiliation, power, and achievement. The study examines Tetsuya's teaching to the boy regarding fulfilling motivational drivers for better survival in the world.

McClelland's Motivational Needs



David McClelland's Human Motivation Theory (1987), states that a man requires three motivational drivers such as power, affiliation, and achievement for gaining success.

In view of the above, a human being needs friends\allies of the same visions to become successful. It is crystal clear that those who have friends of the same vision become successful. Due to being in a suitable environment for success, human capabilities, abilities, talent, passion, and stamina of struggle get increased as stated in this theory as well.

In relation to the above, a human being needs to have the power to become successful. Generally, a human being weaves a dream to have the authority to live safely and even solve his people's problems easily. On the way to power, a human being needs to have the power to chase his dream alongside. According to McClelland (1987), the power to gain success is divided into two parts: 1) Personal power, and 2) Institutional power. McClelland (1987) describes personal power as energy of a person who comes from his institution. At this point, he is more concerned with spirituality. He emphasizes the spiritual awakening of a person. He intends to say that man can never be successful until or unless his institution or free will does not stimulate him to take a step forward. With regard to spirituality, it can be said that a human being's institution and his power of imagination both collectively pave the path for his success in the world. On the other side, institutional power is defined as a power given by the institute or people to the person in an attempt to gain success. Simply, this is power without as compared to the former one that is within. In short, power is required to gain power means to gain success at the end.

According to McClelland (1987), a specific goal in life is the first source of success. Every human is created for a specific purpose in this world. Nothing is created unintentionally by God. Every human being is given a specific task to accomplish. He (God) has also secreted the unique potential and talent inside the chest of every human being. So, whosoever wants to mark his name in the history of the world must have discovered the secret hidden inside. In relation to inner potential, McClelland states that man needs to set his goal or target first in order to do something bigger. Without having a goal or purpose no one can be successful. A desire for achieving successful status is needed first. Therefore, he highlights the importance of achievement in his theory.

Similarly, the novel *The Archer* (2020) also seems aligned with this theory. The story is comprised of Tetsuya who is very expert in archery and very famous for his art. He tells some secrets of success to the boy who wants to be successful in life. The data is chosen from this text for analysis in alignment with this theory.

DATA ANALYSIS

The current research is conducted to sort out three motivators presented in Paulo Coelho's masterpiece *The Archer* (2020) through the lens of David McClelland. There are three motivational drivers: 1) affiliation, 2) power, and

3) achievement that give a push to the people to become successful. So, the step-by-step findings are presented below in detail.

The story begins with Tetsuya's presence at his shop. He appears as a carpenter. He is busy breaking woods and making furniture with them. All of a sudden, the boy comes with the stranger to Tetsuya's shop. Actually, Tetsuya is an expert in archery. He is very famous in the name of his art in his village. He has been so many feathers to his cap by the dint of his labor [achievements through archery]. In accordance with the subject, the stranger wants to challenge the archer Tetsuya, so he arrived there to meet him. While seeing him in the woodshop, he exclaims:

“A man who served as an example for a whole generation cannot just disappear as you did.”

Actually, the stranger intends to see the art of Tetsuya. He has listened much in his village about the archer Tetsuya but he never sees him doing archery. To cut a long story short, they arrive at the free open fields for archery; the stranger tires first and later Tetsuya surprises him through his art of archery. Then, Tetsuya tells him about flaws in his technique as shown in the text:

“You have skill, dignity and posture,’ said Tetsuya. ‘You have a good grasp of technique and you have mastered the bow, but you have not mastered your mind.”

In the abovementioned lines, Tetsuya emphasizes the importance of mastery of the mind before doing archery. Furthermore, Tetsuya sheds light on the peaceful soul in doing something. As the archery is concerned, he tells to the stranger that good intentions are required in doing archery as seen in the text: “Continue in the way of the bow, for it is a whole life’s journey, but remember that a good, accurate shot is very different from one made with peace in your soul.”

The stranger appreciates his talent and art of archery and moves away. In the meantime, the boy questions Tetsuya about leaving archery and joining the carpentry by profession. Tetsuya answers the boy as seen in the text:

“Because the way of the bow serves for everything, and my dream was to work with wood. Besides, an archer who follows the way does not need a bow or an arrow or a target.”

