

### LUCRATIVE OPPORTUNITY VULNERABLE ELEGANT [L-O-V-E]: SIGN OF VALENTINE'S WEEK

<sup>1</sup>Kushal Nandi, <sup>\*1</sup>Dr Dhruvo Jyoti Sen, <sup>2</sup>Amrita Chakraborty and <sup>3</sup>Dr Dhananjay Saha

<sup>1</sup>Department of Pharmaceutical Chemistry, School of Pharmacy, Techno India University, Salt Lake City, Sector-V, EM-4/1, Kolkata-700091, West Bengal, India.

<sup>2</sup>Department of Biotechnology, Techno India University, Salt Lake City, Sector-V, EM-4/1, Kolkata-700091, West Bengal, India.

<sup>3</sup>Deputy Director, Directorate of Technical Education, Bikash Bhavan, Salt Lake City, Kolkata-700091, West Bengal, India.

**\*Corresponding Author: Dr Dhruvo Jyoti Sen**

Department of Pharmaceutical Chemistry, School of Pharmacy, Techno India University, Salt Lake City, Sector-V, EM-4/1, Kolkata-700091, West Bengal, India.

Article Received on 21/11/2021

Article Revised on 11/12/2021

Article Accepted on 01/01/2022

#### ABSTRACT

In honour of one or two early Christian martyrs named Saint Valentine and, through later folk traditions, has become a significant cultural, religious, and commercial celebration of romance and love in many regions of the world. St Valentine's Day is an annual festival to celebrate romantic love, friendship and admiration. Couples send Valentine's Day cards and flowers and spend special time together to honour their love for each other. One legend contends that Valentine was a priest who served during the third century in Rome. When Emperor Claudius II decided that single men made better soldiers than those with wives and families, he outlawed marriage for young men. When Valentine's actions were discovered, Claudius ordered that he be put to death. Valentine's Day is a holiday when lovers express their affection with greetings and gifts. It is also called St. Valentine's Day. The holiday has expanded to express affection between relatives and friends. Couples can and should mark the holiday if they want to, but it should be one of the many special days in the year when couples share their love, admiration, desire, and other positive feelings for each other," Lords tells Bustle. "Better yet, show love and desire every (or nearly) every day instead. The ancient Romans may also be responsible for the name of our modern day of love. Emperor Claudius II executed two men — both named Valentine — on Feb. 14 of different years in the 3rd century A.D. Their martyrdom was honoured by the Catholic Church with the celebration of St. Valentine's Day. Valentine was a Roman priest and physician who suffered martyrdom during the persecution of Christians by the emperor Claudius II Gothicus about 270. He was buried on the Via Flaminia, and Pope Julius I reportedly built a basilica over his grave. The very brief vita of St Valentine states that he was executed for refusing to deny Christ by the order of the "Emperor Claudius" in the year 269. Before his head was cut off, this Valentine restored sight and hearing to the daughter of his jailer.

**KEYWORDS:** Love, Passion, Admiration, Friendship, Romance, Valentine, Rose Day, Propose Day, Chocolate Day, Teddy Day, Promise Day, Hug Day, Kiss Day.

#### INTRODUCTION

Saint Valentine (Italian: San Valentino; Latin: Valentinus) was a 3rd-century Roman saint, commemorated in Western Christianity on February 14 and in Eastern Orthodoxy on July 6. From the High Middle Ages, his Saints' Day has been associated with a tradition of courtly love. He is also a patron saint of Terni, epilepsy and beekeepers. Saint Valentine was a clergyman — either a priest or a bishop — in the Roman Empire who ministered to persecuted Christians.<sup>[1]</sup>



**Figure-1: Most expected day for couples.**

He was martyred and his body buried at a Christian cemetery on the Via Flaminia on February 14, which has been observed as the Feast of Saint Valentine (Saint Valentine's Day) since 496. Valentine's Day, also called Saint Valentine's Day or the Feast of Saint Valentine, is celebrated annually on February 14. It originated as a Christian feast day honoring one or two early Christian martyrs named Saint Valentine and, through later folk traditions, has become a significant cultural, religious,

and commercial celebration of romance and love in many regions of the world. Valentine's week comprises Rose Day, Propose Day, Chocolate Day, Teddy Day, Promise Day, Hug Day, Kiss Day, and Valentine's Day. Valentine's Week is upon us, beginning on February 7 with Rose Day and culminating on February 14. On this Rose Day, I ask God to fill your path with beautiful red roses and remove all thorns from your life. Happy rose day! You are the rose of my life! Happy rose day!<sup>[2]</sup>



Figure-2: Love, St. Valentine, Passion.

