

Book of Abstracts
The 3rd International Conference on Arts and
Humanities

ICOAH - 2016

22– 23, September, 2016

Bali, Indonesia

Committee of the ICOAH- 2016

The International Institute of Knowledge Management (TIKM)

Tel: +94(0) 11 3132827

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Official website of the conference

www.fineartsconference.com

Book of Abstracts of the 3rd International Conference on Arts and Humanities 2016

Edited by Ms. Udayangani Premarathne and others

ISBN: 978-955-4903-60-9

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Published by The International Institute of Knowledge Management (TIIKM)

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Fax: +94(0) 11 2835571

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ORAL PRESENTATIONS

[01]

MELIORISM: AN ESSENTIAL OUTLOOK FOR THE CONFLICTING HUMAN MOODS

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ABSTRACT

It is a matter of common experience that everyone appreciates the Altruistic attitude in theory because it is seen exactly in contrast to the Ethical Egoism. Somehow egoism as such encourages the view that morality in its native form can be respected only when peddled on the axis of self-interest. Much owing to this there has been apparently at least a notable conflict between the expected scale of morality and personal benefit. This also arises because of the different shades of self-interest, which may surface directly or indirectly. Sometimes it exists for a larger duration or might get exhausted soon. Philosophical behaviourism has gained sufficient favour in relation to the problems raised by a dualistic model of especially the mental and to some extent physical also. Traditionally it is the introspection which can bring forth the results by discerning openly. The two opposing human moods which never allow a balancing force are Optimism and Pessimism. It could be the demand of the circumstances and also the trait of the innate personality. However with the ever increasing demands of the modern age one cannot afford to rely totally on either. This paper proposes the Melioristic outlook as one of the major philosophical remedies to combat with the Conflicting human moods.

Keywords: morality, optimism, pessimism & meliorism

[02]

THE ARTS AND SCIENCES AT THE SERVICE OF TRUTH: A PHILOSOPHICAL INSIGHT

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ABSTRACT

Science and art are in search of order as the essence of their being. Yet, scientists and artists, often ignorant of how intricately interrelated and interdependent they are by virtue of the unfathomable but not ungraspable tremendum of their object of pursuits, seem to polarize themselves one against the other. This move towards the dichotomization of the undichotomizable—often rooted in clash of claims to non-existent superiority—has led to the death of wisdom in our universities where the sciences and arts are so atomized to the loss of unity-in-diversity, which is the essence of beauty as order, and vice versa. Taking as its theoretical focus, this reflection—as both science and art—is an overture summoning the artist and scientist to the inescapable fundamental question, “What is truth?” the answer of which both find in BEAUTY as TRUTH where both are inseparable because one pursuit of the same goal approached from two intimate perspectives. In the true sense of the word, science and art, we argue, employ the same method, pursue the same object, and share the same terminus ad quem, namely, that beyond beauty as truth the mind of the artist and scientist could not stretch. The paper appeals to Aristotelian, Augustinian and Heideggerian philosophical insights to illustrate how there is art in the sciences and the science in the arts. If there is a pragmatic touch to its motif, it lies in the fact of its summons to TRUTH as the end of the arts and sciences.

Keywords: arts, sciences, truth, beauty, interrelatedness, interdependence

[03]

RABINDRANATH TAGORE'S PHILOSOPHY OF ART

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ABSTRACT

The nature of India's art can be described as being correlated to its philosophy of life in the same way as its many other aspects of life are. Not that in the case of other cultures the theory of art is not related to forming a worldview or "zeitgeist". In the case of India art theory is deeply fused with vast differences in terms of cultural pluralism. However there is a need to find unity in diversity which is considered a hallmark of Indian culture.

Tagore in his inimitable style tried to create the groundwork for a unified theory of Indian art that made him world renowned leading to his becoming the first Asian to receive the Nobel prize. One of the main character of Tagore's trait as a writer and essayist was that he attained a certain personal liberation through multifarious art forms. He could retain some of the essential character of a cosmopolitan person who was able to go beyond his main pursuit of an intellectual masquerading as a writer or a philosopher writing poetry or the other way around.

That kind of design making was left to Tagore who could well say that anything which he liked and took from other traditions then became his own, as he was concerned with the whole of humanity and not just with Indian culture. Yet Tagore could sense many of the other aspects of cosmopolitanism and more tolerant ways of including many dimensions of other cultures including the culture of the Santhal tribals or the Indian indigenous people in the global discourse, as well as those elements of the folk traditions like those of the Bauls who were wandering minstrels in Bengal belonging to both from the Muslim and Hindu communities with a smattering of Sufi traditions.

Tagore's aesthetic sensibilities therefore were not only cosmopolitan but also represented a kind of alternative modernity. Such a manner of describing his aesthetic experience was earlier represented by his closeness with nature. Later he moved more into making it possible to create space for more universal modes of apprehending his art forms as well their derivatives.

Tagore seemed to be a complete renaissance man who was familiar with many of the folk ballads of Scotland and used some of them for his own poetic forms and aesthetic delight like in the compositions came to be known as "Rabindra Sangeet".

[04]

**TRUTH AND RATIONALE OF FLIGHT: A COMPARATIVE STUDY OF THE
MYTHOLOGICAL TALES OF THE GREEK ICARUS AND OF THE IRANIAN
SIMORGH**

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ABSTRACT

Both stories, *Simorgh* and *Icarus*, recounted in the ancient Iranian and Greek tales bear a great superficial resemblance. The Simorgh recounted in Attar's *Mantiquutteir* "conference of the birds", is an Irano-Islamic myth, and *Icarus* is a Greek myth symbolizing ascension. Simorgh is a mystic epic integrating the body and soul by journeying into physical dimensions. The world Attar, the Iranian poet, has created with the birds in his *mantiquutteir* is that of the people struggling to attain the *Absolute truth*. Icarus, too, unwantedly caught up in a labyrinth, desires in his unconscious mind to get out of the predicament. Thus, on his father's advice, he opts for flight.

Nonetheless, in view of the fact that a multitude of Iranian stories are inspired and influenced by Greek mythology, the influence is possible to emerge in this Irano-Islamic tale. However, owing to the superficial resemblances and elements common to both stories, it is not yet clear whether the resemblance lies in the content or is confined to the form.

Accordingly, a question is posed as:

- A. What patterns and paradigms influence the emergence and development of the stories? And
- B. What pre-texts do both stories have in common in their contexts?

Drawing on comparative methods and on Gilbert Durand's mytho-critique and aiming to explore the mutual influence, this work concludes that although Simorgh and Icarus have an overall common structure, they have their differing outlooks due to differences in pre-textual attitudes to content.

Keywords: truth, flight, myth, Simorgh, Icarus, Attar's *Mantiquutteir*

[05]

**RECONSTRUCTING INDONESIANS' THOUGHT TOWARDS MANUSCRIPT OF
NUSANTARA BASED ON LOCAL WISDOM AWARENESS EDUCATION
(PERFORMANCE RESEARCH-BASED POST-COLONIALISM STUDY)**

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ABSTRACT

The phenomenon of alienation of Indonesian people toward their own Nusantara manuscripts as cultural heritage represents the fading of their national identity. This research represents an effort to deconstruct the alienation of Nusantara manuscript through performance research. The theatrical performance and parade entitled "Civilization Sold Out" by a volunteer community called Relawan Peduli Sejarah then was done to criticize the government. This research uses post-colonialism study and involves communication science to mediate the marginalized identities in order to survive in the space of culture. This study also uses a critical paradigm analysis, qualitative methodology and performance-based research. Subjects were selected through purposive sampling method. The data were obtained by in-depth interviews, participatory observation and documentation. The data analysis used in this research is narrative analysis. The data were tested with five quality criteria, including historical situatedness, wholeness or holistic, empowerment, enlightenment, and confirmability (subject-theory). This study finally comes to three propositions. First, western hegemony tend to obscure the national identity. Second, tracing national identity must be conducted through sensitizing the society. Third, articulating identity is urgent as a strategy to preserve domestic culture. Local wisdom-world view mechanism for reconstructing towards manuscript of Nusantara is indeed required to be done through genuine identity awareness. The awareness of Nusantara manuscript represents non-western perspective construction in triggering crystallization of Nusantara's philosophies. This reconstructing effort is a form of national movement to save Nusantara manuscript that elaborates government, society, community, and individual. The synchronization of those actors can create a system which support manuscript of Nusantara as 'memory of the world'.

Keywords: Nusantara manuscripts, identity, Western Hegemony, local wisdom awareness, post-colonialism, performance research

[06]

THE DYNAMIC UNDERSTANDINGS OF *BELIS* TRADITION AND IMAGE MENTALITY OF EAST NUSA TENGGARA PEOPLE

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ABSTRACT

Belis in the marriage tradition of East Nusa Tenggara (NTT) people is exogamic in nature. It generally adheres to genealogical patrilineal system and puts the clan or ethnic grouping as an important identity. Belis discourse was examined from the socio-historical critical standpoint under the theory of Semiotics and Deconstruction. The discourse of belis procurement showed people of NTT's image mentality which constantly preserved sanctity of the tradition, there is a legitimation on the payment of belis to consider it as a prerequisite for validity of the people's marriage. This study found that the belis ownership within a fam can be seen as a social identity, enhancing social image of the people. The symbolic deconstruction on the meanings of belis encompasses the practice and understanding of the media which has been shifted to the ideological consumerism, strengthening the economic and education capitalism, legitimizing the ideology of gender, supporting the contestation of family prestige and triggering the level of poverty situation in the NTT. Deconstruction on the meaning and practice of belis engaged power relations exercised through negotiation and oppositional relations. Two factors indicating the deconstruction of belis. First, the socio-economic factor played by the local government and leaders in defining the media of belis as equal to money. Second, the scarcity of animals' population, elephant tusks, higher rate of migrant population, influence of contemporary Catholic theology, and the increase on the education and population growth of NTT inhabitants.

Keywords: *belis*, symbolic deconstruction, East Nusa Tenggara, image mentality

[07]

SAGGAR BOXES AND THEIR USE: ON THEIR PAST AND PRESENT

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ABSTRACT

Saggar firing technique first emerged in China, during the Sai and Tang periods, as closed boxes, used for firing in the kiln. The purpose of these boxes during that period is to protect the contents from flame, ash, smoke and other materials in the kiln. Chinese ceramics craftsmen could fire high quality porcelains in a clean way and without being reduced to waste. Even, with the help of these boxes, they could produce celadons that attract high appreciation all over the world and especially in Europe. Ceramics craftsmen, who kept the Industrial Revolution alive in the heart of England, used this firing technique that they learned from the Chinese craftsmen. This technique was quite essential especially for their kiln that is heated via coal. These boxes are still use with the same purpose in today's modern ceramic industry and art. Yet, when it comes to the 20th century, ceramic artists used saggar boxes outside their purpose, even with a contrary practice. The purpose of the 20th century ceramic artists is to achieve decorative lines, colors and effects on the surface of the ceramics. In order to fulfill this aim, along with the product to be fired, metal oxides, salts, sulfates and other combustible materials that provide a reductive atmosphere are put in the saggar boxes. In short, these boxes are used in firing contrary to invention and utilization of the Chinese. Through the use of such firing technique, colorful, vibrant and surprising surfaces could be obtained in the artistic sense. The objective of this study is to reveal the brief history of saggar boxes, traced from the past until recent times, and to exhibit their contrary use with contemporary examples.