After studying the text, it is clear that archery is aligned with daily life. The person who knows what archery is can easily understand the way to do archery and the archery is the source to study life. Tetsuya tells something about his experiences in archery. He tries to tell the boy the truth about the world through archery. The boy nominates him his master; he shows off the importance of a master in life or on the way to success as stated in the lines:

“Today I am contented. I did honour to the man who, many years ago, saved my life and, because of that, I will teach you all the necessary rules, but I can

do no more than that. ...What is a master? I would say that he is not someone who teaches something, but someone who inspires the student to do his best to discover a knowledge he already has in his soul.”

In essence, Tetsuya presents the bow and arrow before the boy and teaches him the ups and downs of life and the role of motivators in gaining success. He reveals three main motivational drivers for success: 1) Affiliation, 2) Power, and 3) Achievement. In this regard, David McClelland's Human Motivation Theory (1987) is applied to explore the importance of the motivational drivers discussed below in detail.

Affiliation

In the novel *The Archer* (2020), Tetsuya makes the boy realize that he needs to have somebody who wants to do archery as he thinks of becoming the archer. The boy is instructed to join the people of the same vision so that he can get inspiration and motivation from them as seen in the text:

“Therefore, before you begin anything, seek out your allies, people who are interested in what you are doing.”

Besides, Tetsuya says that it does not necessary to have archers in the company; only visionary people are required. Those who think big, imagine something positive, and intend to achieve success. This is the influence of the achievers who also pave the path for their counterparts to achieve successful status in life seen in the text:

“I'm not saying ‘seek out other archers’. I'm saying: find people with other skills, because the way of the bow is no different from any other path that is followed with enthusiasm.”

Tetsuya highlights the support of having successful minds in man's life. They are the people who serve as a source of inspiration for man on the way to success as seen in the text:

“The best allies are those who do not think like everyone else.... People always judge others by taking as a model their own limitations, and other people's opinions are often full of prejudice and fear...Join with those who are as flexible as the wood of your bow and who understand the signs along the way.”

Tetsuya, furthermore, adds more that it does not necessary to have people of the same mentality in the company as the archers among the archers; just people of vision must be added to the company in order to gain success. He tells the boy that he can learn the way to success from a baker or farmer; the former can teach the way to use his hands and to mix all ingredients while the latter can teach him to have patience, to respect seasons, to work hard, and to not curse storm. In simple words, they both can transfer different traits or skills in people as seen in the text:

“You might think that archery would be of no interest to, say, a baker or a farmer, but I can assure you that they will introduce whatever they see into what they do...You will learn from the farmer to have patience, to work hard, to respect the seasons and not to curse the storms, because it would be a waste of time.”

Tetsuya tells the boy about the qualities of the people in the company. He explains that visionary people must have the courage to work on other objectives after completing the desired one; they must motivate people by telling successful stories to them; they must inspire people; they must fill the wave of enthusiasm and confidence in people and prevent them from depression and fear of being failed. The visionary people must be those who have mastered their skills and know the art to transfer them to the people who want to be successful as seen in the text:

“Join with those who have never said: ‘Right, that’s it, I’m going no further,’ nothing ever ends; after achieving your objective, you must start again, always using everything you have learned on the way...who sing, tell stories, take pleasure in life, and have joy in their eyes...who do their work with enthusiasm...try to understand their tools too and how their skills could be improved.”

While teaching the boy the way to hold the arrow, Tetsuya tells him that the true friend or ally is the one who always keeps an eye on your every movement. He adds something more than the sincere man in the company gets ready to help his follower. He never let his followers/friends give in but motivates him and inspires him to stay committed to his dream. This is one of the qualities of the visionary person; he advises the boy to choose the one who will be within every fluctuation as seen in the line of the text:

“Every movement will be noticed by your allies, who will help you if necessary.”

In addition, Tetsuya insists on practicing in every field of life to be chosen by somebody. In face of practicing knowledge, Tetsuya makes the boy understand that the true allies never negatively criticize their counterpart. They always appear to be optimistic. They know this thing, "Practice makes a man perfect". On this wise, they come to know that practice is very necessary to become successful; nothing matters if mistakes are made because mistakes are one of the sources of learning from every experience. Thus, Tetsuya instills these in the boy's mind can be seen in the text:

“And his true allies will never criticize him, because they know that practice is necessary, that it is the only way in which he can perfect his instinct, his hammer blow.”