With the arrival of the month of February, the eager wait for the much-anticipated Valentine's Day additionally starts. All the sweethearts anxiously sit tight for the day as this as Valentine's Day. Valentine's day which falls on February 14, consistently is preceded by valentine's week. Valentine week from February 7 which is celebrated as Rose Day until the last and the most important day is most wanted and that is Valentine's Day

on 14<sup>th</sup> February. This week from 7-14 is likewise called love week or romance week.<sup>[3]</sup>

Days classified: Rose Day [1<sup>st</sup> day], Propose Day [2<sup>nd</sup> day], Chocolate Day [3<sup>rd</sup> day], Teddy Day [4<sup>th</sup> day], Promise [5<sup>th</sup> day], Hug Day [6<sup>th</sup> day], Kiss Day [7<sup>th</sup> day] and finally Valentine's Day.



Figure-3: Rose Day.

"Because pink tends to be a popular color with children, little girls especially, so it's the perfect color to give to little girls to say, 'I love you.'" May God make our

relationship more beautiful than the most precious rose in the world. Happy Rose Day, my love! 2. Your soul is as beautiful as a rose and I love you immensely.<sup>[4]</sup>



Figure-4: Propose Day.

After marking the first day of Valentine's Day - Rose Day - on February 7, people are getting ready to celebrate Propose Day. After marking the first day of Valentine's Day - Rose Day - on February 7, people are getting ready to celebrate Propose Day. This year

Propose Day falls on Tuesday, February 8. As the name suggests, on this day, people express their sincere feelings to their partner or someone they have a crush on.<sup>[5]</sup>



**Figure-5: Chocolate Day.**

The third day of Valentine's week i.e today, February 9 is celebrated as Chocolate Day. The day which is all about exchanging chocolates and sweet treats with your loved ones comes after Rose and Propose Day. Every year chocolate day falls on February 9th and it is followed by Teddy Day, Promise Day, and Kiss Day. Each year, on

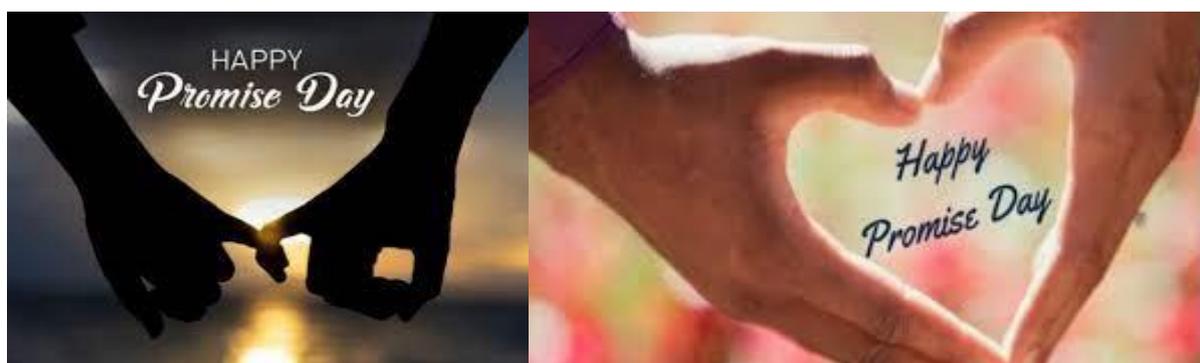
February 9, the world celebrates Chocolate Day. This is different from the World Chocolate Day observed on July 7 to commemorate the chocolate's introduction to Europe in 1550. The celebration of Chocolate on February 9 is a part of the festivities surrounding Valentine's Day celebrated on February 14.



**Figure-6: Teddy Day.**

Teddy Day is the fourth day of the Valentine's Week which falls on February 10. It is Teddy Day that is celebrated on February 10 every year. And, this day is significant for those celebrating with their partners as they can gift cuddly and cute teddy bears to their loved ones. The day is celebrated by giving a gift (cuddly teddy

bear) that symbolises the love/relationship of two individuals. It is believed that former US President Theodore 'Teddy' Roosevelt is behind the name Teddy. Roosevelt had once denied shooting a bear that his assistants had trapped.<sup>[6]</sup>



**Figure-7: Promise Day.**

Promise Day is the fifth day of the Valentines week wherein people in love make promises to each other. In every year Promise Day will be celebrated on 11 February. Promises when made truly can be everything for the other person. Promise Day falls on the fifth day of the Valentine's week and it is a day when couples make unbreakable promises to themselves and to each other. These promises signify their love and commitment to

each other and their relationship. I promise to love you forever!<sup>[7]</sup>  
 Promise me that you will never leave me alone.  
 I promise to never ever abandon you at any point in life.  
 ...  
 You bring the best out of me. ...  
 I promise that I'll never make you feel alone.  
 The sixth day of this week, 12 February is celebrated as Hug Day.



Figure-8: Hug Day.

Celebrated by millions of people around the world, is Kiss Day. A Kiss signifies the expression of deepest feelings and affection. The day is commemorated every

year on February 13, a day prior to Valentine's Day. An adorable kiss to your special ones can make them feel cared for, loved, pampered, and admired.<sup>[8]</sup>



Figure-9: Kiss Day.

Comprising of a total of 8 days, the first day of Valentine's week starts from Rose Day followed by Propose Day, Chocolate Day, Teddy Day, Promise Day, Hug Day, Kiss Day, and ends on February 14 with Valentine's Day.

