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CONFERENCE PROCEEDINGS

6th International Conference on Social Science and Humanities (ICSSH), 17-18 October 2016, Hong Kong

17-18 October 2016

Conference Venue
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<u>Plenary Speaker</u>

Ralph Wrobel
West Saxon University of Applied Sciences Zwickau, Germany

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Suherman **GICG16073051**	**Effect of Firm Age, Firm Size and Volatility Return Oninitial Public Offerings Method** **Suherman** **FE State University of Jakarta** suherman@feunj.ac.id **ABSTRACT** The purpose of this research is to know the effect of firm age, firm size and return volatility on Initial Public Offerings (IPO) methods in Indonesia. Sample of this research consists of 85 IPO firms between 2012 and June 2015. The method analysis used is logit regression analysis. The results show that age of firm has negative and insignificant effect on IPO methods, firm size has positive and significant effect on IPO methods, and return volatility has positive and insignificant on IPO methods. Keywords: IPO methods, age of firm, firm size, return volatility
GraciaAdiati **YRSICSSH1607051**	**Developing Village From Arts and the Citizens' Activities** **GraciaAdiati** **Department of Communication Management, UniversitasPadjadjaran, Bandung** adiatigracia@gmail.com **ABSTRACT** Dago Pojok is an area located in Dago Pojok Street, Coblong district, Bandung, West Java. In this area, there is a village which is full of arts both the decoration and the citizens' activities. Because of its unique, this village is called "KampungKreatif Dago Pojok". In the past, this village was one of troubled region because of motorcycle gang existed there. In 2003, a community called Taboo Community came to Dago Pojok for making art training to its citizens. The arts are mural, painting, wall decoration, statue, photography, traditional music instruments, and traditional games. In making this paper, the data is collected by interview to the initiator of "KampungKreatif Dago Pojok" and studies from articles in several media. The data were analyzed by referring to the theories of innovation diffusion, social exchange, social learning, and organizational communication. "KampungKreatif Dago Pojok" has already success in changing, from a troubled area became a tourism destination that still in development in Bandung. Many tourists both domestic and foreign come to see the unique of this village, participate in arts program and stay in citizens' house. Those activities support the citizens to start a business and grow in economics. This paper discusses how 'KampungKreatif Dago Pojok' has developed by its creativity. The management of this village and communication between the citizens, organizers of "KampungKreatif Dago Pojok", and Taboo Community became a key factor that made the village people understand the important of area developing, so Dago Pojok which was common village became a creative village that get a lot of attention. Key words: arts, citizens, community, creative, tourism
Levinia C. **GICG16073052**	**Telling Fiction based on Facts: The History from a Prosthetic Memory in Heneral Luna**

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ABSTRACT

Telling Fiction based on Facts: The History from a Prosthetic Memory in "Heneral Luna" (2015) explores the potential of the film Heneral Luna to serve as a new form of history by using memory as the framework of the study. From the film's opening sequence, claiming that it is just a fiction based on facts, this study has its interest in analyzing whether new memories regarding the life of General Antonio Luna and his role in Philippine history are formed from the subjects of the research, who are 50 liberal arts students from the University of Santo Tomas. To ground the study, the researchers used Prosthetic Memory Theory, proposed by Alison Landsberg, to analyze how technologies of mass culture, in this case, film, creates memories that even if inaccurate, fosters a link between the spectator and an era he did not live in. The researchers assume that as a result of the experience brought about by the film, prosthetic memories are produced.

After subjecting 50 liberal arts students of the University to watching the film Heneral Luna, the researchers found that most of them relied on the film in answering statements in the questionnaires, making the film the dominant source of memory for them. More importantly, the researchers also found that the film HeneralLunaproduces memories that increase the change in historical understanding of the 50 liberal arts students from the University of Santo Tomas regarding the life and role of Gen. Antonio Luna in Philippine history.

Keywords: cinematic memory, empathy, historical fiction film, historical film, memory, Prosthetic Memory Theory

Dr. Maryam Davodi Far **GICICSSH1607053**	**The Master of Public Administration Degree: National University's Academic Training Mission in the People's Republic of China** **Dr. Maryam Davodi Far** **Master of Arts in Counseling Psychology, National University, La Jolla** **mdavodifar@yahoo.com** **ABSTRACT** Our intent is to share the tenets/models of the United States and create an initiative for universities in China; we want to mirror the US and encourage China's students to pursue graduate or undergraduate degrees in Public Administration (in their country or as visiting scholars to the US). Our country is one where freedom of speech makes it possible for degree

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	candidates to enter public service and express their views to better the opportunities in education, health and welfare for the citizenry. As the "connectedness" of the world may enhance these opportunities for societies to achieve higher quality of life, the consumption driven model elevating standards of living will likely bring pressure on resources and the way in which consumption occurs. As such, public administration offers a pragmatic approach to organizing, managing and deploying resources for the public welfare. While there are indications of China's growth slowing, China now has a growing middle class in which there is greater demand for products and services leading to greater consumption. Chinese investment has shifted from the acquisition of natural resources to investments satisfying the growing demand of a wealthierpopulation. In short the standard of living has risen in China with an affluent middle class. Now is the time to invest in public administration programs which serve to educate and share best practices between the United States and China.
Soundarya Lahari Vedula **GICICSSH1607054**	**Annihilation of Caste** **Soundarya Lahari Vedula** **National Law Institute University, Bhopal** soundaryalahari.nliu@gmail.com sndlahari@yahoo.com **ABSTRACT** **The Hindu society is characterized predominantly by the Hindu religion. The Hindu religion is inextricably linked to the caste system. The entire society is divided into four groups with the Brahmins occupying the penultimate position, then the Kshatriyas, then Vaisyas and lastly the Shudras. Dalits are often referred to as untouchables and are expected to serve the upper castes. They are forced to perform menial tasks. Dr. Bhimrao Ramji Ambedkar, the father of social revolution in India, attempted to bring a change this unjust social order characterizing the Indian society. This paper discusses the Ambedkarian ideology and philosophy on the annihilation of caste. This paper briefly presents a background about the Hindu society which is inextricably linked to the caste system. This paper discusses the injustice suffered by the Dalits in general. The untouchables face many social disabilities. They are denied access to temples, schools, upper caste houses, wells etc. Additionally this paper also briefly presents the arguments of the defenders of the caste system. Finally this paper details on why the caste system in its present form is impractical and useless as conceived by Dr. Ambedkar.**
Vun Huang, Liew **GICICSSH1607060**	**Fantasy and Environmentalism in Hayao Miyazaki's My NeighbourTotoro (1988) and Ponyo (2008).** **Vun Huang, Liew** **Department of Communication & Liberal Arts, Sunway University, JalanUniversiti, Bandar Sunway, Selangor DarulEhsan, Malaysia** woody1668@gmail.com **ABSTRACT** **This is a study of fantasy and environmentalism themes in Hayao Miyazaki's My NeighbourTotoro (1988)andPonyo (2008). Hayao Miyazaki, a preeminent**