Same as above, Tetsuya says that the true allies always try to draw their counterpart’s attention towards the target. They never let him distract. In fact, their positive vibes always transcend his focus level on the target as seen in the line:

“But his allies know that the mind of the person who made the shot has changed dimensions... and waiting to see how the target reacts when it is hit.”

Into the same bargain, the boy claims that he has learned a lot under Tetsuya's affiliation. He has given all about the experiences of life. He has learned that life is a steep path, which does not remain the same. Life is a bed of thorns, those who want to achieve big have some passion and talent to handle every circumstance competently. The boy is seemed to be grateful for being in the company of Tetsuya seen in the line:

“‘Thank you for your company,’ he said to the boy.”

The boy also admits that the master Tetsuya has taught him archery. He has now the art of archery. Sooner or later the boy's fame will be widespread as the boy affirms in the line:

“He taught me the way of the bow. He introduced me to his allies, he made me take part in competitions, and soon my fame spread throughout the land.”

The boy seems thankful to be a part of Tetsuya's company. Tetsuya's last advice to the boy is surely about respecting and remembering the true allies all the time. He speaks these golden words to him as seen in the lines:

“He taught me the way of the bow. He introduced me to his allies, he made me take part in competitions, and soon my fame spread throughout the land.”

However, David McClelland's motivational driver “affiliation” has been explored. Tetsuya's reiteration of having the allies of the same vision fulfills one of the needs presented in the novel. Without affiliation, success can never be achieved.

Power

It is crystal clear that man needs the power to have better survival in the world. Power is the source with its accessibility man feels secure and authoritative. According to McClelland, It can be divided into two parts: 1) Personal power, and 2) Institutional power. 1) Personal power can be defined as a person's willpower, the strength of an institution, or strength at the physical level to gain success. On the other side, institutional power is termed to describe a person's support from powerful institutes or people to gain success.

Similarly, Tetsuya emphasizes on the importance of having the power to gain success in life. He explains the term 'power' as a 'motivator' to the boy who is interested in gaining success. Some words from the text reflect this notion as written below:

“The bow is life: the source of all energy.”

In the previous line, it is very clear that the tool you have to use for achieving success is mainly a source of energy as the boy has the bow that is declared as life and a source of energy by Tetsuya.

Tetsuya says that power is driven by the desire to achieve success. It is dependent upon the intention to use power such to serve or kill as seen in the text:

“A bow has no conscience: it is a prolongation of the hand and desire of the archer. It can serve to kill or to meditate. Therefore, always be clear about your intentions.”

Likewise, Tetsuya speaks in a favor of man's intentions towards doing anything. The line being quoted now is full of personal and institutional power. The bow is the instrument that is under the good control of the boy. By now, this is up to the boy whether to use it positively or negatively. He uses the word thought here that is the representation of intuition:

“In order to understand your bow, it must become part of your arm and an extension of your thoughts.”

Likely, Tetsuya is more concerned about personal power in senses such as making efforts, learning skills before the fight (training), using intuition, and believing in the dignity of labor. Collectively, he names them the power to gain success in the world. The upcoming line is the true depiction of this statement:

“That is why you must choose your target, do your best to hit it, and always regard it with respect and dignity; you need to know what it means and how much effort, training and intuition was required on your part.”

In view of the above, it is the imitation of one of the inspirational sayings, "success lies in hard work". Tetsuya is looking for a very hardworking person as he has paid attention to the dignity of labor. No one did ever get success without making effort. Believe it or not, this is the reality of the world that intuition always plays a vital role on the way to success. According to the law of attraction, man only gets or attracts whatever he thinks or visualizes in his mind each time. Simply, it is crystal clear that thoughts become things. By analyzing Tetsuya's words, it can be said that the power of intuition and the power of the body both work together to achieve a successful status in the world. In the next line, Tetsuya seems to justify the need of boosting will power inside the boy:

“You must understand the target. You need to be constantly asking yourself: ‘If I am the target, where am I? How would it like to be hit, so as to give the archer the honour he deserves?’”