Keywords: ceramic, firing, Saggar, reduction, art

[08]

EMERGING TRENDS IN PAKISTANI PAINTING

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The diversity of art in subcontinent is a well known fact. Since the inception of Pakistan in 1947 art and artistic activity has seen many ups and downs. The study of visual art in Pakistan is a complex one, relying on pre and post independence timeline. The ideology for the creation of this new country had its effects on the creative process during the early post independence period. With the passage of time Pakistani artists struggled to attain identity through the images they created. In the beginning it looked and followed the inherited ideas, then the borrowed ideas of modern western art, then came a time of confusion when artists were forced to follow the line given by the state. After struggling through infancy, to maturity, art in Pakistan has finally came around. The turmoil and political instability within the country and around the world is the challenge of 21st century. Such a situation has negative effects on human society. While it has negativity attached with it, the painting in Pakistan has actually gained from this situation and a political conceptual approach has taken root. This paper aims to highlight a new genre of painting which has emerged in Pakistani art. The paper uses historical design to discuss the previous trends of expression in painting. The data about the emerging trends is collected from primary and secondary sources including the art exhibitions and interviews with artists. Descriptive analysis is used to explain results.

Keywords: Pakistani painting, emerging trends, political conceptual approach

[09]

EDUCATIONAL ONLINE PLATFORM FOR NEW MEDIA ART IN THAILAND

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ABSTRACT

Contemporary art is a form of cultural practice in which artists interpreting and expressing the world as they see it in their own unique way. One of the major impacts to the world now is undoubtedly the digital technology and new media. Inasmuch, art is altered accordingly like other cultural reflections, new media has become applicable with artistic practice in broad ways. On that account, new media art has been presented, accounted for, and widely applied. Regardless, education on new media art in Thailand is limited. There is nowhere in which the public can get a learning access on new media art regardless its popularity. From stated issue, this paper will demonstrate an online platform accompanying researches illustrating the awareness and understanding of new media art in Thailand as well as in global sphere.

This online platform will be revealed as multimedia e-magazines exploring on selected artists and other related disciplines concerning their artistic interpretations. The use of cyberspace also has a significant relevancy due to its immediate relationship between itself (online communication) and subject matter (new media art). These e-magazines hope to show the understanding of new media art in Thailand generally as well as a glimmer on how to apply other fields of studies to the selected new media art subject.

Keywords: online art education, educational E-magazine, new media art, Thai contemporary art, digital communication

[10]

DIGITAL DRAWING ON VIRTUAL PAPER - PIXELS CONTROLLED BY COSTUME DESIGNER'S HAND

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ABSTRACT

The costume design working methods are changing in the area of Performance Art. This paper focuses on the changes in the costume sketching process. I investigate the ways in which costume designers utilize digital drawing on virtual paper. In this context, the virtual paper means touch screen notebook computers (iPad and other similar). Digital drawing on virtual paper influences both the sketching process and the communication with the director, dressmakers, actors and with the rest of the artistic team in the costume design process. I do my research by working as part of the process, to which many costume designers and costume design students will participate in. I have taught digital drawing during the years 2013-2016 in Finland and abroad, through the courses, I have understood how important the interactive work is to develop the research. Methods in order to collect the necessary information on the transformation in the costume designer's sketching process are interviews, time-lapse-videos, video recordings, observation and diary notes, by analyzing this material, the study generates new data in the transition phase design process. My hypothesis is that digital drawing will aid to overcome the phobia of blank "paper" and hence make it easier to start costume sketching. Moreover, the digitally globalized era enables the work process to begin simultaneously in several different locations and countries. In this research, I ask will the digital drawing as a new method modernize sketching and ease the communication with the artistic team.

Keywords: performance art, costume design, sketching, digital drawing, communication, virtual paper

[11]

**‘THE MAN’S MAN VS. THE DANDY’: A VISUAL SOCIAL SEMIOTIC ANALYSIS
OF HEGEMONIC AND THE NEW MASCULINE IDENTITY CONSTRUCTION**

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ABSTRACT

The new millennium has seen a gradual shift in masculinity and the definition on what it is to be men. The emergence of metrosexual, consumer culture and the increasing exposure of men’s bodies have caused men to re-evaluate, re-position and re-construct their contemporary identities. Under the impression of masculinity in crisis, a study is indispensable to shed light on what defines masculinity. Owing to the indubitable power of lifestyle magazine to shape beliefs and construct identity, this study intends to investigate the construction of new masculinity through visual images. The study explores selected images in GLAMLelaki and MASKULIN, two leading men’s lifestyle magazines in Malaysia, to uncover the extent to which prevailing representations on masculinity are either maintained or challenged. Informed by ideas drawn from Kress and Leeuwen’s (1996) Visual Social Semiotic (VSS), this paper focuses on the representational and ideational functions of images to uncover the multiplicity of meanings in masculinity along with the possible underlying ideologies. Results indicate that contemporary masculine identities are widely portrayed and the seeming possibility of gender roles reversal. Although heterosexuality is normative, images in men’s magazines also reveal effeminacy as a sign of masculinity. Not only does this study observe the evolution of masculinity in South East Asian landscape, particularly Malaysia; it provides a platform to examine and discuss whether men’s magazines sustain or challenge the notion of traditional and hegemonic masculinity. Ultimately, this study hopes to contribute to the possibility of incorporating VSS framework in media discourse, particularly in a rather emerging medium as masculinity and men’s magazines.

Keywords: masculinity, visual social semiotic, men’s magazine, identity, new masculine identity, Asian masculinity

[12]

CAUL RELATED SUPERSTITIONS IN JAPAN YEDO PERIOD

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There are a lot of superstitions related to pregnancy and childbirth all over the world and even now people are influenced by some of them. Out of these superstitions, it is known that there are a variety of superstitions about the caul. Caus were treated as a talisman, and it is said that a baby born with a caul will lead a happy life. In Japan, people believed that the family crest of the infant's father was printed on the caul, and sometimes it was dedicated to a shrine. In the Yedo period (the early 17th century - the mid19th century), obstetrical techniques dramatically improved, while publishing and libraries also thrived. Obstetricians and scholars warned people against superstitions in books. However, superstition kept alive and appendages of the foetus including the caul were treated and kept as carefully as ever. A caul was not only the other self of the infant but also something holy. This paper will examine Japanese superstitions related to cauls in the Yedo period.

Keywords: superstitions, Caul, Japanese obstetrics, Yedo

[13]

**READING TAIWANESE GENDER IDEOLOGY TOWARD MARRIAGE
IMMIGRANT FROM SOUTHEAST ASIA AND CHINA THROUGH POLICY
MAKING**

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ABSTRACT

According to United Nation's report on migration, *International Migration Report 2013*, the number of international migration rose over 50 percent from 1990 to 2013 and a remarkable growth occurred in the between of 2000 and 2010. Consistently, the number of marital immigrant in Taiwan reached its peak in 2003 and most of them are from China and Southeast Asia, especially from Vietnam. The UN's report mainly focuses on the three categories of international migrants: refugees, migrant worker as well as smuggling and trafficking. It's noteworthy that the case of marital immigrant is neglected in the discussion of international migration. In Taiwan, though government had forbidden the "bride to order" advertisement since 2009, the images of mercenary marriage and labor in marriage are still vivid to the public. Since then, Taiwanese government established a new policy to change the marriage broker into registered NGO in order to control the marriage business. On the other hand, government provides lessons to help them to adapt to the local culture. In this article, the focus would be examining the transformation of marital migration policy with the concept of care. Hence, I would like to understand family and marriage ethics through investigating the official data and using the information gathered during the conducting of field study in 2014 and 2015.

Keywords: marriage immigrant, gender ideology, gender role, care, moral economy, migrant worker

[14]

CHARACTERISTICS OF PERSIAN AVANT-GARDE AND POST AVANT-GARDE POETRY

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ABSTRACT

As a literary-artistic genre, poetry has always adapted itself to the characteristics of different periods and literary styles. Similarly, in the temporary era Persian poets have written poems in the form of different literary styles. Some poems can be classified as avant-garde and post avant-garde. Persian avant-garde poetry was initiated by Nima Youshij and his rebellion against classical poetry and continued with the works of such poets as Houshang Irani and Yadollah Royaeie. Post avant-grade approaches in Persian poetry started in the second half of the 1370s solar hijri and is detectable in the works of such poets as Reza Borhani, Mohammad Azarm, Abbas Habibi, Shams Aghajani and Ali Ghanbari. The characteristics of this type of poetry include the use of new and pluralistic forms, behavior-orientation and performance in the poem and the matching of subject and object. The present paper aims to study this type of poems and show their similarities and differences.

Keywords: poetry, Persian literature, avant-garde, post avant-garde

[15]

THE EXTINCTION OF *JOGLO PENCU*: NEW COGNITION OF INDONESIAN VERNACULAR ARCHITECTURE

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ABSTRACT

Kudus traditional House or so-called ‘Joglo Pencu’ is a symbol of prosperity and the social status of the house's owner in ancient Kudus. The typical Kudus ornamentations that derived from the acculturation in the past are gracefully embedded in the building. However, the number of ‘Joglo Pencu’ has been decreasing today. This traditional building now is regarded as antique commodities, which collided with its label as a cultural heritage property. Those contrary ideas, not only rising conservation issue, but also change the meaning of this building for the Kudus people today. A good deal of research has been done on the architectural element and philosophical meaning of the Kudus traditional house, but the significances of this object for the current society remain largely unexamined. By focusing on the current phenomena of the Kudus traditional house, the study addresses new perspectives of traditional vernacular architecture assessment in the Indonesian modern society. This paper will examine the rationale behind the extinction issue of the ‘Joglo Pencu’ by two related parties, the Kudus local government and the current heirs of the house. The government's contention has consisted of the heirs’ ignorance of the law and nonconformity of the current regulation. On the other hand, the heirs’ assertion has consisted of socioeconomic factors. I argue that the different assessment from those two parties about the essence of cultural conservation should be the background and focus on this issue.

Keywords: vernacular architecture, cultural heritage, Antique commodities, cultural conservation

[16]

**GEOMETRICAL RELATIONSHIP AND HIDDEN SIGNIFICANCE IN
ARCHITECTURAL DESIGN OF THAILAND'S WORLD RENOWNED WAT PHO
TEMPLE COMPLEX**

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ABSTRACT

This research investigates the architectural design and significance of Thailand's Wat Phra Chetupon Vimolmungalaram Buddhist temple complex (i.e. Wat Pho) using the geometrical relationship and Traibhumiloka Vinicchayakata (a treatise on the three planes of existence in the Buddhist cosmology). The findings reveal three clusters of buildings. The first cluster is eastward and of centralized organization on the main east-west axis, with Phra Ubosot (ordination hall) as the focal point enclosed by four Phra Viharas (assembly halls) projecting outward in four directions (north, east, south west) and the double cloisters. The second cluster consists of four stupas, three of which are linearly organized along the north-south axis and the fourth to the west adjoining to the middle stupa. The last cluster is further west and arranged on the north-south axis, with Pra Mondob (scripture hall) at the center, a Vihara housing the world renowned reclining Buddha statue to the north and a sermon hall to the south. In the context of the Buddhist cosmology, the sermon hall symbolizes Apaya-bhumi (the four sub-planes of loss and woe), the scripture hall Kamasugati-bhumi (seven sub-planes of the blissful world) and the Vihara nirvana (a state in which all sufferings cease). To decipher hidden architectural meaning, this research manipulated the floor plan of the temple complex by amalgamating the first cluster and the vertically-rotated third cluster. The alchemy has unveiled the tenets of Buddhist cosmology on the three planes of existence in the temple architecture and the masterful utilization of the geometrical relationship.