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	Japanese anime filmmaker who always express his creativity in a better way to fend off ennui than to develop newer and cleaner ways to melt the eyes (Sattin, 2014). In analysing the films, this study involves content analysis as well as semiotic analysis related to the scenarios of the film. Miyazaki's love for all living things is evidenced by the strong pro-nature, pro-environmentalist and conversationalist themes in his films. He believes that respect for all life is a virtue to save the day. Hence, Miyazaki's work is dense with layers of meaning and significance that gives his films a sense of connection between all the living things. Through a close analysis of the films, this paper explores the elements of fantasy and environmental issues in a fictional context. Nonetheless, communication strategies are being implemented in Miyazaki's films as framework for analysis. Communication is defined as the process by which people interactively create, sustain and manage meaning; theory simply provides us an abstract understanding of the communication process. Miyazaki does not seem to want to choose what viewers should think about in reality. Preferably, he gives them something closer to actual experiences in order for the viewers, particularly children, to be able to think rationally and make decision on their own. Audiences are granted a direct line of communication soaring in Miyazaki's hopes, dreams and fantasies animated realm. Keywords: Anime, Fantasy, Environmentalism, Communication
MortezaOreizi GICICSSH1607061	**International groupings (History, policy making and goals)** **MortezaOreizi** **Tehran University, Faculty of political science and law, Department of regional study, 16 azar alley** **mortezaoreizi@gmail.com** **ABSTRACT** in this article initially Pointeto the theoretical foundations of international groupings and in its Investigated to theory of the international regimes in order international groupings theorizing. Indeed, first international group of seven that had its roots back in 1973. The most important role of international groups in creating cooperation between governments. Majority of international grouping through diplomatic crisis in adapt international responsibilities with the essential issue of Global economy. The history and Brief explanation of international groups such as the Groups of Eight, Twenty, seventy-seven, of Fifteen, twenty-four and eight Will be discussed. As well as is described policy and decision-making process and structure of the case by case basis mention group. In another will investigate part of the goals and programs of the groups mentioned in the International Political Economy in detail. By recent escalation of the crisis of capitalism were more active international groups such as the G-20 that was created in the summit. Of course group is held meetings about energy, environmental degradation, climate change and tourism, and etc but they are more sensitive about economic issues.Research hypothesis is different between policy making & goals of International Groups that affected economic, terrorism, energy issues.

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Livelihood Strategies Adopted by Natural Resource Conflicts Affected Pastoralists in the North East Arid Zone of Nigeria

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ABSTRACT
This study aimed to identify the crises encounter by pastoralists due to natural resource conflicts and assess existing adaptive livelihood strategies by pastoralists (in response to natural resource use conflicts). Cluster with purposive sampling techniques were used in the selection of villages. In each zone, pastoralists were selected using snow ball sampling. Both primary and documentary sources of data were used in addressing objectives of this study. For primary sources were household survey, focus group discussion, oral histories and Geo- coded transect walk. These methods were complemented with personal field observation of land use practices. In zone one, two, three and four, 30,21,24 and 16 pastoralists were selected for interview. In searching for a near ideal condition for ensuring their survival, pastoralists are faced with several crises that are detrimental to their survival. The coping strategies of pastoralists namely, sales of productive assets to bail out arrested members, begging, and migration to sell labour (mainly for fuel wood exploitation) force poverty ratchets, expose victims to participation in social vices in cities, and threaten the conservation of natural resources. Building and developing the capacity of pastoralists, giving livelihood support to conflict affected pastoralists and improving on the unsustainable livelihood assets of the pastoral group are recommended.
Keywords: Livelihood, Strategies, Natural Resources, Pastoralist and Arid Zone

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Wellbeing, Trust and Task performance in the Nigerian commercial Banks

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Abstract
The main objective of this paper is to present the moderating influence of trust on the relationship between wellbeing and task performance in the Nigerian commercial banks. Data were collected through research assistance employed, by sending questionnaires to 600 commercial bank branch managers within the six geographical zones selected. Data were analyzed using Statistical Package for Social Science (SPSS) version 20.0.The results provided support for the moderating influence of trust on the relationships between wellbeing and task performance in the study.
Keywords: wellbeing, trust, task performance, commercial banks,branch managers, Nigeria

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The Effects Of Migration Experience in Mental Wellbeing And Maternal Parenting

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ABSTRACT

BACKGROUND: The objective of this research is to describe the effect of migration experience in mental wellbeing and maternal parenting of women in KampungBulak, Depok, West Java, Indonesia. KampungBulak is one of urbanization destination for West Nusa Tenggara and North Sumatra people. Researchers find that the population of children in KampungBulak is quite large. But, there are many risk factors which could influence their development. Migration experience is one of factors that could influence children life. Migration whichis triggered by high economic pressure causes lower parenting quality and higher children psychological distress (Robila, 2011). Therefore, parenting quality particularly provided by mother also influences children development.

Children development correlates with maternal parenting. Mothers with good mental wellbeing could provide high quality of maternal parenting. But, migrants are very susceptible to mental health problem (Wicramage&Sriwardhana, 2011). Moreover, in developing countries, low skilled labors are susceptible to psychological problems. Most of them come from poor and marginal communities (Wicramage&Sriwardhana, 2011). Therefore, researchers hypothesize that migration in KampungBulak is triggered by economic pressure. Second, we hypothesize that KampungBulak's women have poor mental health showed by high level of stress. Last, we hypothesize that maternal parenting quality in KampungBulak is also low.

METHODOLOGY: This reasearch has 26 respondents who are women villagers in KampungBulak, Depok, West Java, Indonesia. All of these respondents are married women who have child. They are migrants from North Sumatra and West Nusa Tenggara. 19% of the respondents have last education in Primary School grade. 30% have Middle Schol grade. 42% have High School grade. 7% have undergraduate grade. Our participants are mostly housewifes who have no side job. 47% of the rest work as entrepreneur and labor in private company.

This research is a case study. Researchers describes migration experience, mental wellbeing, and maternal parenting of women in KampungBulak specifically. Data is collected both quantitatively and qualitatively. Quantitative data is obtained by self report measurement scale. Researchers administrate two measurement scale : The Depression Anxiety Stress Scale (DASS-21) to measure mental wellbeing and Parenting Style Questionaire (Robinson, Mandleco, Olsen, & Hart,1995) to measure parenting style. Qualitative data is is obtained by doing deep interview about migration experience to all respondents. Respondents are obtained by non randomize sampling techique.

RESULTS: Migration of people in KampungBulak is mostly triggered by economic pressure in their origin area. 93% respondents report that they faced a

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hard economic situation in their origin area. The job fields and job opportunity in their origin area are very limited. Therefore, they off from their origin area to find better jobs and to increase their prosperity. According to DASS-21 scale, respondents have mild depression, moderate anxiety, and normal stress. The parenting quality measurement shows that women in KampungBulak mostly have authoritative parenting style.

Languages in Danger of Extinction: An Attention awaiting Matter

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ABSTRACT
It is the age of globalization referring increasing interconnectedness and interdependence of the modern world. The flow of money and information has become quicker than ever across countries. Goods and services produced in one part of the world are increasingly available in all parts of the world. In this era of globalization many languages are dying and some are suffering from danger of death. Linguists are very anxious about endangerment of languages, who, think that, the smaller languages of the world are dying due to the standardization created by the modern state and the corporate sector or their marginalization by dominant majority language speakers. If languages are lost, we lose our identity and when any community loses its language at the same time it often loses a great deal of its cultural identity. With death of language its knowledge, experiences, traditions, are also lost. This article is dedicated to discuss, languages endangerment, its causes, consequences and its relationship with globalization and internationalization, of business, economy and communication facilities.