The review of the above line concludes that a person's questioning of himself is also the source of success. Tetsuya advises the boy to work on his intuition; to find out what his inner wants to achieve. He also makes this point more interesting that a person's strong conversation with himself kicks off the inner and the inner stimulates the willpower that becomes an ingredient of success.

Again Tetsuya talks about the role of intuition in a person's success. He prefers his heart's voice over everything else. He insists on discovering one's inner self. He suggests paying attention and concentrating on hidden talent and passion. The person who conquers himself conquers the world as it is the very famous saying the world. Moreover, self-discovery becomes a source of great honor and respect in the world:

“Elegance is achieved when everything superfluous has been discarded, and the archer discovers simplicity and concentration; the simpler and more sober the posture, the more beautiful.”

Furthermore, the distinction of human beings among themselves has also been analyzed. The natural elements such as snow and sea are presented to describe the concept of distinction with logic. Each one of them has unique qualities and traits that make him distinguishable and special. Once more, self-discovery is appreciated. Tetsuya gives this example to nourish the boy's belief in his intuition. He states in the line:

“The snow is lovely because it has only one colour, the sea is lovely because it appears to be a completely flat surface, but both sea and snow are deep and know their own qualities.”

Tetsuya epitomizes the importance of the relationship between body and mind in achieving success. He discusses the strength of the archer. According to him, the archer can be successful if his willpower and stamina of working are intensified as seen in the lines:

“In its simplicity and lightness, the arrow can appear fragile, but the strength of the archer means that it can carry the energy of his body and mind a long way

In the next lines, the archer Tetsuya is found to teach the way to master mind as mentioned below:

“In front of your body, try to go over in your mind every stage that led up to the preparation of that shot”

In another line, Tetsuya presents personal power and institutional power together. In order to become successful, the balance among both things is necessary to be maintained:

“You can throw an arrow with your hand, but a bow without an arrow is no use at all.”

This is postulated in the law of attraction; a person's success is the result of aid given by the universe. Same in the case of the above line, Tetsuya exclaims that the power to throw the arrow is required but nothing if the bow is not with the arrow; both work together to accomplish the task.

Tetsuya suggests the boy explore inner peace. He tells him to search his soul in the moment of great distress. It is widespread that successful people polish themselves in the miseries. So, the inner is revealed when the problems are increased in life. The searching soul is next to identifying the inner self that further puts the man on the road to success as seen in the text:

“Use your bad moments to discover what makes you tremble. Use your good moments to find your road to inner peace.”

In order to speculate the use of soul, Tetsuya tells the boy that while aim at some point and shot. The shot is divided into two types. The first one is the shot without soul while the second one is the shot with the soul as seen in the text:

“The first is the shot made with great precision, but without any soul... The second type of shot is the one made with the soul.”

Repeatedly, Tetsuya molds attention towards power. He declares that success is the product of universal harmony. In this case, the intuitional power is considered as it gets aligned with the universe; creates a strong balance and intensifies the universal objects to provide aid as analyzed in the lines:

“It must leave at the moment when bow, archer and target are at the same point in the universe: this is called inspiration.”

Achievement

To quench the thirst for success, the role of the motivational driver, "achievement" cannot be denied by any means. According to McClelland (1987), achievement needs must be fulfilled to be successful. Simply, achievement is next to having a specific purpose or goal in life. In this regard, the motivational speaker Tony Robbins says that we are not lazy but our goals are small enough that never push us to move. Concerning this, the worth of having a goal in life can be seen. In connection with this concept, the novel *The Archer* (2020) looks to promote the worth of goals or purpose in life. In face of Tetsuya, the words in a favor of having a goal or purpose can be seen in the text:

“The target is a long way off.”

In other passages, Tetsuya seems to promote the notion of having a specific goal or purpose for the boy can be seen in the text:

“A bow has no conscience: it is a prolongation of the hand and desire of the archer. It can serve to kill or to meditate. Therefore, always be clear about your intentions.”

In both statements, one thing is clear nothing can be achieved without a goal or purpose. Whatever a man wants to achieve he must be clear about his goal.