Keywords: Wat Phra Chetupon, geometrical relationship, Machima Pradesh, Chumpu Dawipa, Nirvana, Trai Bhumi

[17]

IMPACT OF SETBACKS ON WINDOW SIZES: GUIDELINES FOR A COMFORTABLE DAYLIGHTING IN RESIDENTIAL BUILDINGS

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ABSTRACT

Efficient daylighting in the residential buildings has several physiological and psychological benefits, particularly contributing to visual comfort. Setbacks and window openings play a major role in admission of daylighting into the buildings. However in general, many spaces inside the buildings most frequently suffer from inefficient daylighting due to inadequate setbacks and window sizes. Given this background, this paper is a scholastic attempt to assess the impact of building setbacks on the window sizes, so as to achieve comfortable daylighting. For this purpose, daylighting in two differently oriented independent residential buildings located in Vijayawada (India) having different setbacks was studied. The daylighting contours were calculated using a Lux Meter at different timings of the day in each of the functional spaces /rooms of the buildings. Also, the interior natural illumination levels in different rooms of the buildings were analyzed against the required standard illumination levels as prescribed by *The National Building Code of India 2005*. Further, the spaces inside buildings suffering from inadequate daylighting were identified. Based on the daylighting analysis, design guidelines for window sizes with reference to the respective building setbacks were suggested.

Keywords: Daylighting, window sizes, building setbacks, natural illumination, residential buildings

[18]

A VALUE IN SCOPE OF THE WORLD HERITAGE: TILES OF KÜTAHYA

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Kütahya is a city in the Turkish Republic and its most prominent feature is that it sustains the art of “Tiles”. Tiles of Kütahya remain their presence uninterrupted for almost 600 years. In today's conditions where traditional arts scarcely exist, a whole city that stakes out a claim for the art of tile making is a significant value for the history of world art. The first examples of tiles of Kütahya could be seen in the late 14th century. The most distinct feature of these first tiles are; they have colors such as turquoise, cobalt blue, manganese violet and black. Hence, in the mid-15th century, use of blue and white colors became frequent in tiles of Kütahya. In 16th century, the tiles that are called the Rhodes style, which are the specimens of premium Ottoman tiles art, were produced in Kütahya. Another significant center of tiles in Anatolia is İznik, which lost its significance in 17th century, hence the art of tile making continued widely in Kütayha. Although deteriorations in pattern and color were observed in the second half of the 18th century, their vitality were regained in the following period. Today, tiles production in Kütahya continues by preserving its traditional features except for a few special workshops. The reason that tiles of Kütahya reached present day without an interruption is that the occupation is embraced by the people of the city. Along with the brief history of tiles of Kütahya, past and present works are presented in this study.

Keywords: Kütahya Tiles, traditional art, world heritage

[19]

ENGINEERED LUMBER AND “TACIT KNOWLEDGE” OF NEW CRAFT IN ARCHITECTURE

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ABSTRACT

This paper is an interrogation of contemporary architectural education in the light of “tacit knowledge” of new making methodologies in the US (Mathew Crawford, Richard Sennett etc.). It presents the pedagogy of “design-build” teaching as a reappraisal the craft ethos within education. At its core lies the notion that “learning by doing” and the American Arts and Crafts’ ontological of theme authenticity is a unique branch of architectural education - an approach once characterized by the reactionary individualism of American architecture summarized by Charles Greene’s mantra of “fingerspitzengetfuehl” (“fingertip feeling”). The reason to revive this discourse is based on the re-emergence of wood (in the form of advanced engineered lumber) as a credible alternative to modernist industrial construction technology. In essence this new materiality is more akin to pre-industrial “tacit knowledge” than industrialized buildings per se and therefore requires its own intellectual context. The paper asks how traditional themes of craft are reappraised in contemporary work that is both “useful and intellectually absorbing” and how the visceral pleasure (“corporeal anticipation”) of making is played out through emerging forms of materiality. However this proposal also recognizes that design-build has a uniquely ambiguous relationship with conflicting notions of work ethics. While it must encompass the craftsman’s intuitive approach it is also part of a much broader collaborative (architectural) network of “knowledge workers”. The paper concludes by suggesting ways that craft positively disrupts the move towards increasing Taylorist simplification of tasks in favor of new cognitive skills within architectural production.

Keywords: tacit knowledge, craft, engineered lumber, cognitive, design-build

[20]

CULTURAL CONSUMPTION AND CULTURAL IDENTITY OF *MANGA KURABU* COMMUNITY

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ABSTRACT

Globalization leads to the increase of global connection and the decrease of spatial barriers. This tendency makes people easily enable to consume culture from other regions even countries. Accordingly, it is interesting to see that the process of cultural consumption cannot be separated from production which portrays cultural identity through cultural expression. This can be strikingly seen from *Manga Kurabu*. *Manga Kurabu* is a community of the students of Japanese study program, Faculty of Cultural Studies Universitas Brawijaya, Malang. Thus, this research is done to explore how the members of *Manga Kurabu* consume Japanese culture and how they create new cultural product from their consumption which then influences their cultural identity. Ethnographic approach is employed as a method, covering field observation and interview with the members of *Manga Kurabu*. The result of the research revealed that the activities done in *Manga Kurabu* is a form of creative consumption. The members of *Manga Kurabu* actively intermingle Japanese pop culture and Indonesian local figures.

Keywords: cultural consumption, cultural identity, *Manga Kurabu* community

[21]

ADAPTING CULTURES: A CASE STUDY OF SELECTED DALIT AND AFRICAN AMERICAN AUTOBIOGRAPHY

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ABSTRACT

As Maya Angelou writes 'the caged bird sings, with a fearful trill, of things unknown, but longed for still, and his tune is heard, on the distant hill, for the caged bird sings of freedom' the Indian Dalit and African American women from America are metaphorically 'caged birds' who sing a melancholy tune desiring to break the prison of the caste and the race. Marginalized women of all societies are very receptive and adaptable to the changing circumstances due to their large heartedness and forgiveness. Switching from one set of culture to another is really a tough task. Though change is inevitable and 'law of impermanence' is constant still adapting it to live life easily is a challenging task. Although untouchability and racism are banned in postcolonial and post-independent era Indian Dalit and African American women are the victims of both, domestic violence and gender discrimination. The two selected autobiographies would help to analyze and investigate the prolonged sufferings of the suppressed. Bebitai Kamble, *Mahar* by caste, has pathetically suffered due to male dominance at home and in the society, domestic violence and insecurity. Her autobiography originally written in her mother tongue Marathi and later on translated by Maya Pandit as *The Prisons We Broke* (1986) is a loud cry for justice. The agonies of African American women are very similar to the Dalits. Maya Angelo's *I know Why the Caged Bird Sings* (1969) is a story of her struggle to escape from racial exploitation and injustices done to marginalized women. The present paper is an attempt to show how marginalized women are portrayed as receptive and adaptable to the changes that are happening in transnational era. The paper will be divided into four parts. The first part will deal with the historiography of marginalized castes in India and race in America. The second part will deal with the cultural encounters of women in and around the society. The third part will deal with adaptability of the autobiographers to the changes that are taking place through the selected autobiographies. Lastly the concluding remarks about adapting glocal cultures would be discussed.

Keywords: marginalization, caste, race, the Dalit, the African American, adaptability, autobiography etc.

[22]

ACTS OF TERRORISM AS A CRIME AGAINST HUMANITY IN THE ASPECT OF LAW AND HUMAN RIGHTS

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ABSTRACT

Terrorism has become a worldwide phenomenon today. Acts of terrorism can be classified as a crime against humanity, which has threatened and endangered the peace and the security of mankind. The acts of terrorism is seriously threatens the human civilization. The purpose of this study is to analyze the acts of terrorism as a crime against humanity in the aspect of law and human rights. This study is using statute approach, legal doctrines and all regulations which related to the acts of terrorism and crime against humanity. The first section is the introduction which explains about the acts of terrorism as the global phenomenon in the 21st century, the definitions of terrorism, the elements of terrorism, and the classification of terrorism. The second section will review the definitions of crime against humanity, the elements of crime against humanity, the acts of terrorism and the crime of ISIS as a crime against humanity. The third section will discuss about the law enforcement for the acts of terrorism as a crime against humanity in the aspect of law and human rights. The fourth section is conclusion.

Keywords: acts of terrorism, crime against humanity, human rights, ISIS, international criminal court

[23]

LGBT CULTURE AND INDIAN SOCIETY: ANCIENT AND CONTEMPORARY PERSPECTIVE

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ABSTRACT

LGBT is not new for Indian culture, according to Gopi Shankar Hindu society had a clear cut idea of all these people in the past. Now that we have put them under one label 'LGBT'. Construction of Hindu temples in stone began around the sixth century of Common Era. On the wall of specific temples gateway, architecture find variety of images which shown that these natural practices allow in ancient era. Through images on temples walls, sacred narratives and ancient law books, this paper will describe the LGBT culture in Indian society in ancient era. Interpretation and judgements aside, those images and scripts to tell us that the idea of same sex and what the colonial rulers termed 'unnatural' intercourse did exit in India. This paper also examines the role of Indian government to criminalization and decriminalization of LGBT rights and how government promote 'transgender'. Role of non-profitable organization, recent movements in metro-cities of India, awareness among LGBT groups, oppose of section 377 of Indian panel code and human rights perspectives among youth create positive illusion environment for this group. Deal with all possible aspects of LGBT culture with reference of ancient time to present scenario with neutral perspective.

Keywords: ancient India, LGBT rights, Indian society, IPC 377

[24]

UNDERSTING THE PATTERN OF DIVERSITY IN BANGLADESHI MEDIA

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An open and free media landscape with divergent opinions and ideas is a key aspect in democratic societies. Diversity brings excellence to human endeavors. The media plays a crucial role in shaping how society views its members. There have been many scholarly debates on “pluralism” and “diversity” in the fields of sociology, anthropology, and political science. Most of the works tried to understand the influence of the diversity on democratic fabric of societies. But a very few scholarship looked at the ideas through the lens of the media. The diversity in media remains an under-conceptualized subject in the field of media and communication research. The article aims to focus on the conceptual perspectives on diversity in media in Bangladesh. It will try to answer the following question: Do Bangladeshi media as social and power institutions represent diversity? Are the media organizations as workplace inclusive? Both primary and secondary data will be used in the article. Professional Journalists will be interviewed and databases of Dhaka Reporters Unity (DRU), a journalists association based in Dhaka, and Press Clubs will be analyzed to understand the diversity phenomenon through the lense of representation and power relation of the journalists.

[25]

**A STUDY OF TRANSLATION ON GRAMMATICAL COHESION MARKER IN
BIDDING DOCUMENT FROM ENGLISH INTO INDONESIAN**

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ABSTRACT

This study examines the translation of grammatical cohesion markers in Bidding Document from English into Indonesian 'Tender Documents'. The purposes of this study; (1) to formulate the type of grammatical cohesion; (2) to find out and explain the reasons that form a background marker of the grammatical cohesion; (3) to reveal and describe specifically the equivalence of meaning and the acceptability of grammatical cohesion markers. This study is a descriptive qualitative research of case study design and oriented on products. The aspects discussed the objective and genetic aspects. The data sources used (1) documents (2) informants (the rater and respondent). The technique of data collection employed scrutinizing and recording technique, questionnaires, and in-depth interviews. The data validations employed triangulation techniques and method, while the data analysis employed the ethnographic analysis of Spradley. The findings showed the type of grammatical cohesion markers in Tender Document, first; the reference cohesion marker, substitution, deletion and conjunctions. The type of conjunctions cohesion marker used dominantly. Secondly, there are 5 kinds of translation techniques; prevalent equivalence, amplification, modulation, transposition, and reduction. Third, the overall quality of cohesion marker in Bidding Document reached 2.84 for the level of accuracy and 2.79 for the level of acceptability.