Sociopragmatics of Code Mixing and Switching in Reconciliation Proceedings: A Case of Bauchi State Shariah Commission, Nigeria

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ABSTRACT
Due to the peculiarity of the spoken language identified among parties involved in reconciliation proceedings and their arbitrators in the ShariahReconciliation courts, this paper explores some sociopragmatic aspects of the Hausa natives (Northern Nigeria, West Africa) Shariah reconciliation Courts judicial discourse. To this end, 12 various case proceedings of family disputes on marital issues were recorded through audiovisual recordings. The data were coded and analysed with the help of Nvivo 10, focusing, amongst others, on Searle's taxonomy of speech acts of expressiveness, Brown and Levinson politeness strategies. It is discovered that Code Mixings and Switching (CMS) appear/employ severally and constantly in the reconciliation proceedings by both parties (litigants) and their arbitrators/court officials. Finally, the paper demonstrates that it is a cultural

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practice that during reconciliation proceedings, Hausa language is utilised mostly as medium of communication, hence, sometimes due to the Arabic and Islamic cultural influence of Hausa natives as well as being English as official language in the Nigerian settings, CMS is part of a common feature ofreconciliation proceedings within Bauchi state Shariah Commission of Nigeria.

Key Words: Sociopragmatics, Code Mixing and Switching, Reconciliation Proceedings, Speech Acts, Shariah

Culture and Social Norm Perception, Thai culture and Opportunities of Marketing

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Abstract
Culture and social norm are highly influential on behavior and habit of social. This\ Norm is not correction the attitude of human mind but impact on the way they live, believe, and trust. In each country got vary and difference in norm even though, this is 21stcentury of the world but all norms are still existing in daily life of people. The norm approaches understanding and believing of public in the society to clarify what they should do or don't as well as the intention of truly trust.

Thailand is the land of high value of culture and social norm. Thais are accepting ritual for ages from ancestor and pass along to the present day. Myth and ritual are strongly relationship and cannot separate as said that ritual comes from myth (Leach, 1954). Ritual in Thailand normally take place as traditional that always do it yearly, monthly, or daily. Traditional shows important to society and respect to ritual, myth, and ancestor (Merton, 1957). Myth and traditional create;
1.To grateful to family and ancestor
2.To meet the same group of perception and family (getting closer)
3.To treat illness and make pleasantness
4.To make peacefulness to life and society

Thailand is a Buddhism country especially popular Buddhism in rural area that linking between religion and myth. Thais believe that, the right traditional and ritual can create the peaceful and happiness to life. Every problem can be solved with myth rather that theory. This culture is never delete from Thais meanwhile, world has change and the new generation has born but this myth still exists and wilder span to all generation.

Fortune-teller is the most attractive of myth and ritual that generate the hardest trust and believe to society. Thais believe in the way decorate the house, wallet color, cloth color, color of the car, first step of walk out of house, eye wrinkle, and mystery subjective. Those are believed that never expire to Thais culture. This culture and social norm can aggressively effect the way Thais live and understand.

Therefore, marketer is using this kind of myth and traditional to sell their product and service. Changing the new wallet on the specific date will cause you become rich but the color and type of wallet is must considering which is depend on the date of birth and month of birth. This is the example of myth and believe which was happen in 28th October last year. All wallet shops push promotion and information of wallet to the public as creating the big amount of sale within that

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day. Believing in spirit as spirit can give you the prize is another myth for Thais. Campaign of marketing sometime using this believe to come up with selling things.

However,this research examinesthe effect of cultural and social to marketing and how trust and believe of Thai population especially on generation Y and Zon this type of norm. As well as how marketing will success on this generationgroup and what will impact their attitude toward this believe. Therefore, the useful information of this research will make understanding of Thai society toward myth and ritual and technique of marketer on this traditional. Opportunities of marketer and gap to success on selling product and service to Thai by using traditional perception. The research will conduct awareness, perception, and believe of sampling group as well as action and reaction with the campaign of marketing from brand. That will bring about understanding and model of culture and social norm of Thai market.

Keywords: Culture, marketing, myth, ritual, social, Thai, traditional

Program Design of Recreation Education in the National Park HalimunSalak Bogor, West Java

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ABSTRACT

A large number of visits is one of the indicators to see be able to assess objects - objects that are in the National Park HalimunSalak in the eyes of tourists. As it is so related to the presence or absence of innovation applied. Conditions tourist destination that does not have a development in terms of attractions or facilities over the long term, can cause a sense of saturation for tourists. The purpose of this study is to inventory the resources as well as analyzing the potential and formulate educational travel program after to be developed, in an attempt to make innovations.

With the approach method to be used by the writer is descriptive research methods (quantitative). The research sample as many as 100 people to be accidental sampling technique. Data was collected by means of questionnaires, documentary studies, and field observations. Analyzed using scoring combined with the results of the perception of tourists to the tourist attraction. The results of the study showed that tourism in National Parks HalimunSalak has resources that can be extracted and packaged into an exciting educational recreation program. Educational recreation programs that can be developed is the natural educational recreation programs, recreation programs historical education, and camping. As for the educational recreation program that can be used as one type of recreational programs to re-sell and introduce tourist attraction arriving in the Hazy Salak National Park area to the general public.

Tourism Regions HalimunSalak National Park is a tourist destination that has great potential to advance. PerumPerhutani as the manager need to make a real effort to make progress. Doing more research on the potential of nature is one thing in an effort to manage and develop this area.

Keywords: recreation programs, recreation education, innovation, perhutani

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Ideology and Interpellation in The Lord of The Rings: An Althusserian Reading

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ABSTRACT
Ideology and Interpellation in The Lord of The Rings: An Althusserian Reading:
The research attempts to interpret the British fantasy novel The Lord of the Rings by employing Althusser's notions of ideology and interpellation. The research will look into the political hierarchies in the plot of the text.
The struggle for political supremacy has always been a topic that literature has dealt with extensively, through which it has attempted to furnish the society with plausible solutions. The depiction of such hegemony in all its variety in literature not only serves as a platform for analysis and retrospection but also aids in identifying evolving cultures and social structures. Tolkien's immense contribution to the world of fantasy literature is acknowledged by many experts in the field. An examination of the underlying tones of dominance and subordination will probably shed a new light in the field of fantasy literature and its proximity to reality.
The Lord of the Rings has been analyzed by researchers in various ways. The paper will take up a Neo-Marxist (Louis Althusser) analysis of The Lord of the Rings with specific focus on the power struggles. An Althusserian perspective would bring out the subtleties in a new contemporary light. The application of Althusserian ideologies about the origin of power, agency and its interpellation can be applied to the characters of The Lord of the Rings to expose hidden nuances.
There have been innumerable journal articles about Tolkien, his life and his works but the research is limited only to old marxist theories and general book reviews, there is a lack of modernity and contemporary relevance to most of the research done in this area. Tolkien, in The Lord of the Rings, brings out this struggle where the only objective is power and absolute power. A Marxist analysis will help in throwing a new light on this hedonistic intention. A Neo-Marxist analysis however, will also act as an example of the contemprary relevance of the research. The idea behind the research is to provide a contemporary perspective of The Lord of the Rings through an Althusserian interpretation.

Analysis of Tourism Enterprise Services and Senior Tourists' Needs in Chiang Mai, Thailand

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ABSTRACT
Thailand is a major tourist destination that attracts thousands of national and international tourists each year. Of these many visitors, the number of senior tourists visiting Thailand increases every year. Therefore, Thailand's tourism industry should be prepared to serve the specific needs of senior tourists. The objectives of this study are to survey and identify gaps between services provided

by tourism enterprises and the needs of both Thai and international senior tourists who travel in Thailand. This study defined a senior tourist as someone 60 years of age or older who is financially secure, has free time, and is available to travel. Research methodology included using questionnaires to survey Thai and international senior tourists, and observations of and interviews with senior tourists during their travels. In-depth interviews were also conducted with tourism enterprises. Annotation ontology was used as a tool to analyze gaps in services.

The results found that the tourism industry in Thailand may not be adequately meeting the needs of senior tourists. Gaps were identified between demand and supply sides and separated into four categories; transportation, accommodation, tour arrangements, and health and wellness. The results showed that tourism enterprises lacked understanding on how to attract and serve senior tourists. Additionally, Thailand lacks a coordinated policy for further developing the senior tourism market, and may be underutilizing its potential as a senior tourism destination.