- 1) February 7: Rose Day. ...
- 2) February 8: Propose Day. ...

- 3) February 9: Chocolate Day. ...
- 4) February 10: Teddy Day. ...
- 5) February 11: Promise Day. ...
- 6) February 12: Hug Day. ...
- 7) February 13: Kiss Day. ...
- 8) February 14: Valentine's Day.



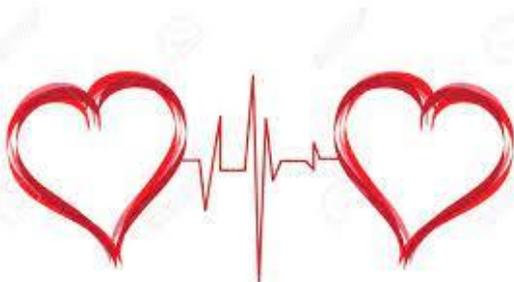
Figure-10: Valentine's Day.

**Hormonal behaviour during love:** Oxytocin, dopamine, and serotonin are often referred to as our “happy hormones.” When you're attracted to another person, your brain releases dopamine, your serotonin levels increase, and oxytocin is produced. This causes you to feel a surge of positive emotion. High levels of dopamine and a related hormone, norepinephrine, are released during attraction. These chemicals make us giddy, energetic, and euphoric, even leading to decreased appetite and insomnia – which means you actually can be so “in love” that you can't eat and can't sleep. Falling in love can make you feel pretty lustful. Androgens, a group of hormones that includes testosterone, increase your desire for sex with the person you love. Having sex also boosts production of these hormones, which can lead to a cycle that's also reinforced by the release of oxytocin and dopamine. Hormonal changes affect relationships in subtle and not so subtle ways. In particular, hormonal changes that result from menopause and andropause can have a great impact on relationships. Both men and women can experience decreased libido, lower energy levels, mood swings, and anxiety and depression. You may just feel all giddy and romantic, but scientists have identified three specific stages of falling in love as they relate to different hormone responses: lust, attraction, and attachment. When in love, neurochemicals like dopamine and oxytocin flood our

brains in areas associated with pleasure and rewards, producing physical and psychological responses like less perceived pain, an addictive dependence, and a stronger desire for sex with your partner. There's a hormone that usually attracts a man to a woman naturally. It may be testosterone in some cases in men. On the other hand, oestrogen also has a big part to play in attracting males and females. Typically, testosterone in males and oestrogen in females drive sexual drive or lust. The two main female sex hormones are oestrogen and progesterone. Although testosterone is considered a male hormone, females also produce and need a small amount of this, too. Love affects serotonin, a neurotransmitter primarily responsible for regulating behaviour and mood. Interestingly, love's impact on serotonin largely depends on gender. For men, serotonin levels decrease in response to a romantic relationship, while women experience a significant increase in serotonin.

### CONCLUSION

Love is a beautiful thing. Many people when in love, offer symbols of love to their partner to express their love. There are many ways to express love to someone, symbols can often help people to express their love. Through the ages, there are some love symbols that have stood the test of time. Take for example the heart, this symbol has been around for a very long time.



Relationship with a nice person is like a sugarcane. You break it, crush it, squeeze it, even beat or grind it; still, you will get only sweetness.

Love symbols can also be symbols that are not widely known today as love symbols. If for example, you want to be in love, you can place a symbol near you that helps you focus on attracting love in your life. You can meditate with this symbol in mind, and it will help you attract the love that you want.

### REFERENCES

1. Leigh Eric Schmidt, "The Fashioning of a Modern Holiday: St. Valentine's Day, 1840–1870" *Winterthur Portfolio*, 1993; 28.4: 209–245.
2. Max L. Christensen, *Heroes and Saints: More Stories of People Who Made a Difference*, 1997, Westminster John Knox Press. Chapter "The First Valentine", 25.
3. George Monger (April 9, 2013). *Marriage Customs of the World: An Encyclopedia of Dating Customs and Wedding Traditions*, Expanded Second Edition [2 Volumes]. ABC-CLIO, 665–671.
4. Vincent, David. *Literacy and Popular Culture: England 1750–1914*. Cambridge University Press, 44, 45.
5. Eve Devereux (2006). *Love & Romance Facts, Figures & Fun* (illustrated ed.). AAPPL Artists & Photographers Press. p. 28. ISBN 1-904332-33-1.
6. Mashal, Mujib; Faizi, Fatima (2019). "A Valentine in Uncertain Times: I Kiss You Amid the Taliban". *The New York Times*. ISSN 0362-4331.
7. Yuko Ogasawara (1998). *University of California Press* (ed.). *Office Ladies and Salaried Men: Power, Gender, and Work in Japanese Companies* (illustrated ed.). Berkeley: University of California Press. pp. 98–113, 142–154, 156, 163. ISBN 0-520-21044-1.
8. Springer, Kate (2012). "Valentine's Day Traditions Around the World". *Time*. ISSN 0040-781X.