Keywords: translation, grammatical cohesion markers, equivalence and acceptability

[26]

AN ANTI-OEDIPAL INTERPRETATION OF *MANSFIELD PARK*

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Perhaps the most influential reading of Jane Austen's 1814 novel *Mansfield Park* is that of Edward Said in his book *Culture and Imperialism*. According to Said, the brief mentions of slavery in the novel are indicative of early nineteenth-century Britain's attitude toward colonialization. More recent critics have further noted that the stern treatment which the novel's heroine, Fanny Price, receives at the hands of her extended family is itself similar to slavery, and further, can be viewed with the Anti-Oedipal work of Gilles Deleuze and Felix Guattari in mind. The purpose of this presentation is to extend the Anti-Oedipal argument a bit further by noting the adamant refusal of Fanny Price to bend to her family's wishes that she marry a suitor whom she vaguely distrusts. Her refusal, in fact, is reminiscent of the political environment in France following the events of 1968, which inspired Deleuze and Guattari in part because of the unwillingness of the protestors to bend to the will of the leftists, even though they had lost faith with the establishment. In short, an Anti-Oedipal reading of *Mansfield Park* explains both the family dynamics of the Bertram family and their enablers, as well as the unorthodox reaction of the young lady whom they unsuccessfully attempt to dominate.

Keywords: Jane Austen, *Mansfield Park*, Gilles Deleuze, Felix Guattari, *Anti-Oedipus*

[27]

PONDERINGS ON THE DIMENSIONS OF INDIAN CULTURE

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ABSTRACT

Culture is the core of the society. It reflects the embodiment of its values and the norms of the society. India being a colonized country has imbibed a long lasting impact of British Rule over an almost one and half century. This impact was not only reflected in all the spheres of political and social life of the Indians but on the overall development of the individual and the nation. The indigenous tradition of India is slowly and steadily losing its hold on the cultural practices. In addition to that Globalization has marked another turning point in the history of India. With the explosion of information through internet and technology, Indian culture is widely exposed to the world and vice versa. Both these revolutionary phenomena's have created a new identity of an Indian. This new identity often gets reflected through his newly shaped ideology. Hence they are emerging as dynamic individuals in the world. This paper will discuss the reflection of culture at various sections and the levels of the society. It will also talk about the change on an individual level and their by extending it on the social level. The journey of this Cultural Revolution will be discussed in the three parts. The initial part of the paper will review that how Indians were the subjected to both political and cultural invasions, secondly a state of confusion and bewilderment among the Indians and lastly the examples of How Indian Culture is bearing a new face. The selected examples would be from Movies, Literature and the Society.

Keywords: culture, identity, indigenous, changing, literature, society

[28]

**MARGINAL TALK: A NEW STANCE WITH REFERENCE TO AMERICAN,
AFRICAN AND ASIAN AUTOBIOGRAPHIES**

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Marginalisation has become a significant term in 21st century in literary criticism. It is also known as the criticism of writing on the person who belongs to the fourth world. They are rationally segregated individuals like Maya Angelou and Alex Haley, America and marginalised by caste like Sharankumar Limbale, from India, marginalised by poverty, and gender like A'nuthaya, from Africa and discriminated on account of the gender and her urge for education like Malala Youfsai, Pakistan and marginalised on account of political and economic status like Nelson Mandela, South Africa whose autobiographies have recorded the accounts of their various types of marginalisation. The present proposal deals with the unique marginalisation of each of the auto biographer. The roots of marginalisation lie in the slave trade which forcibly migrated the Africans to work on the plantation of America. The two hundred years' history of the slaves is sketched by Alex Haley in 'Roots'. Malala Yousfasai states that she is 'Malala' a girl from the Swat province of Pakistan, where she was threatened with life at gunpoint because they do not have right to learn. She challenges the terrorist ideology and asserts the humanist point of equality of gender. Sharankumar Limbale belongs to lower caste as he calls himself 'bastered'. His pangs, sorrows and sufferings are tragically narrated in 'Akkarmashi' in his autobiography 'The Outcaste'. The Afro-Americans in the USA and the tribal Africans in South Africa have similar stories that tell about their endless exploitation and constant marginalisation and continues subordination. Nelson Mandela has walked 'A Long Walk to Freedom', that he started for liberty. His imprisonment of fifty seven years and struggled equality for the last twenty three years of his life is an inspiring tale. All these auto-biographers remember the various autobiographies, which are the seeker of truth and upheld the rights of all who belongs to the fourth world. The present paper attends to investigate the meaning, nature and the types of marginalised projected in the six selected autobiographies.

Keywords: marginalisation, endless exploitation, self search, identity crisis, equality, liberty and basic rights, etc

[29]

VOICE CHANGE AMONG FEMALE PROFESSIONAL SINGERS: A QUALITATIVE EXPLORATION

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ABSTRACT

Voice is an integral part of a professional singer's identity. When a professional singer experiences voice change, it is likely to impact the professional and personal domains of his/her life. Research suggests that among middle aged women, biological factors such as hormonal changes among others have an impact on the voice. It is with this background, the study aims to qualitatively explore the perception of causes of voice changes among middle aged female professional singers and the coping strategies they have been using in order to deal with the voice change. The sample consisted of 8 professionally trained middle aged female singers performing at least for 10 years. Semi-structured interviews were audio-recorded, transcribed and subjected to thematic analysis. The major themes that emerged from the data analysis for the perceived causal factors of voice changes were categorized into the following: Personal factors including lack of practice, emotional and financial stress, carelessness, inadequate sleep, health-related factors such as menopause, thyroid imbalance and hypertension and nature of the body-type; Environmental factors such as climatic change, pollution and dust; and Destiny. The major themes pertaining to coping strategies being used to cope with voice change were categorized into emotion-based strategies, cognitive strategies and behavioral strategies. The paper presents sub-themes under each category of theme listed and discusses the result from a developmental perspective rooted in psychosocial outlook. Implications of the study shall be discussed with respect to psychosocial support, training required by the professional singers and furthering research in this area.

Keywords: voice change, female professional singers, Middle age

[30]

THE ODYSSEYS: THE (RE) MAKING OF THE ODISSI DANCE CANNON

Aadya Kaktikar

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In independent India, Classical dances became a terrain where the idea of 'India' played itself out. For a country that was governmentally, economically, linguistically and socially fragmented territory, these dance genres presented the possibility of a 'Pan-National' cultural identity. Within this framework, this paper addresses the re-versioning of local dance traditions and creation of the 'classical' heritage in Odissi dance. The paper elaborates the power of the Nation-form as it enfolds, molds and structures regional performance practices, objects and the traditions that they yield into the (re)creating of 'authentic' cannon. This paper also explores the tensions between the colloquial 'local' elements and the classical and pure 'national' aspects of dance that shaped Odissi as we know it today. The paper highlights the politics of hegemony of another classical dance form and its frameworks on Odissi as we know it today. The Odissi Dance 'tradition', analyzed simultaneously through post-colonial discourses, anthropological narratives and embodied performance practices, is illustrative of power of socio-political discourses and its incumbent institutions in shaping of artistic practice.

Keywords: post-colonial history, dance, Odissi history, dance nationalization

[31]

**“MARINDUKANON FOLKSONGS IN THE CONTEXT OF CULTURAL
AWARENESS, PROMOTION AND PRESERVATION”**

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ABSTRACT

This research focuses on examining the effects of activities that make use of selected folk songs found in the island-province of Marinduque, including, but not limited to, its use as an art song and seminars aimed at engaging Filipino students towards raising awareness on the Marindukanon musical culture. This is primarily achieved through documentations and recordings of various outreach programs both within and outside of Marinduque that feature select folksongs that can primarily be found in the province and among its people, taking special note of how it fits into the greater scope of Filipino folk music. While in general the efforts of the outreach programs are well-appreciated among the Marindukanon, local attitudes, particularly those of the younger generation, towards learning the folk songs of Marinduque remain lax at best, with the populace content to keeping efforts in preserving the folk music of Marinduque primarily through the efforts of scholars and the academe. The research is a springboard that exceeded precedents not only in documenting, but keeping alive the cultural heritage that the folk music of Marinduque is most certainly a part of, and instill in the future generations of Marindukanon the zeal to preserve the music of their ancestry.

Keywords: Marinduque, folk music, cultural identity, musicology, nationalism

[32]

MULTIDIMENSIONAL ASPECTS OF SOUTH INDIAN CLASSICAL MUSIC EDUCATION- A CRITICAL STUDY

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ABSTRACT

A real education brings out the latent potentialities of a person and makes him a refined and cultured person, who can contribute to the Society and Nation. In this context, the South Indian Classical Music Education (SICME) system, is a dynamic living tradition since Vedic times and is the most aesthetic, scientific and multidimensional system built on a strong platform. SICME system consists of various levels, types and structures of lessons in both vocal and instrumental forms with varieties of compositions in the variegated themes like musicology, art, culture, spirituality, philosophy, aesthetics etc, set to number of Raagas (melodic scales) and intricate Taalas (rhythm cycles). The objective of this present investigation is to explore and adapt the amazing various aspect of SICM; in order to make it a complete, wholesome education system, which provides ample opportunities for R & D. Some of the experimental and theoretical results obtained by the author are as follows i. Study of the growth parameters of specific plants, influenced by Raagas by conducting number of experiments based on the physics of sound. The specific Raagas played on the Veena were repeatedly broad cast, surrounding the area of plants. Very interesting results are discussed. ii. The scientifically and aesthetically designed SICM instruments, viz, Tanpura, Veena, Mridangam and Ghatam have won high appreciation by the stalwarts in the field for their quality, aesthetics, musical appeal, ergonomics and economics. iii. An encyclopedic work on the musical themes embedded in musical compositions has been done, which is unique and novel of its kind.

Keywords: SICME, multidimensional, Raagas, Taalas

[33]

**TRADITIONAL DANCE "SENJA BERPITA" TO MEDIA PROMOTION OF
HEALTH IN REDUCING THE NUMBER OF HIV / AIDS AND LEARNING DANCE
OF HEALTH FOR PLHIV IN INDONESIA**

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ABSTRACT

UKMS PH-9 is one of the organizations engaged in arts, dance (traditional and modern dance), visual, music and photography, where this organization under the auspices of one of the institutions of the Faculty of Public Health, University of Jember is certain to uphold the principles of health society, so it appears the creative idea of member UKMS PH-9 to create a dance based traditional health, especially on HIV / AIDS which until now have not found a drug to kill the disease. This dance was created to reduce the number of patients and increase knowledge for the general public about how dangerous the disease. Linking each movement contains elements of transmission, symptoms and consequences of HIV / AIDS is not easy but art is never wrong to mix therein any one of them is the health of humanity. a large part of PLHIV also get different treatment in the community, many of those who do not understand what is the disease of HIV / AIDS and how it is passed that makes most people do discrimination and scoffs and evict these patients. Hence, this is where the role of the medical faculty students dance the pride of this society called "*Senja Berpita*" to reduce the incident.

Keywords: dance, traditional, health, *senja*, arts and humanities

[34]

PRACTICE-BASED RESEARCH AS AN APPROACH IN BRIDGING THE VISUAL ARTS AND ETHNOGRAPHY IN SOCIAL SCIENCE STUDY

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ABSTRACT

This paper attempts to explore the theoretical aspect on how Visual Arts can be applied in the Ethnographical study by using practice-based research. The introduction provides some definitions and methods used in ethnography, visual arts, and practice-based research. Based on the comparative study made between visual arts and ethnography approaches, common characteristic between these two disciplines has been identified. The discussion argued that the application of visual art approach in ethnographical research can be made more effective through the combination of practice-based and visual ethnography method. Thus, it is suggested that Visual Arts Practice can be explored and become one of the alternative approaches in visual ethnography method by employing practice-based research. It is hoped that this approach opens up interdisciplinary studies by bridging the potential association between Social Science and Visual Art discipline in higher education system research.