A common methodology and toolset derived from an established body of knowledge regarding tourism is generally employed to solve issues in tourism. The results of senior tourist behaviors and needs from this study comprise the database necessary for further study about senior tourism in Thailand.

Keywords: gap analysis, senior tourism, senior tourists, tourism enterprises, Chiang Mai

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Islamic Endowments (Awqaf) in the Moroccan City of Rabat and its the Economic Role in Financing its Facilities in the Light of the Documents

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ABSTRACT

Like all Moroccan cities was the city of Rabat, In terms of containing the necessary facilities to provide ways of life in it. And which need financial funding permanently and continuously to ensure the continuity of its work. From here, the economic role shows of endowments, Its has ensured endowments (habs) in this city by order of spending on most of its facilities And the spending on its from its private incomes. From the endowments money of Rabat city was spent on all its facilities on its the types different. Such as, Religious, educational, military and social service facilities. Given the importance of endowments foundation in the city was subject under the management of endowment supervisor who appoints by direct order of Sultan.

The research aims to clarify the economic role provided by the endowments Foundation in The life of this historic city. And so by relying on archaeological evidence and historical documents preserved in archive of endowments in Rabat city. The study will depend on the historical methodology in Narrative and Trace the endowments role in the financing of city facilities. As well as depend on the analytical comparative methodology to determine the extent of the contribution of endowments in the city's development.

This topic will be dealt with through three basic axes:

The first axis: Endowments and its role in the financing of religious and educational facilities.

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The second axis: Endowments and its role in financing the military and social facilities.
The third axis: Endowments and its role in the general development of the city.
The research concludes with the most important results and which ones:
The Scientific renaissance in the city and the activity of authoring the movement.
Spending on repair and paving roads, as well as, supplying the city with water reflected on the Urban and architectural development and encouraged immigration to it.
Care for the poor, the needy and the sick in the city led to the reduction of the phenomena of the begging, the crimes, the robbery on the property and the spread of diseases in the city. As well as other results which will be revealed through the study.

The will to masculinity in a homosexual romance: A text analysis of the film Brokeback Mountain (2005) by Ang Lee

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ABSTRACT
The will to masculinity in a homosexual romance:
A text analysis of the film Brokeback Mountain (2005) by Ang Lee
Male homosexuality has been historically separated from the notion of traditional hegemonic masculinity yet the film Brokeback Mountain (2005) casts its male love story in a fiercely masculine light. This paper intends to examine how two protagonists in the film (Ennis Del Mar and Jack Twist) have been individually and mutually constructing their masculine identities through rediscovering their inner selves and enlivening the dormant parts of their masculinity from a constructionist perspective. Three crucial elements contributing to such identity construction are investigated: nature, gender, and parenthood. Each element is explored based on its relevant text, subtext, intertextuality, and context; interwoven with the analysis of film techniques, cultural theory and literacy/film criticism.
First, nature endows men with the power to dominate and control their environment and is employed heavily throughout this film to illustrate the characters' desire to attain hegemonic masculinity. Secondly, the discussion of gender is developed on the binary of masculinity and femininity. The aspect of masculinity is explored in the framework of Judith Butler's gender performativity (1990) while the aspect of femininity is analyzed within the heterosexual context as a destructive power to masculinity. The third aspect looks into how characters internalize the influence of parenthood—centering on fatherhood—in the early construction of their masculine identities. All of these elements in turn shape the nature of the relationship between these men into one that is shaped by, and in turn redefines, the paradigms of dominant masculinity.

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The will to masculinity in a homosexual romance: A text analysis of the film Brokeback Mountain (2005) by Ang Lee

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ABSTRACT

Summary of the findings: Monotowns are currently struggling to address both chronic and acute challenges. The latter have emerged during the recent economic crisis (from 2014 and ongoing), particularly due to rapidly deteriorating economic circumstances, declining incomes across the population and rising unemployment. In contrast to the more 'crisis sensitive' acute issues, monotowns also face persistent chronic challenges owed in part to the logic and ideology of their creation (that is, being Soviet-era state-planned cities created around key national industries), an underdiversified economy and dependence on the town-forming companies. Furthermore, the long-term socioeconomic situation in the Russian Federation as a whole plays a major role in generating chronic issues in monotowns (e.g. nationwide issues with insufficient pensions and healthcare).

Overview over the revealed monotownvulnerabilities: Russianmonotowns are especially vulnerable to the ongoing crisis and the international sanctions imposed on Russia. Monotown industrials (largely comprised of mining and metallurgy) are struggling with frozen foreign loans and assets, declining investments, partially suspended Western business relations and dependence on raw resources. Monotown residents, being highly reliant on the health of their industries, suffer from the consequences: declining wages, unemployment and decreasing employment opportunities. Due to the high specialization required by the monotown industries, the lack of adequate industry-specific and general retraining opportunities has a considerable impact on the employment mobility of monotown residents, young and middle-aged residents in particular. The former complain about their inability to enter the specialized workforce due to lacking training and internship opportunities (contributing to a lack of skills and experience), while the latter do not see sufficient retraining opportunities to compensate for their industry-related overspecialization. As a result, many monotown residents end up in the 'shadow economy', i.e. informal, unsecured and untaxed work arrangements that do not require certified skills.

A closely related problem is monotown resident apathy. Because the town-forming company is largely seen as an indispensable part of their life, residents often prefer to 'wait out the times of crisis' instead of taking long-term measures to improve their socioeconomic standing. This apathy appears to have a significant impact on localized unemployment, particularly in the industrial areas of the town, which – in turn – contributes to the marginalization of the town's environment and rising crime rates.

Social benefits are largely reported to be insufficient sources of support. Respondents report that - even in times of crisis - benefits are seen as incapable of providing even rudimentary aid: unemployment benefits are dwindling, while the jobs offered at job centres are often said to be unacceptably low-paid and low-qualified. Pension payments are currently the only viable forms of financial support that – whilst still being perceived as insufficient – are seen as being

capable of providing some support to monotown residents. As a result, large sections of monotown residents appear to be highly reliant on the elder generation and the stability of income provided by their pensions. Furthermore, monotown residents perceive child benefits to not be worth applying for: the payments rapidly decrease with the child's age and rapidly end up providing negligible support compared to the growing costs.

Healthcare services in monotowns are in a perilous situation as well, as they are subdivided into public, private and healthcare services offered by the town-forming company. Public healthcare facilities are seen as being staffed by underpaid, overworked and insufficiently qualified staff, with the more skilled medical professionals being slowly drawn into the highly expensive private healthcare sector. Company healthcare, as a special form of private healthcare, is closed off to residents not employed at the town-forming company and contributes to the outflux of affordable and available healthcare professionals in monotowns.

Labour discrimination is another problem affecting large groups in monotowns, pensioners and female monotown residents in particular. The former struggle to find employment beyond low-paid and largely unskilled labour, while female residents often report having trouble re-entering the workforce after maternity leave, particularly since the available childcare facilities do not meet the demand of working residents (especially in terms of providing all-day childcare). Thus, the potential of female residents to significantly provide to the household income is hindered by their specific employment limitations.

Due to the one-industry focus of many monotowns, small businesses and entrepreneurs – and the private sector as a whole – have trouble finding their place in monotowns, thus preventing them to become productive alternative vectors of economic development when industry grinds to a halt.