In the next paragraphs, it is said that the goal/purpose must be aligned with the talent of the person. As the boy wants to be the archer, he has his talent of doing archery so his goal is. The arrow is introduced to shed light on the importance of having a goal or purpose in life. Similarly, Tetsuya teaches the boy to create a strong balance between talent and goal as seen in the text:

“The arrow is the intention... The intention must be crystal-clear, straight and balanced.”

In the coming line, Tetsuya seems to guide the boy about the target. He says that the target must be clear in order to achieve something big.

“The target is the objective to be reached.”

In the text, it is written that there must be the target either larger or smaller; but it must be. Next, once the target is chosen there must have the determination to stand before it. Now the man's ability or courage matters a lot as seemed the lines:

“The target can be larger, smaller, to the right or the left, but you always have to stand before it, respect it and bring it closer mentally”

Tetsuya instructs the boy to bring every effort to achieve his goal. Whatever has dreamt of must be chased through the dignity of labor and hard work as seen in the line:

“That is why you must choose your target, do your best to hit it, and always regard it with respect and dignity; you need to know what it means and how much effort, training and intuition was required on your part.”

If a purpose is alive so as man is. The boy is guided to have a purpose in life. His heart must be filled with a wave of excitement, enthusiasm, and commitment. According to Rumi (The Forty Rules of Love, 2009), "whatever we achieve we leave the legacy behind that makes us alive forever". Likely, Tetsuya says that there must have been a big cause of life. For the archer, if there is no target it is like there is no existence of him as seen in the text:

“The target only exists if the archer exists”

Also, the text lifts the weight on the vision of life. If a man is not visionary he will not be remembered in the world. Only the presence of a target can motivate the archer to gain success. Commonly, what will be done if a man knows no destination to arrive at but walks here and there? Just the same, the archer needs to be clear about his destination. His achievement needs must be fulfilled as depicted in the lines:

“A man's intention should be perfect, straight, sharp, firm, and precise. No one can stop it as it crosses the space separating it from its destiny.”

Following McClelland's theory of motivation (1987), the desire for achievement is next to gaining success in the world. Without having a goal, it is like living without a soul. The achievement need is one of the motivational drivers motivates a man to continue to struggle to gain success.

CONCLUSION

The research reveals three motivational drivers in a man's success such as power, affiliation, and achievement in the novel *The Archer* by Paulo Coelho (2020) after critically analyzing the teachings of the archer Tetsuya to the boy through David McClelland's Human Motivation Theory (1987). Concerning the nature of the study, it is found that the study is theoretical and the qualitative approach is used to find out the desired results.

The novel revolves around the protagonist Tetsuya and the boy. Tetsuya is the master of the archer and tries to transfer the rules of success to the boy. He makes him understand that he must be with the people of the same vision as he. Next, he suggests he must be powerful personally and institutionally; and to have a big cause in life. He, with the help of the arrow and the bow, teaches him the life and the way to success. Tetsuya with the bow and arrow gives more life changing lessons to the boy. The boy is seemed very eager and curious about learning the archery and he learns the whole life with archery in the novel. In addition, one more thing is that Tetsuya guides the boy about the ups and downs of life. He shows off the arrow and the bow to the boy and tells him that this is life full of good and bad circumstances. He tells him that it does not necessary that the arrow will hit the target always; it can sometimes be detracted or touches/ crack the target. Similarly, the bow is the source of completing the archery. Without the bow the arrow is nothing vice versa. The bow can be considered as a facilitator or agent. This is the first of the archery to set bow according to the sensitivity of the target. If the bow is not well so the target will be missed. In the same way, Tetsuya tells the boy that this is life when all things are not right. Sometimes, the circumstances seem good and all things go right. Whereas life gets tough sometimes; and all things go wrong but the best way to survive is to accept challenges, fight with courage, and wins the destination.

Conclusively, the textual analysis of the novel *The Archer* (2020) presents Tetsuya comes to the point seemed as the essence of this novel, "It must leave at the moment when bow, archer and target are at the same point in the universe: this is called inspiration." The thing is that whenever the target is clear, the allies are available, and the power then the whole universe will provide aid to a man of vision. Success is only achieved by the person who is ready to pay the price of success. The person who has command over befriended the universe. In this way, inspiration comes into a man's life that helps him to be successful. In the long run, the story ends with the boy's good intentions to be successful in the coming future on the good pieces of advice of Tetsuya.

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