Keywords: practice-based research, ethnography, visual ethnography, visual arts

[35]

THE ANALYSIS OF PROPAGANDA TECHNIQUES IN THE POLITICAL DISCOURSES OF AUNG SAN SUU KYI

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ABSTRACT

This research aims firstly at investigating if there is any evidence of the use of propaganda techniques in the selected political discourses of Aung San Suu Kyi. Then the discourses are analysed using Norman Fairclough's theoretical framework of Critical Discourse Analysis (CDA). This qualitative research, using a textual analysis approach, analyses selected discourses and aims to discover and highlight evidence of the use of the propaganda. The transfer device is the most frequently found. In terms of the analysis and interpretation from the selected CDA theoretical framework, the discourses are mostly explained with the use of hedging to avoid directness; this can be considered as an effort to prevent confrontation or to avoid commitment. Feminine discourses are also discovered, suggesting that Aung San Suu Kyi is exhibiting her empathy to her supporters and showing that she is the victims of oppressive power in an effort to destroy the credibility of her opponents. Also, most discourses exhibit the use of the proper words and euphemisms, especially in live public speech and informal interviews. This research is seen to benefit every person who reads the materials in terms of investigating hidden messages in discourses that are referred to with the use of long-established propaganda techniques.

Keywords: propaganda techniques, Myanmar politics, political discourses, critical

[36]

ONLINE NEWS CONSUMPTION AND THE GRATIFICATION LEVEL OF ITS USERS

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ABSTRACT

This study investigated online news consumption and five gratifications among 277 communication students. A quantitative-descriptive method was applied. It sought to confirm five motivations based on the past research and to find new gratification. Results of the study found that respondents confirmed four U&G from previous research (identity signaling, social relation, escapism and entertainment) and found a new gratification, 'infotainment'. Based on the result, reading online news websites was statistically relevant. Significant relationships exist between respondents' U&G and demographics with respect to online news consumption and demographics were statistically significant. There is a significant relationship in the level of education. Demographics and online news consumption was relevant. However, U&G level of users is a predictor of online news consumption. Based on the result of analysis among all the factors of U&G, only surveillance can predict students' online news consumption. Furthermore, this study discovered that communication students who read news online often were more likely to be motivated by infotainment with amusement and pleasure as a form of information dissemination to convey a message and plausible entertainment. Online news consumption has contributed to the existing body of literature of U&G with audience of average age.

Keywords: online news consumption, Internet use, news website, uses and gratification, communication students

[37]

**TEACHING JOURNALISM ETHIC: A CASE STUDY OF TEACHING
JOURNALISM ETHIC BY ENCOURAGING STUDENT TO EXPLORE LOCAL
WISDOM TO IMPROVE THEIR MORAL UNDERSTANDING**

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ABSTRACT

This is an evaluation research in relation to an experimental teaching project implemented at the department of mass communication, social and political faculty, Sebelas Maret University, Sala Indonesia. The experimental project is, which is started from 2005, inspired by the fact that whilst Indonesian Government needs support from mass media to mobilize citizen participation in the process of economic and political development, the journalists tend to be the government opponent, leading to the raise of citizen antipathy against government policy. Therefore, it should be any breakthrough to prepare students to able to develop a strategy of writing critical news (journalistic) in which the critic is accepted, in one hand, and the people are not being provoked..

According to preliminary study journalists are lack of moral judgment (consideration). They tend to use vulgar vocabulary to criticize government policy. Since they put more emphasis in increasing news value, they do not realize that their writing is encouraging people to be opposant and sometime leads to destruvtive behavior.

The project is basically encouraging student to explore the old Javaness phrases to improve their morale judgment. That are “*nglurug tanpo bolo*” (conquering without army); “*menang tanpo ngasorake*” (being a winner without defeating), and “*mulat sariso mangroso wani*” (doing self-introspection before taking action). The main objective is to develop a new teaching strategy that facilitate student to improve their morale judgment capability to complement their legal aspect mastery.

An evaluative survey yields empirical data showing its effectiveness of the project. The evaluation shows that journalists graduated from the Sebelas Maret University prefer to do peace journalism and more polite compare to others.

Keywords: communication studies, Javaness phrases, journalism ethics, morale judgment, Sebelas Maret University, teaching journalism

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NEW AGE, NEWER WAYS: A CRITICAL ANALYSIS OF ADVERTISING AND GENERATION BONDING IN INDIA

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ABSTRACT

Today's advertising is tailored to appeal to the ever disposed human generation. This paper sniffs a lot more than mere analysing on the life of consumers and some real thoughtful prose that does make one ponder over changing lifestyle through each passing generation. We live in a fast paced world of scientific inventions and innovations where slick means of communications have reduced our world to a global village infested with consumerism. Generation gap has been an oft debated topic for every decade whether it is 70's or 80's or even the contemporary scenario. In present world of advertising, targeting generations has become one of the most persuasive forces which foster the concept of bonding through advertising. Not only with respect to morals, values and relationships that has been inherited amongst generations through advertising, the psychographics, knowledge about the products and lifestyle has undergone a sea change. Intergeneration bonding proves to be a means of ascertaining more clearly the real needs and wants of people of different age groups. Advertising however is an attempt to correlate these various influences into a happy composite picture. The paper thus is an effort to study and show the strategy that goes behind advertisements of contemporary India for 'Bonding of Generations'.

Keywords: advertising, bonding, generations, consumers, inherited, contemporary, intergeneration, morals

[39]

INFORMATION REPACKAGING AS A MARKETING STRATEGY TO PROMOTE LIBRARY AND INFORMATION SERVICES

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ABSTRACT

Marketing theories have been developed since a number of decade ago. Its effectiveness in increasing product selling are confirmed by empirical evidences. However, the effectiveness is mostly applied in the field of tangible product marketing. Kottler's 4Ps theory, for example, is very effective to establish marketing strategy to promote selling quantity. However, it is still questioned when the theory is applied in promoting library and information services. In some places it works, but, in some other places, it does not.

This is not questioning the applicability of marketing theory in library and information services. We must remember and consider carefully that library and information services is an intangible product. It is not like to drink a cup of coffee, he/she will get satisfy soon after drinking the coffee. People take some time to get satisfaction even though he/she has been served by the library satisfactorily. So, there should be any modification in order the theory can be applied effectively in library and information services.

In the literate countries, marketing library and information services might be not an essential factor. Since, the people understand properly what they should do and where they should go when they need information. This is not the case of people in developing countries where the rate of literacy is still low. In my university, staff and student visiting to the university library is very low. The visitor is not more than 100 people per day, out of 37.000 students and staffs. It is very sadness. It does not meet with a huge investment put in the library.

Alongside the development and the application of information technology, library and information services is surrounded by this very sadness situation encourage the author to create a breakthrough to promote the use of library materials in the form of "repackaging information". What I do is repackaging library materials in a more simple, entertain and attractive form i.e. taxonomy of theories (telling who, says what, when, where is published, etc); map of science (telling: who, does what, when, what is the focus of the study, what is the result, etc). This product is made accessible either on line and off line. This strategy facilitates library user and anyone to the ease of searching information. It is like an annotated bibliography in which a number works are presented in one colorful page and in more attractive way.

Keywords: repackaging information, marketing strategy, Sebelas Maret University-Solo-Indonesia, library and information services

[40]

THE DEVELOPMENT OF HEALTH CARE LEGISLATION IN MALAYSIA: AN OVERVIEW

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ABSTRACT

This article will trace the development of health care legislation in Malaysia since its inception in 1957. Throughout the years, healthcare has continued to be the primary responsibility of the government with careful and precise planning translated into a document known as the Malaysian Plan (1967-2020). In these Malaysian Plans, serious attention and effort have been given towards the progress and success of health care in Malaysia thus, giving the backdrop for the health care system in the country. Further, healthcare regulations and policies are drafted to ensure compliance and provide safe healthcare to every individual who accesses the system. These regulations are developed and implemented at all levels of government namely federal, state and local authorities. The authors used the content analysis methodology to scrutinize legislative documents and government guidelines and policies on health care. Findings suggest that although Malaysia has achieved its objective considerably in health care, it is facing challenges in keeping up with the new demands of the current societal needs in the health care industry hence, health care legislation must follow suit.

Keywords: healthcare legislations, healthcare system, government policies, societal needs, Malaysian plans, challenges

[41]

**THE REPRESENTATION OF COLONIAL POWER ON *ENGLISH FIRST*
SURABAYA 'S POSTER ADVERTISEMENT (JANUARI 2016 PERIOD)**

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ABSTRACT

As language of the world, English language is used by several countries. One of the several countries of using English is Indonesia which had been colonized by British colonial. It can be shown how English becomes a must learn language in Indonesia's education. It means that Indonesian students have obligation to learn English. To support that, there are many English course that has been existed in Indonesia. In this case, the writer uses sample the poster of English First's advertisement which takes place in Surabaya, one of the biggest city in Indonesia. The poster advertisement launched in January 2016 and it displayed in several Surabaya's main street. According to the poster itself, it raises the question whether it relates to the colonial power. Then, to analyze that the writer will use Semiotic's Roland Barthes and Post-colonial theory in this paper. The writer will apply four term in Semiotic's Roland Barthes. First, the linguistic message, coded iconic message, non-coded iconic message, and myth. Then, the writer will conduct the findings and relate to the theory of Post-colonial. The result shows how through the advertisement, the representation of colonial power can be seen in several media. In addition, the language of the world, English language, is the most important language in Indonesia which is represented in English First's advertisement in January 2016. This representation also shows how the colonialism still maintains their superior power through the media these days, especially in children's education.

Keywords: post-colonial, semiotic, media, language, colonial, power

[42]

LIBRARIANS VERSUS THE MACHINE: LEVERAGING FACULTY RELATIONSHIPS TO INCREASE OPEN ACCESS PARTICIPATION

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ABSTRACT

Indiana University-Purdue University Indianapolis (IUPUI) wanted to determine how liaison librarian intervention affected faculty participation in an Open Access (OA) Policy as compared to generic communication by the Library's Center for Digital Scholarship (CDS). Liaison guidance for the OA policy participation was piloted with promising results in the School of Nursing. Using the pilot as a model, a working group was formed to determine how liaison librarians should be involved in the new, faculty-adopted Open Access Policy. Based on the Harvard Model, the OA Policy followed an opt-out style, meaning that scholarly output is included by default unless the author explicitly chooses not to contribute. Successful open access policy implementations at other universities show that author participation increases when library staff and faculty help to design and deploy the service. The charter group tested a workflow designed by the Center for Digital Scholarship (CDS), and offered guidance for refining this workflow and related Open Access services. During this trial period, faculty participation rates from the sample liaison group and the CDS were tracked and compared, which determined that librarian relationships with faculty members did result in higher participation rates.