Respondents mainly attribute this to a lack of support frameworks when it comes to dealing with the administration, regulations and taxes. This ultimately leads many small business owners to adopt informal employment schemes, and contributes to the rise of the aforementioned 'shadow economy'. In general, the administrative structure appears to favour the interests of the town-forming industries over SME interests, which contributes to a lack of SME support initiatives, a struggling relationship between the administration and small business owners and - ultimately - attempts by SMEs to circumvent administrative hurdles through informal arrangements.

Even though many monotown industries are currently struggling - and therefore have scaled back industrial output - monotowns still register a significantly increased air, water and ground pollution compared to other Russian towns. This contributes to widespread pollution related illnesses (such as respiratory diseases, cancers, infant developmental problems and lead poisoning) leading to a greater demand for specialized medical professionals. Traditionally, company healthcare was geared towards addressing these chronic and specific monotown issues. However, because these healthcare institutions are - by design - dependent on and run by the local industries, crisis-related acute problems with industrial output directly translates into limited or altogether failing monotown-specific specialist and general healthcare facilities. This contributes to the proliferation of industry-related health problems in monotowns, especially in monotowns with 'dying' industries.

Coping strategies:These problems, greatly exacerbated by the ongoing economic

(and therefore also social) crisis, prompt the monotown residents to develop specific coping strategies. Because monotowns can be said to be particularly vulnerable to developments in Russia as a whole, the resulting coping strategies may be seen as indicators concerning upcoming trends for the general population of the Russian Federation.

Over the course of the research project, three widespread coping strategies have been isolated, which may respectively be called adaptation, capitalisation and transformation. The first strategy (adaptation) involves short-term measures to cope with (perceived) temporary challenges. Examples for adaptive strategies include, for example, looking for side-employment on the internet, or performing informal 'odd jobs' through acquaintances. The second strategy (capitalisation) involves the use of already present resources (be it 'connections', property, money, investments, knowledge, etc.) in order to improve one's socioeconomic situation. A primary example for this strategy is the practice of microfarming, where residents use available plots of land (oftentimes attached to Russian summer houses or 'Dachas') in order to grow produce for personal consumption or small-scale sale. The third strategy (transformation) is, in a way, the reverse of the first strategy (adaptation), and describes measures that are undertaken in order to significantly modify the resident's life (be it in terms of employment, location, financial independence, etc.). One common transformative strategy is moving to a different city in order to start life anew.

Recommendations:

As evidenced by our findings, Russian monotowns are in a perilous position, both due to the chronic issues owed to their 'founding principles', and due to the ongoing economic crisis that has affected the monotowns' town-forming industries. Despite the abovementioned issues, however, our findings indicate that certain groups and practices within monotowns may serve as sources of short- and long-term resilience (see Section 3 for a detailed analysis and evaluation of prevalent strategies):

-Small businesses and micro-entrepreneurship can serve as entry points on the path away from an overreliance on big industries.

-Internet-based work, small-scale crafts and independent services are promising vectors of enabling work-at-home residents, particularly mothers.

-The practice of microfarming can simultaneously provide financial support and strengthen communal bonds, especially for pensioners.

-Young professionals and middle-aged monotown residents have the potential to stem the decline of many monotowns, as long as they are provided with appropriate retraining and internship opportunities – both for the private sector and the specialized local industries.

-Although commuting, both from- and to monotowns is currently practiced by a number of respondents, the transport infrastructure is reported to be insufficient to enable adequate employment mobility. Its expansion may therefore afford greater employment options for many residents.

Although the abovementioned groups and practices can serve as formidable sources of resilience - especially in unison - their potential to do so is, as of yet, limited (see Section 3 on limitations). Creating a fertile environment for these groups and practices can go a long way to improve the overall situation in many monotowns. Such assistance can come in many forms, be it policy-based, financial, institutional, or something else entirely. These measures of assistance can be divided into three pathways:

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	1.Improving the current social and economic wellbeing of monotown residents, including the support and development of short-term crisis-coping measures (promoting employment protection across all sectors, enhancing the potential of subsidiary farming and microbusiness (including internet-based work or telecommuting) as a source of support, promoting the refurbishment and development of healthcare and social support institutions) 2.Promoting the diversification of the economy (supporting small businesses, providing assistance with overcoming administrative hurdles, enhancing SME knowledge of laws and regulations, and the creation of growth-promoting business environments via affordable loans and a more size-appropriate framework for financial interactions between large-scale suppliers and SME clients) 3.Investing in human capital and potential (promoting specialized education, retraining and internship opportunities; expanding the inter and intra-city mobility infrastructure (including surrounding villages))
Victor Vakhshtayn **GICICSSH1607081**	**The will to masculinity in a homosexual romance: A text analysis of the film Brokeback Mountain (2005) by Ang Lee** **Victor Vakhshtayn** **Centre for Sociological Research, Russian Academy of National Economy and Public Administration** **avigdor2@yahoo.com** **ABSTRACT** Traditionally, sociological researchers of social capital and trust have defined 'social capital' as the 'capacity for mutual trust and assistance' of society in general. However, this definition turns out to be ineffective when applied to the Russian society. As the "Eurobarometer in Russia" research project demonstrates, the levels of social capital and the levels of generalized trust are not mutually dependent factors. We can see the fact that – for citizens of Russian Federation – inner-group relations are of crucial importance: people trust contacts from their 'network' whilst being wary of people outside of it. The same is true when it comes to trust in institutions: individuals who possess a high amount of social contacts tend to have a lower trust in institutions. This has to do with the fact that a high level of social capital allows one to compensate for the ineffectiveness of institutions in various areas by appealing to one's network of informal contacts. Within the realities of modern Russia, trust in society and official institutions and the number of close contacts that form the individuals' social capital are not only not mutually dependent – they are in an inverse relationship to one another. Keywords: social capital, social contacts, trust, institutions, corruption. Themes: Social Research or Social Science
Suyaporn Sortrakul **GICICSSH1607082**	**Sustainable Development Guidelines for Marine Recreations in Trang Province** **SuyapornSortrakul** **Rajamangala University of Technology Srivijaya, Trang Campus , 92150, Thailand** **nuchsingto@gmail.com** **ABSTRACT**

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	Marine tourism industries are regarded as to main income in our country. Nowadays marine recourses have not cared properly as a result as decline marine recourses and move to new attraction to other cities. So that guidelines for the development of sustainable marine tourism is urgently needed. The purposes of this research were to explore marine recreation areas, to find out recreation activities and guidelines with stakeholder to improve recreation activity for sustainable The research employed qualitative methods, which were direct observation and documentary analysis were supplement to data analysis. The key technique for data collection was in-depth interview. The key informants were 18 direct stakeholders from marine tourism in Trang Province, Thailand. These include private sector, local public sector, and association and tourism organizations. The research findings highlighted that sea shore of the Andaman sea, Trang area is diversity marine resources with have doogong living where are tourist attractions and suitable for maritime activities. However maritime tourism activities are lack of support and protection of the security of maritime activities explicitly such as snorkeling, scuba diving, and visit the emerald cave that as reason why many tourists were injured by the activities of the maritime province. The research proposes two main issues of recommendations. First issue is participation in policy for marine tourism in Trang Province. The last issue, practical recommendations are 1) cooperation among involved parties 2) support to enhancement of education about eco-tourism, safety tourism for owner tourism businesses, tour guides and tourists Keywords : marine tourism, sustainable development, marine recreation.
Noor E Ain **GICICSSH1607083**	**Prevention of Child Abuse Through Awareness And Curriculum Design** **Noor E Ain** **Primary Section Aziz BhattiShaheed Army College MardanCantt., Pakistan** **nooreainain@ymail.com** **ABSTRACT** Child Sexual Abuse means contacts or relations between a child and an adult i.e. stranger, sibling, parent, or caretaker, when the child is being used as an entity of satisfaction of lust for adult's needs. This research papers highlight the issue of fondling and pornography. Very outrageous facts and figures were derived as from among 460 children 197(42%) were found victims of fondling and 16 were the victims both fondling and pornography both. Result showed that fondling and pornography is prevailing in higher ratio in the society as compared to gang rape and sodomy. 4 to 8 years Girls and 11 to 14 years boys are at higher risk of fondling. Boys are more prone to pornography as compared to girls. This paper suggested the age appropriate terminologies and vocabulary for teachers and parents to make children aware of the issue and body protection and provided guideline to curriculum developers to add age appropriate content regarding body protection in curriculum.
Ebeh **GICICSSH1607085**	**Ethnic Particularlism As An Obstacle To The Quest For Sustainable Development In Nigeria** **Ebeh** **Department of Philosophy, Kogi State University, Anyigba**