Keywords: librarianship, open access, academic, digital scholarship

[43]

EMBARKING ON CLIL IN INDONESIA: THE CHALLENGES OF LEARNING SCIENCE THROUGH ENGLISH

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ABSTRACT

This paper aims at investigating students' opinion about challenges of implementing Content Language and Integrated Learning (CLIL) in Indonesia's tertiary context. This study was conducted in 2013 at Public Health Faculty of Nusa Cendana University in Kupang, East Nusa Tenggara Province. This research adopted a qualitative case study method with a focus in-depth interview, questionnaire and classroom observation for data collection. Twenty participants responded to the questionnaire whilst six students made up the focus -group interview. The findings showed that there were two major problems occurred during the implementation of CLIL namely personal and technical problems. The personal obstacles concerns the struggle of the participants to follow the teacher's explanation delivered in English due to their inadequate level of English. This, therefore, leads to the difficulty in understanding teacher's talk. The technical problem deals with lack of adequate facilities to support the dual-focused learning of Biology and English in one lesson. Despite the personal and technical issues, the learners themselves stated that they need to improve their English competence to be able to participate in similar CLIL classes. They also suggested that CLIL lessons should be supported by a more developed ICT facilities in the classroom.

Keywords: challenges, CLIL, implementation, teacher's talk

[44]

**EMERGING TRENDS IN PEDAGOGY OF BASIC DESIGN IN INDIAN SCHOOL
OF ARCHITECTURE -A TRUE COHERENCE BETWEEN ARTS, CRAFTS,
SCIENCE AND TECHNOLOGY**

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ABSTRACT

Teaching the subject of Basic Design in architectural education is very vibrant and important compared to other disciplines of art. Though Architecture is a form of visual art, it is mainly an art based on functionality and utilitarian aspects of life. More over India being diverse not only by geographic and climatic conditions but by its culture, language, food, beliefs, dress code etc it becomes more important to expose the first semester students of architecture to their own surroundings and cultures apart from regular standard western approach of teaching Basic Design in architecture. This paper is an exploratory approach by the art faculty in school of architecture who has 20 years experience of teaching the subject like Visual Art and Basic Design for the first semester students of architecture. The emerging trends in the teachings of Basic Design in Schools of Architecture are mainly the result of emerging computer technology and software. In the realm of modern technology it should not be neglected that the proximity between man and nature is lost. The aim of the paper is to focus upon utilizing the age old techniques of developing the relationship between man and nature through different forms of art and act as the basic tool of teaching and understanding architecture as a whole.

Keywords: basic design, architectural education in India, visual culture, tradition, arts, science

[45]

**A NARRATIVE STUDY OF LIVED EXPERIENCES INDONESIA
INTERNATIONAL STUDENTS AND THEIR CHILDREN**

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ABSTRACT

The purpose of this study was to investigate the international Phd students' experience who asked their children to stay and study at elementary level in Taiwan. They come from different city in Indonesia .They also come from different cultural backgrounds, educational systems and with different expectations and purposes. They do not speak Chinese. To Study abroad is not easy as the success of international students are related to many factors like sociocultural adjustment, language competency especially communication with society in new country and strategies for getting used to the environment (Aydino, 2013). The data is interpreted by using the theory of Banks, 2010 about multicultural education issues and perspective. Three international Phd students and four their children were recruited to participate in this study. This study was conducted qualitatively. The instruments used are interview and observation. Field note were taken in order to help the researcher to explore the stories of the participants. The researcher found that many factors encountered by the international students in Taiwan to get survived namely Language, Religion, Age, Ability, culture identity and Economic Class.

Keywords: international experience, multicultural education, qualitative

[46]

COMMUNICATION BARRIERS: LINGUISTIC PERSPECTIVE OF THE CHALLENGES OF AUTISTIC CHILDREN LIVES IN NORTHERN SRI LANKA

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ABSTRACT

Autism Spectrum Disorder refers to the complex developmental disorder that affects how a person behaves, interacts with others, communicates and learns. In general children with autism have social, communication and language problems. They also have restricted and repetitive patterns of behavior, interests or activities such as throwing objects, echolalia or excessive smelling or touching of objects. Social skills like making friends and understanding feelings are damaged. Communication skills like expressing and comprehending words, having conversations, learning to read or write, are also severely affected. Though autistic children face several challenges to lead their daily life, there are some ways to cope with these developmental disorders. This paper analyze the communication and language problems of the autistic children live in northern part Sri Lanka. And tries to find some remedial linguistic therapies to overcome the communication barriers.

Keywords: language problem, linguistic therapy, social skills

[47]

**EFFECTIVE PROFESSIONAL DEVELOPMENT IN MUSIC EDUCATION:
ADDRESSING ISOLATION, COLLABORATION AND WELLNESS**

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ABSTRACT

The purpose of this paper is to identify the challenges that music teachers at the junior high level encounter at their worksites. It focuses on how effective professional development can improve and enhance best practice by focusing on collaborative opportunities, addressing isolation and considering the responsibilities on music teachers and how wellness is affected. This research looks at the work of Stanley, Snell and Edgar and draws upon data collection ‘purposeful and intentional collaboration with set goals to experience success’.

Keywords: collaboration, isolation, music, teacher wellness

[48]

EDUCATING THE EDUCATOR – COMPLEXITY REDIFINED

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One of the biggest debate today in education field is over how to educate and equip the high-school /UG teachers in the best possible way so as to face the rigour and demand of classroom. The present class room nowadays is full of inquisitive students who have an easy access to web, students who are bright, scholarly and have vast knowledge of their area of interest. The bright lot is to be handled very meticulously, handling their queries and satisfying their inquisitive minds. Teaching should be a blend of profession and craft, both handled passionately and meticulously. The teacher must be beyond the limits of society and should not be restricted to only the demands of the society. He should be the one who is able to create a new culture, a new civilization, who is smart and perfect. Educators should be an example to the learners, an aid to help them to orientate themselves.

Keywords: high school/UG teachers, rigor, inquisitive, meticulously, new civilization

[49]

A STUDY OF FOOD AND CULTURAL IDENTITY REPRESENTATION OF YOUNG CUSTOMERS

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ABSTRACT

This study aims to analyze the products of local food which are globalized such as *burger tahu* (tofu burger) and *burger nasi* (rice burger); and global food which are localized among others *maryam* bread served with local jam. Both of these kinds of food are discussed in context of their relationship with the youth's representation of cultural identity. Drawing on data collected from the young customers of those food, ethnography is applied as its method. Observation and random interview are done to help gathering the data. The data of the young customers' view towards the people who consume local food in modern way of serving and the reasons of consuming foreign food with modified tastes which suit local tastes more are analyzed in order to understand the process of cultural identity formation. The findings show the important role of the form of the food they consume in shaping their cultural identity.

Keywords: globalizing, localizing, food, cultural identity, young customers

[50]

REDISCOVERING A DEAD EARTH: A HEIDEGGERIAN-ECOLOGICAL- ANTHROPOGENIC PERSPECTIVE

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ABSTRACT

Atop the list of issues that have raised decade-long waves around the globe is climate change. Basically described as alteration in global or regional climate patterns essentially attributed to the increased levels of atmospheric carbon dioxide produced by the use of fossil fuel, governments across the globe have made however varied responses to the problem. Looking beyond—but not denying the climate change-fossil fuel-atmospheric carbon dioxide relatedness—this paper joins the on-going dialogue but looks at the problem from a wider, more inclusive interpretive mode, namely, environmental-ecological degradation. By assuming a Heideggerian-ecological-anthropogenic theoretical stance, it hinges its argument on the hypothesis that the world of our time is undergoing a continuous environmental-ecological death inflicted upon it by the activities of the human species. By citing some instances—especially the Nigerian oil drilling experience and its consequences—the paper aims to demonstrate that the problem emanates from excessive and unregulated exploitation to which the earth is subjected. This abandonment of man's moral obligation of protective husbandry towards his ecological space has reached a point at which man risks even his own existence. This is expressed in the lamentations about “environmental degradation,” “global warming,” “climate change,” “endangered species,” among others which are an expression of the realization that he, in fact, is truly the “endangered species.” In response, the paper proposes a new, humane attitudinal disposition towards husbandry of the earth in place of the current ghastly drama of unthinking self-destructive consciousness and the endless strife to which the earth is subjected.

Keywords: climate change, ecology, environment, anthropogenic, exploitation

[51]

NORMATIVE IMPOSITION AND PROBLEM OF BODY REPRESENTATION IN INDUSTRIAL DESIGN PRODUCT

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ABSTRACT

This study is a critical and theoretical study, aiming at describing body as biopolitical subject dominated by industry or industrial product. The main purpose of this study focus on body perspective, rather than industrial perspective. In this perception aims of focus on body as a method of approach is examine and illustrate stereotyping, directing, controlling, separating or restrictions of industry or industrial product over consumers bodies. In this context, design product cannot be evaluated without the restrictions of industry and mass productions. The limitation of mass productions partially exert nominative behaviors on consumers. Industrial design product while standing invisible and flexible boundaries between design, domination, otherization and ignorance, it is important to analyze these boundaries and giving some examples about dominative product, may provide ground to discuss the possibility of more appropriate design product which are respectful the body diversity in the future. For that industrial issues should rethinking as a collective memory, a matter of culture, identity and representation of our ethical world view. In the light of this idea, while the examples have been selected to shows stereotypes based on mass production, at the same time it looks from a different angle to industrial product in the line with changing conditions, technological opportunities and individual needs for more inclusive, holistic and equal approach.

Keywords: ethic, body, design, domination, biopolitics

[52]

ECONOMIC IMPLICATIONS OF NATIONAL FOOD SECURITY ACT 2013 AND ITS INTERNATIONAL TRADE IMPACTS

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ABSTRACT

The main purpose of this research paper is to critically analyze the Economic Implications of the National Food Security Bill and how would it affect international trade. The paper initially explains about the current Indian scenario and where India exactly stands at the global level. The main focus is then shifted on the pros and cons of the bill. Whether it is a boon or a bane? How the implementation of the bill which seems to be quite fancy be beneficial for certain section of population while prove to be a burden on the other part of the population. It also analyzes India's obligation as a WTO member and how if India doesn't balance the MSP and CIP could have adverse effect on the whole economy as well as on international grounds. The paper ends on the note that how India can be made more self-sufficient in the field of production for which proper reforms have been suggested.

The objective of this research paper is to answer several questions. The main questions to be answered are:

1. What was the need to introduce National Food Security Act 2013?
2. How the provisions in the bill are not ensuring Food security completely?
3. How has this Act helped the country to further open up its economy?
4. What are the negative impacts of the Act over the national as well as world economy?
5. How the Act is discouraging the small farmers from increasing their production?
6. What are the reforms which should we implemented to improve food security in India?

Keywords: food security, MSP (Minimum Support Price), AOA (Agreement on Agriculture), subsidies, beneficiaries

POSTER PRESENTATION

[53]

TRADITIONAL “PUTONG” IN MARINDUQUE, PHILIPPINES: ITS ROLE IN CULTURAL BRIDGING AND IN THE FORMATION OF NATIONAL IDENTITY

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ABSTRACT

This research examines the roles of the ritual of Putong as a “cultural bridge” in shaping the social environment of the Marindukanon, residents of the island-province of Marinduque, paying particular focus to how it influences, or is influenced by, the interactions among the residents of the different municipalities of the province. This research is motivated by determining the importance of the folk ritual, “Putong” as a reflection of the greater social environment of Marinduque throughout its history and well into its future, and to determine possible research directions for generations to come. It makes use of existing documentation, and samples of the ritual gathered during the course of the research, to determine similarities and differences in musical elements. This research presents as well the many ways of developing national identity through analysis of similarities the Putong shares with other similar rituals throughout the Philippines. The research found that the Putong was heavily influenced by religious themes, evident in the island’s long history of Spanish occupation. Practice of the ritual also served a wide range of social functions, from receiving important guests, to more ceremonial rituals like wedding banquets and religious feasts, and similar celebrations. The Putong plays a significant role not only in the socio-cultural aspect of Marinduque’s own history, but to the formation of a national identity the Marindukanon share with their fellow Filipinos.