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ABSTRACT

This paper argues that ethnic particularism is one of the fundamental problems that needs to be addressed for achievement of sustainable development goals in Nigeria. Ethnic particularism exalts individual ethnic nationalities over and against others. It views the family, the clan and by extension, the ethnic nationality of any given community as the real society irrespective of ethnic diversity in the entire nation. It shows that the only society that calls for attention, commitment, development, etc, is one's immediate community. Whatever exists outside one's immediate community only exists as an opportunity to be used, abused and exploited for the good of one's immediate community. Ethnic particularism is embedded in the ontology of the Nigerian people and tends to determine their socio-political and moral consciousness. The paper argues that some of the obstacles to sustainable development of Nigeria will be surmounted if we address the problem of ethnic particularism and join hands for the common good of the nation. This paper is expository in nature, critical and analytical in approach.

Sexual dissatisfaction lived experience of family problems (Case study: the city of Yazd , Tehran and Mashhad)

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ABSTRACT

The Purpose of this paper is to study problems and issues of family gender dissidents. The Research procedure used in this study is qualitative and interview technique was used to collect data. The community ,that we study are the gender dissidents in Yazd, Mashhad and Tehran. Based on purposive sampling, 25 patients were included in this study, and their family issues has studied. The results of research shows ignorance and lack of understanding and social consciousness family about patients, underlie many injuries and issues that suffer gender dissidents from it and the absence of acceptance by gender dissidents families receiving social stigma and fear of stigma from family and community.

Business Strategy in Developing Countries: A Case Study of the Walt Disney Company in China

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ABSTRACT

As foreign firms have entered into emerging markets, executives have found it necessary to adapt their business strategies to better accommodate for local conditions. Many global firms have had to make significant changes to their corporate planning and operations in order to meet the needs of localized business

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	in developing countries, implementing sizeable shifts in their business strategies. Accordingly, there is a need to identify and analyze many of the common problems that arise for firms entering into contemporary developing markets, as well as to present potential solutions that can be incorporated into the business strategies of international firms engaged in business operations in developing countries. This paper will accomplish this objective through a case study of the Walt Disney Company – a globally famous, enormously successful US-based firm that has been embarking on a successful Asia-orientated business strategy for more than three decades – and the utilization of the concept of "glocalization", which has been developed and conditioned for use within a contemporary international business strategy ("globalization") for the purposes of adapting and integrating the enterprise's international products, services, and culture into a new, local, foreign market ("localization").
Yu Qi **GICICSSH1607089**	**A Study of Foreign Language Speaking Anxiety within EFL Learners' Language System** **Yu Qi** **School of Foreign Languages, Renmin University of China, No. 59 Zhongguancun Street, Beijing, China** **yuchie@ruc.edu.cn** **ABSTRACT** As an important component of foreign language learner' language proficiency, speaking has certainly attracted great attention of researchers. Studies of foreign language anxiety (FL) have aimed at exploring the anxiety from the perspectives of learners' (Casado and Dereshiswsky, 2004; Marwan, 2007; Seller, 2000) and teachers' (Aydin, 1999; Jackson, 2001; Kota, 2005). Most of these studies investigate EFL speaking anxiety from the outer circle of the EFL learner's interlanguage system while neglecting the underlying potential factors within the language system that may contribute to the FL anxiety. In this study, the EFL learners' language system is divided into three sub-systems, including phonology system, grammar system, and meaning system; and the FL speaking anxiety is referred to as an affective variable that can influence the EFL learners' language system. In this study, the author aims to determine the extent to which Chinese EFL learners attribute their FL speaking anxiety to the constituents of their language system, and to investigate the possible gender and level-based differences among the participants. The study investigates FL speaking anxiety among 74 Chinese first grade undergraduate and postgraduate students with a self-reporting questionnaire and semi-structured interviews. The self-reporting questionnaire is a five Likert-type scale based on the FLCAS developed by Horwitz, et. al. (1986); and the post-test interviews are employed to validate the test results. The data of the study is encoded and analysed by SPSS. The analysis of the results indicates that foreign language learners' speaking anxiety is influenced by their language system. The study also suggests that FL speaking anxiety is more influenced by meaning system than the other two language sub-systems. Furthermore, the author finds that knowing more foreign language knowledge may not necessarily relieve EFL learners from an anxious state when speaking English.

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Keywords: FL speaking anxiety; EFL learners; language system; language proficiency

Intertextuality In Theophile Gautier's Constantinople

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ABSTRACT
INTERTEXTUALITY IN THEOPHILE GAUTIER'S CONSTANTINOPLE:
We know that a travel story, (including Gautier's one) claims in principle to fulfill a condition which is also essential for this kind of narrative: a pure mimetism. At the beginning of in his text, Theophile Gautier promises to make an exact layer 'on the real, to remain attached to the principle of mimetism of a travel story. A major question emerges then from the beginning: Do everything Gautier introduced into his text belong to the time of the stay, to the first story that essentially involves external reality, to the everyday reality that the narrator-traveler himself has seen and experienced during his trip? Contrary to his promise, Gautier violates repeatedly the principle to be faithful to reality. In Constantinople, we have so many signs that is it. In this study, I suggest talking about one of the major phenomena, which is intertextuality, in Gautier's travel story that contradicts the principle of attachment to mimetism, although the author keeps repeating that he wishes to remain faithful to the local color.
We know that a travel story is a kind of story where several kinds of speech are interwoven: a geographical discourse but also a historic speech, even a share of fiction (a fictional discourse). Everything the narrator introduces into his narrative does not fall strictly within the domain of the first story and the pure description of the outside world.
A journey story consists mainly of representations of objects, places, characters etc. which settled into the time of the first story, but also simple narrative elements, second-hand items, albeit in small quantities, intimately connected with the description, and belong to a heterogeneous time, which belongs to the secondary story. The travel narrative has the possibility of a tangle of speech; it has many digressive potentialities. The insertion of the narrative units - anecdotes, legends, history - in the text shows that the travel narrative does not fit exclusively in the domain of mimetism, on both the structure plan and the content plan; it does not present unique appearance. These narrative units put us face a particularly evident phenomenon in the travel story: intertextuality. It is this phenomenon that we want to study in Théophile Gautier's text: Constantinople.

Chinese Geopolitics in Southeast Asia: Economic Strategy or Claim to Great Power Status?