Keywords: Marinduque, putong, cultural identity, musicology, cultural bridging

VIRTUAL PRESENTATIONS

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**BEHIND THE SCENE: SERVICE EXPERIENCES IN TRADITIONAL
PERFORMING ART GROUPS IN INDONESIA**

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ABSTRACT

Delivering a satisfactory experience to the customers is an inseparable part of a service organization. This paper investigates how two different groups of wayang orang (human wayang), a form of traditional art in Indonesia deliver service experiences to the audiences. Qualitative methods consisted of in-depth interviews and open-ended survey were utilized as the data collection method. The findings suggest that service experiences were delivered through combination of various art elements in the performance, and some of the elements are considered to be more important than the others. Several barriers have also been identified as the barriers that inhibit consumption of this traditional art. Bharata and Swargaloka performing art groups were utilized as the context of this research. This study contributes to limited studies on traditional arts within the arts marketing domain, especially with regards to art experience delivery and art consumption

Keywords: service experience, art consumption, art marketing, Wayang Orang, Indonesia

[55]

POST-9/11 GHOSTS IN BENGAL TIGER AT THE BAGHDAD ZOO BY RAJIV JOSEPH: REVIVAL OF IRAQI MUSLIM IMAGE IN AMERICAN THEATRE

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ABSTRACT

Contemporary world is haunted by the ghosts called Muslims. After 9/11, Muslims became the most dreaded nation on the planet earth. America invaded Iraq and Afghanistan because of the 9/11 incident. The attack on these Muslim countries further deteriorated the global peace situation. Rajiv Joseph is an American born playwright. His play *Bengal Tiger at the Baghdad Zoo* is about the horrors of war ravaged on Baghdad. The play is brimming up with hints at the contemporary milieu. This play seems to be an attempt to exorcize the 'Muslim' ghosts from the Western psyche. The Muslims in the play are all Iraqis: Musa, Uday, Hadia, Iraqi teenage girl, and Iraqi family whose house is raided by the American soldiers. Joseph has portrayed these Iraqis, not only as Muslims to be afraid of, but complex individuals who are grappling with complexity of the contemporary world which is more intricate for the Muslims. This paper will explore that how Joseph tried to revive the Muslim image and turned the Muslim's ghostly fearsome persona into a human creature which needs to be perceived without prejudices.

Keywords: ghosts, identity, Muslims, post- 9/11

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FUNCTION OF CODE SWITCHING IN ISLAMIC SONGS¹Hala El Saj and ²Charles M Sarraf¹*Researcher in Language, Culture and Sociolinguistic, Australia*²*Professor and Independent Consultant and Researcher, Australia***ABSTRACT**

Code switching is generally defined as the use of two languages varieties in the same conversation (Myers-Scottons, 2006). Code switching in natural conversation differs from code switching in songs. In conversation, code switching is spontaneously used and speakers may often be unaware to the fact that they are moving back and forth between the two languages. Whereas the code switching within the lyrics of the song is conscious, and to some extent the words are predetermined and typically composed and edited to serve certain purposes (Davies & Bentahila, 2008). The objective of this paper is to discuss the communicative functions of code switching in Sami Yusuf songs, particularly in his hits songs “Al-Mu'allim” “My Ummah” and “Healing”. Sami Yusuf is a British singer-songwriter from Iranian Azerbaijani descent, recognized by The Independent as the “Voice of Islam”. Findings indicate that code switching between English and Arabic occurred for two main reasons: 1-to address a different audience from various linguistic backgrounds and 2- to attract attention of the listeners (Malik, 1994). English and Modern Standard Arabic (MSA) codes have existed side by side despite MSA is the formal written language rather than the spoken one, it has a strong appeal among Muslims, from different backgrounds. MSA is considered the language of the religion and the way to understand Quran. Therefore, it is fully understandable among Arab people regardless their religious affiliations and Muslim people from non-Arabic background. While English, is as a lingua Franca. However, code-switching draws the listeners’ attention and enhance their motivation to scrutinize the message sent.

Keywords: code switching, communicative functions, English, Modern Standard Arabic, Islamic songs

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INTEGRATING MULTIPLE INTELLIGENCE ACTIVITIES IN TEACHING ENGLISH

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ABSTRACT

Multiple Intelligences Theory was originally proposed by psychologist Howard Gardner at Harvard University in 1983. He defined eight types of multiple intelligence: linguistics, logical- mathematics, visual-spatial, interpersonal, intrapersonal, musical, bodily-kinesthetic and naturalist. Multiple Intelligences does not only explore teachers with more choices of activities in teaching English but also stimulate students to demonstrate what they have learned in many different ways. Therefore, This paper deals with Multiple Intelligence Theory in teaching English with a synthesis of some empirical studies. Definitions of Multiple Intelligence by Howard Gardner and its types of Multiple Intelligence are delineated. Research on Multiple Intelligence Theory in teaching English are reviewed. The possible activities in teaching English with different sets of Multiple Intelligences are discussed. The lesson plan of Multiple Intelligence approach in teaching English are explored. A brief summary of recommendation and conclusion are finally explained.

Keywords: multiple intelligence, teaching English, literature review

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**“A NEW ATTITUDE TOWARDS CONCRETE IN IBERO-AMERICA: FROM
MONOTECTONIC TO POLITECTONIC ARCHITECTURE”**

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ABSTRACT

In Ibero-America, as in the rest of the world, the use of exposed reinforced concrete went through a huge transformation with the end of the Second World War. The main movement that led this revolution was the Brutalism and the influence of Le Corbusier's work. The Swiss architect brought new ideas to architecture and city planning, making the concrete one of the most used materials in modern architecture. Even if the experimentation around the limits of the technical aspects of the material still continues, and it is currently the main theme of research for some architects; a new movement is going on between contemporary Ibero-American architects, where the exploration is no longer in the techniques of the material, or in the same ideas that the brutalist pursued, but in the quality of the spaces that the concrete creates within it. In their work it is obvious that the choice of a more rough and elemental material is done not because of the lack of knowledge of a more refined technique, but as an essential part of their projects. One of the main differences in the way the contemporary Ibero-American architects approach the use of concrete, compared to their predecessors is the fact that almost none of them is “married” to any material in particular. The selection of the materiality of their projects is done in a more democratic manner, as seen on Tatiana Bilbao's Ajijic house, Derek Delekamp's Biblioteca Vasconcelos or Anton Garcia Abril's SGAE Headquarters, to name some.

Keywords: concrete, architecture, Ibero-America, brutalism, material, tectonics

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EDUCATING THE EDUCATOR: VITAL FOR BALANCED 21st CENTURY SKILLS AND SKILLS ACQUISITION

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ABSTRACT

Educating the educator tends to describe the critical need for educators to be more relevant to the 21st Century Skills requirements. This is necessary for effective, efficient and productive communications of the curriculum contents to match the learning needs of the students within pleasant learning environment. This paper looks at who the educators really are and their specific roles, to identify their effectiveness in performing these roles to impact the students fully. It goes further to compare the 21st Century skills requirements/expectations on the educators with the learning needs of the students, to measure their levels of competencies, efficiency and effectiveness for matching the students' learning needs and personality building. Finally, it will analyze the gaps between the 21st Century skills demands on the educators and their acquired capabilities, the curriculum standards and contents, as well as the resulting impacts on the students. The result of the analysis will then give the insight into the type and structure of trainings/education individual/group of educators need for effectiveness and efficiency in the 21st Century skills requirements.

Keywords: educator, 21st century skills, curriculum, students, learning environment

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**EXPRESSIVE FEATURES OF IMPERATIVE STRUCTURES IN THE
EDUCATIONAL AND SCIENTIFIC LITERATURE ON BIOLOGY IN ENGLISH
AND TATAR**

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ABSTRACT

This article deals with comprehensive analysis and comparison of imperative structures of modern English and Tatar languages used in educational and scientific literature texts on the biology. As today the study of functional typology of speech is urgent and our Tatarstan Republic is polylingual, this article will have impact on polylingual teaching in national schools. The authors analyzed the semantic, structural, communicative - pragmatic aspects of imperative sentences. As a result English imperative sentences use less strong imperatives and expressions are more formal; Tatar imperative sentences use strong imperatives, more emotional, less formal. Also it was identified the factors that determine the choice of lexical and syntactic ways to create imperative sentences in the scientific literature in English and Tatar languages: Tatar language is agglutinative system and has developed a system of inflections, and each end is used for the expression of any differentiating characteristic; in English, this feature is associated with a developed system of prepositions.

Keywords: linguistic, comparative linguistics, sentence, imperative sentence

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**THE IMPROVEMENT OF NATURAL DYES LOCAL BATIK PRODUCT, TO
ACHIEVE PRODUCT DIVERSITY IN BATIK SOCIETY**

*Case Study: Dusun Gempol, Desa Ngesrep Balong, Kec. Limbangan, Kab. Kendal, Central
Java Province*

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ABSTRACT

Today, the global society awareness on the significance of environment conservation grow along the great appreciation on the values of local wisdom and culture of particular society, open up the opportunities for the development of natural materials use. The products that are considered environment friendly, with good and sustainable design attract many customers' interests, such as textile products with natural dyes. By appointing natural dyes topic as the research object, then not only raised the issue of environmental friendly products, but also about local genius issues and material trends. Dusun Gempol Desa Ngesrep Balong, Kec. Limbangan, Kabupaten Kendal, is the small village located on the west downhill of Ungaran Mountain, Central Java. The village has many potential both on natural resources and human resources that keen on several activities on nature and cultural conservations. There are some problems to improve batik result quality in there, one of the problem is the limitation of knowledge and technology about material processing to resulting the color scheme variation with good quality. Beside it, there are also the limitations of material characteristic understanding, a quality products requirement also a good and attractive product to wide range of market. Therefore, the product diversification need to conduct through introducing of batik design opportunities based on local values to batik society, so they are able to make some attractive ornaments with their own characteristic. This research is expected to help improving the batik society welfare and able to be improvement model of creative product with natural materials, and also become an alternative of environmental problems solution.

Keywords: batik, creative, environment friendly, local value, natural dyes, product diversity, sustainable

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EDUCATING THE EDUCATORS

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ABSTRACT

There have been many thoughts on what education should inculcate in students. Should it inculcate values, the ability to ask questions, to absorb the goodness of civilization and culture, or to pursue knowledge for its own sake?

Education should have all these aims. However, they are just a small segment of what change it should bring about in children. Human beings want to lead a life of happiness and abundance. They go to schools and colleges to acquire the necessary skills to achieve them.

Why is there dissatisfaction with education despite increase in literacy rates and such elaborate discussions throughout the world on how to make learning interesting and effective? The answer to this is obvious. We link education to passing examinations and going to the next class but not to excellence of existence. The very essence of education is concentration of mind, not the collecting of facts. In addition, education is the manifestation of the perfection already in man. We have tended to ignore it because teachers have an itch to teach. This desire to teach also arises from a belief that knowledge is power. Creative minds survive any kind of training. The great creative individual is capable of more wisdom and virtue than a knowledgeable man can ever be. Creativity opens the minds of students in wonderful ways. They learn to seek goals in life and, above all, they find ways to achieve them. Role of teacher here is very important. We need to create awareness among teachers that they have to inculcate creativity among the students. This paper intends to educate the educators to open the minds of the students to creative ideas. The art of teaching is the art of assisting discovery hence the role of teacher is very important. In this paper various ways to educate the educators are suggested.