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ABSTRACT
China's economic and political strategy in Southeast Asia can be seen from two points of view: 1st China needs a lot of natural resources, especially energy

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| Ralph Wrobel
GICICSSH1607060 | resources for its economic growth as well as new markets for its own products. 2nd China claims a great power status step by step. Therefore, the country is expanding its political and economic influence in Southeast Asia.
In reality, we can observe several political as well as economic activities of the Chinese government in Southeast Asia. For instance, China is cooperating with the governments in Laos and Cambodia, where Chinese FDIs are overwhelming and the Chinese influence is on the rise, too. In contrast, China is quarrelling with several Southeast Asian states for the control of the Spratly Islands because of the natural resources and the control of the South China Sea.
Main research question of this paper is what is the main purpose of the Chinese government? Do they only want to improve resource security for China? Or is there any attempt to downgrade Southeast Asia to a Chinese backyard as a first step to become a new Great Power in the world as some Western observers assume? |
| SathyarajVenkatesan
GICICSSH1607062 | **Graphic Medicine, Comics And Its Affordances**

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ABSTRACT
Appraising comics within its constraints and possibilities, it can be contended that its verbal, non-verbal and para-linguistic attributes relay intimacy and intersubjective experience. Put differently, through a range of structural properties and formal affordances, comics medium facilitates translation and recuperation of emotional truths and affective states. Appropriated from semantics/pragmatics 'affordances' alludes to "what an object is used for, or what can be done with/to it, or what it does" (Attardo 170). In the context of comics, affordances connote general attributes of the medium such as temporality, spatiality, gestures, tone/handwriting and economy. Although comics evince a dynamic and synergic relationship among these elements, on a conceptual and technical level, it is possible to dissemble and characterize the functional and the rhetorical role of these Appraising comics within its constraints and possibilities, it can be contended that its verbal, non-verbal and para-linguistic attributes relay intimacy and intersubjective experience. Put differently, through a range of structural properties and formal affordances, comics medium facilitates translation and recuperation affordances within a diegetic space. Taking these cues, after briefly reviewing the definition and scope of graphic medicine, this paper aims to exposit the aforementioned affordances in communicating illness and illness related experiences. Among other issues the paper shall address the following: how can comics engage in the visual and verbal translation of trauma/illness? how do affordances of comics facilitate the readers' haptic experience of an author's subjective trauma? Despite its juvenile legacy as "primitive and childish" (Gardner 5), comics capacitates graphic medicine to represent "physical and emotional signs within the medium" (Williams 1) thereby providing an intimate and phenomenological space for narrating subjective illness experiences. The paper concludes that comics is a uniquely suited communicative medium in that it diagrams interiority of illness experience and reveals itself as a |

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locus of tacit knowledge.

Pleasure reading habit in L1 promotes L2 reading habit: A case study

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ABSTRACT
Pleasure reading habit in L1 promotes L2 reading habit: A case study
Studies, analyzed the correlation between L1 and L2 reading, explain how proficiency of one language contributes to the development of reading ability in another language (Brisbois, 1995; Lee &Schallert, 1997; Yamashita, 2002). But this study explores the possible transfer of L1 pleasure reading habit to L2. The results confirm that reading habit of L1 will transfer to L2, if the reading theme of L2 is similar to L1. In addition, L2 reading material should be within the linguistic competence of the reader. The pleasure extracted from the L2 reading compels the reader to forget that he/she is reading in a second language and the pleasure component provides compelling input without being affected by the affective filters such as anxiety, stress and fear of understanding and, in fact, this kind of reading affects language acquisition.

The Study Discussing Norms of Chinese American Literature Adapation from the Perspective of Descriptive Translation Studies

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ABSTRACT
Chinese American literature and its studies no matter in translation, comparative studies or cultural studies have undoubtedly established a milestone both in the United States and Chinese speaking countries, especially in China, Hong Kong, and Taiwan. However, this literature genre carrying multi-cultures has not been drawn much attention on the studies of audiovisual adaptation works before. The release of the TV series, Fresh of the Boat, in 2015 triggers the researcher to do researches in the field. This paper aims to discuss the norms of audiovisual adaptation works of Chinese American literature (novels) released after 1990 by adopting Toury Gideon's theory of descriptive translation studies as method and highlighting the presentation of film semiotics to reveal the intertextuality between novels and films. Through the analysis, the researcher intents to deconstruct the relationship of these adaptations interweaved with the society and culture. The study describes five sets of texts, including Thousand Pieces of Gold,The Joy Luck Club, M Butterfly, American Knees/ Americanese, Fresh Off the Boat and their adapted audiovisual works. The five sets of works are all published after 1990 responding to the nature of norm—time effectiveness. The researcher expects to shed light on the filed on Chinese American literature, adaptation, and intersemiotic translation as well.

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Cultural and Biological Aspects of Childhood in Contemporary Childhood Studies

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ABSTRACT

Does ecotourism really benefit local communities? Can it actually save forests from being cut down and animals from being poached out of existence? These questions are all the more pressing in poor tropical countries such as Indonesia and Cambodia. This paper examines two cases, one on the island of Sumatra and one in northeast Cambodia, in which ecotourism programs started from scratch, meaning essentially from nothing. What were the effects? Were communities supportive of this endeavor? Did they benefit financially? How about culturally? Did the natural ecosystem benefit from additional protection as a result of ecotourism? While monetary benefits are more easily quantified and observed, a more difficult question is whether or not local communities in the buffer zones of these forests benefitted on a cultural level. All too often ecotourists snap photos of what they perceive as quaint and picturesque tribal peoples living their "traditional" lives. Locals usually receive a few dollars for hosting a homestay, and the next morning tourists are on their way. However, a more carefully crafted form of ecotourism in which visitors learn about the legends, mythology, and history of their village hosts aims to reinvigorate what are often dying local traditions and stories. Narrative reinhabitation is the idea of cementing bonds or re-bonding with the place one lives through knowledge of the local lore, history, and often, animist cosmology. In the new ecotourism programs that I have participated in and studied, an equal emphasis was placed on local knowledge of place through village storytelling sessions that are written into the itinerary, as well as having locals serve as jungle guides. The early results are very promising: locals overwhelmingly support a form of ecotourism that shows appreciation for the history, mythology, and cosmology of their communities. This paper will flesh out the details and present specific cases for analysis.
Key words: Ecotourism, narrative reinhabitation, Sumatra, Cambodia, wildlife

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Multiple-Perspective Analysis on the Geological Distribution of Christians in China

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ABSTRACT

This article uses GIS technology to obtain the geographical distribution of Christians in China at the base of data on religions in each Chinese province collected by CFPS in 2012. After processing the data, we get the geographical distribution of proportion of Christian population in all religious people in each Chinese province. Furthermore, this article tries to explore reasons that can explain such distribution from multiple dimensions, including history, religious ecology, and religious studies. First of all, we find out that the number of

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Christians has made Christianity the second biggest religion in China, while the first one is Buddhism; however, Christianity is developing much faster than Buddhism. In addition, this article finds out an astonishing phenomenon: the population of Christians is almost the same as that of Buddhism in Henan, the birthplace of Shaolin (a branch of Buddhism).

Keywords Christianity geological distribution multiple dimensions (People's Republic of China)

The Feasibility of Low Cost Airlines in Kaohsiung, southern City of Taiwan

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ABSTRACT

Since the involvement of first budget airline (also named LCA, low cost airlines), Southwest Airlines, in air transportation in 1973, it has been a tremendous impact in air business and travel population. Even though the budget airlines in Europe and USA are already quite popular, the budget airlines are only springing up recently in Taiwan in 2012. It complies with the study of Pearson(2014) that LCCs are growing particularly within Asia-Pacific. There have been many studies about LCCs strategies or models, or the competitions between full service airlines, but one issue attracts the interest of study. That is, if the LCCs' flying routines, almost on local city or sub-airports, will help the prosperous tourism business of the local city, Kaohsiung City, a southern city of Taiwan.