Keywords: education, knowledge, wisdom, educators, creativity, training, literacy, methods of teaching

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SITE-SPECIFIC ANIMATION AS A MEANS OF CULTURAL TRANSFER

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ABSTRACT

The main objective of this research is to explore the site-specific animation's transferring capacity of cultural values to new generation. The study is based on partly interactive animations as a support material for edutainment. Real life objects and digitally created materials used together for the experiment. A historical environment is created with real life objects and a 3d character animation of "Nasreddin Hoca" a wisecracking character from Turkish history used as a tale teller. Subjects of the experiment were primary school students in the age group of 7-8. The study describes the different areas and ways in which this innovative learning tool has been used and emphasizes the skills developed in each experiment. Finally, it presents the results of the impact of the use of site-specific animation upon students' acculturation.

Keywords: site-specific animation, interactive tale

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**SOCIAL MEDIA USAGE AMONG GIRLS IN 12-20 AGE GROUP IN BARABANKI,
A MOST BACKWARD DISTRICT OF CENTRAL UTTAR PRADESH**

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ABSTRACT

The study bases its hypothesis on the growing use of Social Media across the country and hones down on Social Media usage of Mobile using teenage girls in villages of central Uttar Pradesh's Barabanki District, a most backward region of India's most populous yet backward state known for its low development, health and other basic indicators.

The researcher's doctoral thesis based on four most backward districts of central Uttar Pradesh has already clearly proved that mobile usage and penetration is sufficient in these districts (and thus in all probability the entire state) to effectively formulate a direct outreach to targeted groups by Government and private agencies for information dissemination, take forward the consultative process and implement targeted interventions in areas like education, health, farmers' literacy, Maternal and Child health etc.

This study is an extension of the research and now looks into the mobile using patterns of teenage girls in the pre-menstrual to pre-career age group to determine whether mobiles are being used for just connectivity and entertainment or are they also being used for a larger purpose like Women's safety, Receiving Information on various Government initiatives for Young Girls and other purposes.

Keywords: mobiles, communication, gender, rural development, behavior change

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ONLINE POLITICAL MEME AND ITS INFLUENCE ON PHILIPPINE MILLENNIALS' VIEW ON PRESIDENTIAL CANDIDATES

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ABSTRACT

Internet memes are becoming a big hit on social media that rapidly gains popularity in the Internet. Often, modifications or spoofs add to the profile of the original idea then turning it into a phenomenon that transgresses social boundaries. It is commonly assumed that Internet memes spread virally but scientific evidence as to this assumption is inadequate. This study utilized the qualitative research design. In this paper, youth today are most likely to use social media and while using social media they can come across these political memes, we address the issue of the influence of political memes on the millennial' view on the presidential candidates for the upcoming 2016 Philippine presidential election and investigate its influence on the voters. Our data was gathered through a focused group discussion with six (6) random participants (youth voters) who are enrolled in the summer class of A.Y. 2015-2016 at the University of Perpetual Help System – Dalta Las Piñas campus. Also, the result of this study supports the result of the 2016 election; it was announced by the Commission on Election (COMELEC) that Davao City Mayor Rodrigo Duterte won as the 16th President of the Republic of the Philippines. With the collaborative further analysis of online political memes by the researchers and the result data of the focused group discussion both have stated that most of the online political memes on social media sites are about Vice President Jejomar Binay, whom in the election results got 4th place among the five Philippine presidential candidates.

Keywords: meme, millennial, election, Philippine presidential election 2016

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HUMAN COMPUTER INTERACTION AND MINDFULNESS: HOW INTERACTIVE DESIGN CAN PROMOTE MEDITATION

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ABSTRACT

This paper explores Human Computer Interaction through design applications that encourage mindfulness. An increase in research in the fields of psychology and neuroscience, demonstrating the benefits of mindfulness, are inspiring a new movement in interactive design. As cutting edge technologies become more accessible they are progressively being employed to help the practice of mindfulness. We explore the design of three interactive applications that promote the practice of mindfulness, and we question the intersections between Human Computer Interaction and the cutting edge of mindfulness research. In order to contextualise the three design applications discussed, we first take the reader on a brief tour of the historical background on the Electroencephalogram (EEG). We then discuss the physiological processes of meditation and the history behind the clinical practice known as mindfulness. We show how designers are employing Brain Computer Interface devices that use the EEG to record the electrical activity of the brain to visualise mindfulness meditation practices. We then consider a human-computer interaction design that creates an opportunity for non-meditation practitioners to experience meditation. Lastly, we conclude the paper by discussing the future of the three applications.

Keywords: art-science, EEG's, human computer interaction, interaction design, mindfulness, meditation

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**CONFIRMATION FROM A JOURNALIST: A CASE STUDY OF AZADEH
MOAVENI'S ORIENTALIST DISCOURSE IN *LIPSTICK JIHAD* AND
*HONEYMOON IN TEHRAN***

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ABSTRACT

Azadeh Moaveni's two memoirs, *Lipstick Jihad*, and *Honeymoon in Tehran*, have been deemed important sources for Westerners to gain authentic knowledge on Iran's social and political history. Since Moaveni is narrating her life story from the perspective of a professional journalist who returns to Iran as a grown-up woman, indoctrinated on the ethics of journalism at American universities, her memoirs are deemed as a meticulous reportage of an objective observer. That said, the researchers in this article want to assert that Moaveni, through her journalistic capabilities, has fostered the delusion of offering a full-fledged mirror to Iran's political and social condition. In this research, it will be argued that in spite of being praised for their objective picture of Iran by the press such as *The New York Times* and *Associated Press*, as well as Moaveni's claims of gainsaying artists and authors who have exoticized her motherland through their quixotic depictions of the Islamic society of Iran, Orientalist discourse is scarcely absent from both her memoirs. In order to demonstrate her Orientalist discourse, the researchers will examine Moaveni's depiction of Iranians as exotic, non-understanding beings suffering from a severe identity crisis, supplemented by an inefficacious health care system, and deficient public education, as a result of which they all find the West a salubrious haven of tranquility. More important is how such an allegedly odd, oppressive Islamic Iran has, in Moaveni's memoirs, made women capitulate to patriarchal conventions, and take on passive roles. In order to demonstrate how such an exotization of an Islamic country directly leads to Western imperialism, and renders all Eastern cultures inferior, this study draws on Linda Alcoff's analysis of the problems of representing others and Edward Said's *Orientalism*.

Keywords: Azadeh Moaveni, memoir, journalism, Orientalism, representation

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**PRAMOEDYA'S TRUTH: CONSTRUCTING INDONESIA AS A NATION IN
FOOTSTEPS**

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ABSTRACT

How does Pramoedya Ananta Toer construct Indonesia as a nation through the interplay of dramatic and verifiable truths in his novel, *Footsteps*? In his novel, Pramoedya organized a selection of historical facts and filled the gaps with stories to construct a sense of nation inside his characters. Linking the subjective experience of a man and the objective history of a nation, this historical novel reflects the condition of early twentieth century colonial Indonesia during the conception of nation and the start of national awakening period. By using history as the plot driver in *Footsteps*, it became apparent that Pramoedya's conception of nation stresses the use of Malay as a national language, Islam as a uniting identity, and anti-colonialism. The author used a close reading based on the focused themes, connected it with the concepts and cross-referenced it with interviews from Pramoedya in order to answer the research question.

Keywords: Buru Quartet, veritable truth, nationalism, anti-colonialism, journalism

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**MACHINE, OH! MACHINE, WHAT IS THE EMOTION IN THIS PAINTING?
ASSESSING EMOTIONS IN ABSTRACT ARTS THROUGH MACHINE LEARNING
TECHNIQUES**

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ABSTRACT

Can machines identify positive and negative emotions in abstract paintings? In order to answer this question two sets of abstract paintings (a) professional (MART) set and (b) an amateur set, conveying a wide range of emotions were rated for discrete emotions as well as arousal and valence by more than 700 raters. On the basis of the ratings, paintings were classified into three categories as conveying (a) positive emotions, (b) negative emotions and (c) indeterminate emotions. Manual content analysis of the images suggested significant dominance of certain kinds of lines and colors in positive and negative emotions. We employed Image processing techniques to identify the visual features related to (a) color content and (b) line segment trends. Logistic regression classifiers were then trained using 357 images and then validated on 154 images. Once the classifiers were trained, we were able to obtain probability measures for any given input image which we could later classify into negative, positive and mixed/ambiguous emotion images. Validation from test set reveal that we get accuracy close to 80 percent using color and line features. It is expected that this work will have implications for automated assessment of anticipated perception of images for a wide range of design contexts.

Keywords: abstract paintings, colors, emotions, lines, image processing, machine learning

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**ONE MAN, THREE FACES: AN ANALYSIS OF LEONARDO DICAPRIO'S
ACTING ON THE FILMS: BLOOD DIAMOND, THE WOLF OF WALL STREET,
AND THE REVENANT**

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ABSTRACT

Acting is not merely movement and speeches; it is the total embodiment of a character from another place and time. Such entails giving life to someone who only exists on paper and allowing the audience to see and feel that character, dispatching the reality of the performer and consuming an entirely different persona.

Over the years, Leonardo DiCaprio's ascent to Hollywood's A-List has piqued the interest of many movie enthusiasts, especially after he received his first Academy Awards for Best Actor in 2016.

This qualitative study analyzed the acting abilities of Leonardo DiCaprio in the films *Blood Diamond*, *The Wolf of Wall Street*, and *The Revenant*. Following the steps of Creswell (2009), the researchers gathered and organized relevant data and reading materials; viewed the three films and reflected on their over-all meaning; identified themes for coding; and finally interpreted the data through in-depth content analysis. A validated, self-made criteria for analysis was developed by the researchers.

The findings of the study revealed that all of DiCaprio's portrayals – whether as a diamond smuggler desperate to leave his ill-fated country (*Blood Diamond*); an ambitious stock broker obsessed by power, wealth, and drugs (*The Wolf of Wall Street*); or an American hunter and explorer (*The Revenant*) – were derived from historical records and real-life events experienced by the protagonists. The results of the study also featured an analysis of Di Caprio's portrayals in the selected films based on the Authenticity of Portrayal, Notable Character Value, Complexity, Originality, and Appeal to the Audience.

Keywords: acting, character, portrayal, film, Leonardo DiCaprio, Hollywood, qualitative study, Blood Diamond, The Wolf of Wall Street, The Revenant, Philippines

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CULTURAL EVENTS AND PRACTICES OF MAGH BARUA COMMUNITY IN KOLKATA: A STUDY IN CULTURAL GEOGRAPHY

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ABSTRACT

The Magh Barua community in Kolkata is a Buddhist migrant community whose roots can be traced back to ancient Indian empire called the Mauryan Empire and Arakan region in Myanmar. The community is unique in its cultural practices and rituals. This is because here the rituals have been divided into two broad categories. One for the households and the other for the Buddhist monks or religious heads. The main objectives of the paper are to find out the rituals, life cycle events and cultural practices of the community and also to provide vivid description of the events practiced. Another objective is to trace the evolution and changes of these events over time. The study area that has been delineated for this is the municipal wards of Kolkata. The methodology that has been used for the attainment of the objectives are mostly personal interviews and observant participation. Photographs and oral narratives have also been used wherever necessary. The paper deals with descriptive research which is fundamental in nature. The findings go on to prove the differences between the native culture and this migrant culture. The events that have been covered in this paper are the religious events like the Purnima, Wesak, Prabarana Purnima, Kathin Chivara Daan etc. the household rituals covered are rice ceremony, marriage, death rites etc.

Keywords: rituals, household, Buddhist, religion, Wesak