Keywords: Tourism business, low cost airlines (LCA), Full service carriers (FSC), Kaohsiung International Airport (KIA)

An analysis on the role of non-fossil energies as strengthening tools of national power

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ABSTRACT

In general, dependence of many developing countries such as Iran on fossil fuels can result in a trouble in international relations system and severe fluctuations in all dimensions of national power. it happens by countries that threaten national power and security.

The main purpose of this article is considering of Saudi Arabia and US affectability with an emphasis to renewable energies in national power of Iran in an economic- military approach.

We tried to use analytic-descriptive method of research with library and documentary resources to consider and analyze the situation of Saudi Arabia and America in the field of renewable energies in economic and military dimensions.

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The results show that both mentioned countries have developed growth of using renewable energies in military-economic dimensions and have made a noticeable progress. In other hand, in spite of having high potentials in all kinds of renewable energies, Iran doesn't have a suitable situation in using these energies. In addition, considering information about negative impacts of America and Saudi Arabia on national power of Middle East countries shows that the continuity of this inappropriate procedure can threaten national power of Iran. Keywords: non-fossil energies, dependence on fossil fuels, national power, Saudi Arabia, Unites States, Iran

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ABSTRACT

Despite the popularity of the resource-based view of the firm as a theoretical mechanism for the explanation of organizational performance, this framework has received surprisingly little attention within the context of destination marketing organizations (DMOs). The purpose of this research is to enhance extant perspectives of destination competitiveness by considering the destination marketing function from the dual theoretical lenses of the resource-based view of the firm and the service- dominant logic of marketing. In particular, this research focuses on the resource classification schemas underpinning these two frameworks and proposes a conceptual extension of their core phenomena to the domain of destination marketing. Within this discussion, a conceptual and operational definition of competitive market-based assets is proposed. This multifaceted construct is discussed as a potential outcome of market-oriented destination marketing and as an antecedent to DMO performance.

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Ethical Leaders' Behaviors and Sales Growth: Evidence from Deposit Money Banks in Zaria-Nigeria

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ABSTRACT

Banks sales are interest, fee and commission pay by customers for services rendered. The sales may be affected by numbers of variables that include ethical leaders' behaviours. Ethical leader is one who belief and demonstrates ethics of honesty, trust, reliability, consistency, caring and principles. The objectives of study are to assess the effects of ethical leaders' honest, secrecy and trust behaviours on sales growth of Deposit Money Banks (DMBs) in Zaria Metropolis of Nigeria. This is a survey research adopting cross sectional research design in year 2015. The population of study is 26 managers of DMBs operating in Zaria metropolis. The entire elements are taken as samples because of the small nature of the population. Data were collected from the bank managers [respondents] through the questionnaire instrument and coded. The regression results indicate that ethical leaders' honest, secrecy and trust behaviours have significant positive

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effects on sales growth. Thus, the study recommends that leaders [bank managers] should adhere to ethical behaviours of honest, secrecy and trust because they affect sales growth of DMBs in Zaria metropolis of Nigeria.
KeyWords: Ethics, Honest, Sales Growth, Secrecy and Trust

The Role of Creative Happiness in Attracting Tourists

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ABSTRACT
Today, the tourism industry has developed greatly in the world, and many countries have been able to improve the economic conditions of their societies through it. Given the competitive aspect of this industry which is increasing day by day, Iran should use innovative methods such as revival of traditional and joyful ceremonies in order to attract more tourists. In the present study, which is analytical and based on library studies, the researcher tries to know the ceremonies and joyful traditions and consider their role on attracting tourists. The results indicate that the creation of creative joy (such as holding ceremonies and celebrations) not only introduces another face of Iran, but also improves tourism and boosts its economy. Since, Iran has many historical cities; each one has a rich history of customs. Developing occasional tourism, officials and planners can introduce Iran's historical treasure. This way they can provide the proper context for attracting more tourists.
Keywords: creative joy, celebration, tourism, history, ceremonies, the ancient Iran, tourist attraction.

Medical tourism development strategies in Iran Case Study: Tehran

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ABSTRACT
Medical tourism and treatment, is one of the fastest growing sectors in the world's tourism industry and This has led different countries invested a lot to do. Urbanization and industrialization much of the world, needs to create and to meet any needs proper planning must be done and Iran, due to geographical location, being in the way of business, the four seasons can be an important part of today's society needs to fix them. Tehran with regard to the political situation in the capital and possessing a huge amount of resources and population has great potential for creating complex therapy.
Keywords:Tourism, medical tourism, health centers, Tehran

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The Future of The Sabians in Iraq?

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ABSTRACT
The paper will deal with the issue of the Sabians, one of the ancient minorities in Iraq. Great majority of these people used to live in Iraq for over two millenniums. The paper will investigate the reasons behind the exodus of the Sabians in Iraq and mainly the rise of Islamic fundamentalism following the American invasion of Iraq in April 2003. The article discusses the Sabian name and its meaning and the origin of the Sabinans, the Mandaeans. The number of their population is discussed in various times along with their education, carriers, and existence. The Mandaeans language, religion and religious teachings and its cores are explained. The article discusses history of persecution, migration, and concentrate mainly on the future of Sabians an ethnic/ religious group, not just in Iraq but the whole world.

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Tracing Trauma in Chinese Contemporary Poetry: Xi Chuan's Childhood Revisited

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ABSTRACT
The Echoes of History: Poetry is the witness of our human catastrophes, it has always been. While consciousness is represented in language - in the form of a novel, short story, essay, memoir, etc., poetry, on the other hand, is written with numbed consciousness, or in other words, is written with the help of the unconscious. Thus it has the freedom and power to uncover history, without being conscious about it. But then a question arises. Who or what is the poet in relation to history? Is the poet necessarily a witness and his/her poetry a testimony? In his famous essay, "What Is an Author?" Michel Foucault writes, "A private letter may well have a signer-it does not have an author; a contract may well have a guarantor - it does not have an author. An anonymous text posted on a wall probably has an editor - but not an author. The author function is, therefore, characteristic of the mode of existence, circulation, and functioning of certain discourses within a society." A question follows this statement. Does a poem has an author? Or more precisely, does a poem that is in some sense a product of a historical turmoil, has an author? Or to what degree is the poet's self-acceptance important in relation to the collective memory? Chinese Contemporary poetry, which I roughly define in this essay as the poetry written since 1976 onward, is a special case. Its special circumstance is not only due to the turmoil of the Cultural Revolution but also the post-Cultural Revolution reality. A poet living and writing in a post-traumatic society, where memory is being erased at every step, poetry becomes silent resistance. As Paul Connerton puts it, "Traumatised silences are painful and profound because a crucial feature of traumatic experience is the

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element of delay. But this is not the resistance of a poet vs an empire, as in Osip Mandelstam's case. But poetry here becomes a tool for remembrance, it is the memory itself, an unerasable one. In this kind of extreme situations, poetry becomes more powerful than any other kind of writing because it reflects the after-history or after-event in a way that only a close study can reveal, while still leaving a large space for debate and puzzle the censors. By realizing this I will make an attempt in this essay to show that Chinese Contemporary poetry is unable to eliminate trauma. Indeed, there is mountainous work on the study of trauma already, and similar studies on poetry may seem to have no empirical value. But conversely, the study and analysis of poetry itself may have empirical value, as long as the researcher discovers a piece of history, phenomenon or incident that supposedly influenced the poet writing the poem. In the case of trauma, even more, the task is to excavate the psycho-cultural situation of the time and society the poet lived. The poeticized history thus becomes the empirical value we are pursuing.

KeyWords: Xi Chuan, Cultural trauma, History, Memory, Chinese contemporary poetry.

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